Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«KYIV CULTURAL TOURISM PRODUCT PROMOTION FOR INTERNATIONAL MARKET»

Student of the 2^d year, group 12 am,
academic degree «Master»
specialty 242 «Tourism»
specialization «International Tourism
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Kyiv, 2020

Kyiv National University of Trade and Economics
Faculty of Restaurant, Hotel and Tourism Business
Tourism and Recreation Department
Educational Degree «Master»
Specialty 242 «Tourism»
Specialization «International Tourism Business»

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Approved by
Head of the Department
_____ T.I. Tkachenko
«29» November 2019

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Task
for a final qualifying paper
Elina Shapran

1. Topic of a final qualifying paper:

"Kyiv cultural tourism product promotion for international market".

Approved by the order of KNUTE from 04.11.2019 № 3755.

2. Term of submitting by a student his/her terminated paper: 20.11.2020.

3. Initial data of the final qualifying paper:

Purpose of the paper – study of theoretical and practical aspects of Kyiv cultural tourism product promotion and development of recommendations for its improvement.

The object – process of Kyiv cultural tourism product promotion on international market.

The subject – methodological, theoretical and practical aspects of Kyiv cultural tourism product promotion on international market.

4. 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
1	Dupliak T.P.	29.11.2019	29.11.2019
2	Dupliak T.P.	29.11.2019	29.11.2019
3	Dupliak T.P.	29.11.2019	29.11.2019

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

INTRODUCTION

PART I. THEORETICAL AND METHODOLOGICAL BASIS OF CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION

1.1. Definition of cultural heritage and its role in cultural tourism

1.2. Features of cultural tourism product design and promotion

Conclusions to the part I

PART II. ANALYSIS OF KYIV CULTURAL TOURISM PRODUCT PROMOTION ON INTERNATIONAL MARKET

2.1. Analysis of Kyiv tourism market

2.2. Characteristic of cultural resources of Kyiv

2.3. Assessment of Kyiv cultural tourism product promotion

Conclusions to the part II

PART III. IMPROVEMENT OF KYIV CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION ON INTERNATIONAL MARKET

3.1. Actions to improve Kyiv cultural tourism product design and promotion on international market

3.2. Evaluation of the effectiveness of the proposed measures to improve Kyiv cultural tourism product design and promotion

Conclusions to the part III

CONCLUSIONS

REFERENCES

APPENDICES

6. Time schedule of the paper:

No.	Stages of the final qualifying paper	Terms of the final qualifying paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2019 –04.11.2019	04.11.2019
2.	Preparation and approval of task for the final qualifying paper	05.11.2019 –05.12.2019	29.11.2019
3.	Writing and pre defense of the 1st part of the final qualifying paper	06.12.2019 –22.05.2020	22.05.2020
4.	Writing and preparation of scientific article	till 22.05.2020	
5.	Writing and pre defense of the 2nd part of the final qualifying paper	23.05.2020 –15.09.2020	15.09.2020
6.	Writing and pre defense of the 3rd part of the final qualifying paper	16.09.2020 –01.11.2020	01.11.2020
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	02.11.2020 –08.11.2020	08.11.2020
8.	Additional processing, printing, preparation of material to final qualifying paper defense	09.11.2020 –19.11.2020	19.11.2020
9.	Presentation of the final qualifying paper on the department and on the deanery, receiving of referrals for external peer review	till 20.11.2020	
10.	Defensing of the final qualifying paper in the Examination Board	According to the schedule	

7. Date of receiving the task: 29.11.2019

8. Scientific adviser of the research _____ Dupliak T.P.

9. Head of educational and professional program _____ Tkachenko T.I.

10. The task received by the student _____ Elina Shapran

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

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

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

In the first part defined cultural heritage and its role in cultural tourism, features of cultural tourism product design and promotion.

In the second part analyzed Kyiv tourism market, cultural resources of Kyiv, assessed Kyiv cultural tourism product promotion.

In the third part defined the main recommendations to improve Kyiv cultural tourism product design and promotion on international market, as well as evaluation of proposed measures of its improvement.

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

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

Pre defense of the final qualifying paper _____ Dupliak T.P.

12. 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 _____ Tkachenko T.I.

Head of the Department _____ T.I. Tkachenko

_____, _____, 20__

CONTENT

INTRODUCTION

Actuality of the final qualifying paper. Culture has been an important driver for tourism flow and demand ever since people started travelling. However, growing globalization affects the concern about saving culture's significance and presenting it to others. Not only cultural tourism product can make a weighty contribution to the country's economy, but also serves as a major way of international interaction, insuring the increasing of tolerance and acceptance of variability within world community. In 2019 there were registered up to 1,5 billion international tourist arrivals and up to 37% of trips have cultural elements in their purpose, which only points on how massive cultural tourism market is. In Ukraine, the development of cultural tourism has not yet reached significant proportions. It must be admitted that a significant share of the tourism potential of Ukraine is the potential within the framework of cultural tourism. And Kyiv, as the capital of the country, has a large part of the cultural resources to meet the needs of tourists. Having such potetntial it is possible to push the popularity of Kyiv forward and turn it to a significant source of profit for state's budget.

Purpose is to study the theoretical and practical aspects of promoting the product of cultural tourism in Kyiv and develop recommendations for its improvement. Based on official official data and their analysis, it will be possible to draw conclusions on the identification of problematic aspects of development and promotion of cultural tourism product in Kyiv, based on which will offer their own ways to improve the promotion of the capital on the international market.

Tasks:

- define the essence of cultural tourism and its main components;

- define feature of cultural tourism product design and promotion;

- describe cultural tourism potential of Kyiv;

- analyze cultural tourism resouces of Kyiv;

- offer an effective system of cultural tourism product development and promotion in Kyiv;

- analyse the effectiveness of proposed actions to improve culture tourism product promotion in Kyiv;

- calculate the cost and evaluating the effectiveness of proposed activities.

Target of final qualifying paper is the process of Kyiv cultural tourism product promotion to the international market.

Subject is research of methodological, theoretical and practical aspects of promotion of the cultural tourist product of the city of Kyiv on the international tourist market. The study includes an overview of the essence of cultural tourism, identification of its main aspects and areas of impact on the economy, the methodology of development and promotion of tourism products and the calculation of its effectiveness.

The methods of logical generalization (forming conclusion based on available data), system approach (analysis of statistics considering foreign tourism activity in Kyiv), comparison and gereralization were used.

Theoretical and methodological basis of final qualifying paper is reseaches of economic theore, publications of Ukrainian and foreign scientists on the topic, regulatory and legal documents.

Database of research are legal and regulative documents on economic affairs, materials of scientific international conferences, periodical literature, statistical and financial statements.

Object is the process of promoting a cultural tourist product on the international market. Study and analysis of existing actions by government agencies responsible for the development of the tourism industry in Kyiv, their measures to promote the cultural product of Kyiv, brand building, awareness of potential tourists about the tourism potential of Kyiv, as well as assessment of their feasibility and effectiveness.

Scientific innovation. In this final qualifying work, modern measures will be proposed to improve the promotion of the tourist product of the city of Kyiv on the international tourist market.

Practical value of results of final qualifying paper. The practical value of results of the conducted research consists recommendations about development of the Kyiv cultural tourism product promotion on the international market (Appendix A).

Structure of final qualifying paper. Final qualifying paper consists of 3 parts, introduction and conclusions, references (40 titles), 6 appendices and also 12 tables and 17 figures.

PART I
THEORETICAL AND METHODOLOGICAL BASIS OF CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION

1.1. Definition of cultural heritage and its role in cultural tourism

Culture has been an important driver for tourism flow and demand ever since people started travelling. However, growing globalization affects the concern about saving culture's significance and presenting it to others. Not only cultural tourism product can make a weighty contribution to the country's economy, but also serves as a major way of international interaction, insuring the increasing of tolerance and acceptance of variability within world community.

There are different views on what cultural tourism and its components are (table 1.1).

Table 1.1

Definitions of cultural tourism

Authors	Definition
UNWTO [27]	A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions.
Priya Singh, Ashaq Hussain Najar [17]	It is a type of tourism in which tourist travel to a destination to experience cultural attractions like fairs, festivals, food, arts, etc.
Rossella Salerno [18]	Tourism concerned with a country or region's culture.
Dessislava Ivanova Alexova [12]	A form of specialized cognitive tourism that focuses on tangible or intangible cultural heritage.
Jesus Alcoba, Susan Tumolva Mostajo, Romano Angelico, Trinidad Ebron and Rowell Paras [1]	A form of tourism that allows tourists be immersed in local cultural related activities such as rituals and festivities. It leads the destination in providing opportunity for authentic cultural exchange between locals and visitors. For destinations, it encourages local communities to embrace their culture and boost economic growth, developing culturally geared tourism programs; encourages destinations to celebrate and promote what distinguishes their communities for an authentic cultural exchange between locals and visitors.

Authors	Definition
Pedro de Alcântara Bittencourt César, Julia Luise Altmman, Caroline Peccin da Silva, Bruna Tronca and Michele Pinheiro Trentin [17]	An economic activity that is related to events and organized trips and directed to knowledge and leisure with cultural elements such as: monuments, architectural complexes or symbols of historical nature, as well as artistic/cultural/religious, educational, informative events or of an academic nature.
Nuria Huete-Alcocer, María Pilar Martínez-Ruiz and Víctor Raúl López-Ruiz [17]	Cultural Tourism is effectively a synonym for heritage or ethnic tourism – a way for travelers to access the charm of local communities' traditions, folklore, spaces and values.
Enrico Bonetti, Michele Simoni and Raffaele Cercola [18]	The journey of people to specific destinations that offer cultural attractions, including historic sites and artistic and cultural events and shows, with the aim of acquiring new knowledge and experiences that meet the intellectual needs and individual growth of the traveler.

Basing on definitions of different authors worldwide in a table 1.1, we can sum up that cultural tourism – is a trip, the purpose of which is to learn about the culture inherent in a particular destination through direct acquaintance with its tangible and intangible heritage. Cultural tourism can be developed in pretty much any area, where you can meet people: urban or rural, as soon as it is possible to define any customs typical for the place.

Heritage is seen as a key component of cultural tourism as the aim of trip. It represents and forms total impression of particular destination. There are different understandings of this phenomenon as well (table 1.2).

Table 1.2

Definitions of cultural heritage

Authors	Definition
UNESCO [25]	Heritage is the designation for places on Earth that are of outstanding universal value to humanity and as such, have been inscribed on the World Heritage List to be protected for future generations to appreciate and enjoy.
Carlos Enrique Muñoz, Nelson Vásquez Lara, Damaris Natalia Collao Donoso, Gabriela Alejandra Vásquez Leyton [7]	Set of goods of diverse origins and characteristics that give meaning and identity to an individual or collective.
Vasile Cretu [8]	Valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations.

Authors	Definition
Lazarus Sauti [13]	The whole lot people gain from their predecessors. It is also an indispensable piece of the present as well as the future and it consists of habits or customs, languages, as well as physical structures of historical importance.
Ainoa Escribano-Miralles, Pedro Miralles Martínez and Francisca-José Serrano-Pastor [7]	Features belonging to the culture of a particular society, such as traditions, languages, objects, painting, or buildings, that were created in the past and still have importance for a society, not only historically.
Sandra C. Varela, Jorge L. Santamaría and Marcelo Pilamunga [19]	Cultural heritage is identified as the origin of all forms of arts and the soul of cultural and creative industries. It is the starting point of this classification. It is heritage that brings together cultural aspects from the historical, anthropological, ethnic, aesthetic and societal viewpoints, influences creativity and is the origin of a number of heritage goods and services as well as cultural activities. This group is therefore divided into two subgroups: a) traditional cultural expressions: art crafts, festivals and celebrations; and b) cultural sites: archaeological sites, museums, libraries, exhibitions, etc.
Rodrigo Cury Paraizo and José Ripper Kós [5]	Objects from the past to which values are socially attributed.

So heritage is seen as totality of tangible and intangible objects, that represents a specific area or specific group of people that possess historically formed features and is being a key component of cultural tourism. Heritage is the carrier of the tourist offer in cultural tourism segment as far as it is the aim of a trip.

Depending on composition, there are three main types of heritage: cultural, natural, and mixed. Cultural heritage sites include hundreds of historic buildings and town sites, important archaeological sites, and works of monumental sculpture or painting. Natural heritage sites are restricted to those natural areas that furnish outstanding examples of Earth's record of life or its geologic processes, provide excellent examples of ongoing ecological and biological evolutionary processes, contain natural phenomena that are rare, unique, superlative, or of outstanding beauty, or furnish habitats for rare or endangered animals or plants or are sites of exceptional biodiversity. Mixed heritage sites contain elements of both natural and cultural significance [25].

Cultural heritage has it two main types: tangible and intangible heritage. At the same time tangible heritage is divided to immovable and movable heritage.

Immovable is the heritage that cannot change its location: buildings, monumental art, parks, etc.; movable heritage is represented by object that can be moved to another place: books, paintings, costumes, etc. (figure 1.1).
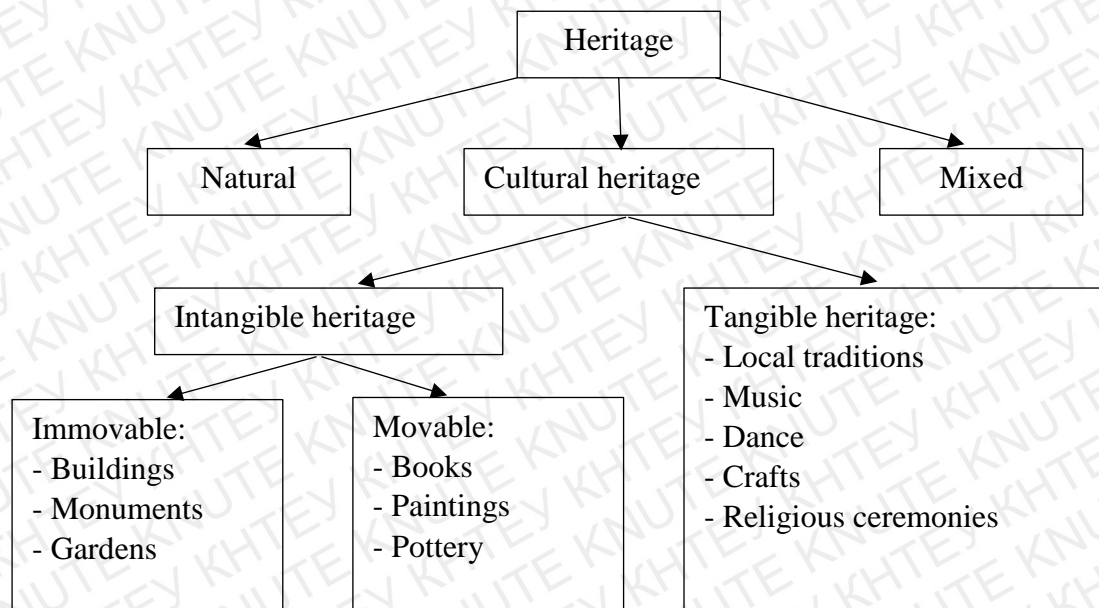

Figure 1.1. Main types of heritage [25]

Each world's region contributes to the World Heritage List (1121 natural and cultural places) annually. The main regions are: Europe and Northern America (owns the biggest share of contribution), Asia and the Pacific, Latin America and the Caribbean, Africa and Arab States (table 1.3).

Table 1.3

Distribution of World Heritage by regions in terms of quantity and types [2]

Regions	Cultural	Natural	Mixed	Total	%
Africa	53	38	5	96	8,56%
Arab States	78	5	3	86	7,67%
Asia and the Pacific	189	67	12	268	23,91%
Europe and North America	453	65	11	529	47,19%
Latin America and the Caribbean	96	38	8	142	12,67%
Total	**869**	**213**	**39**	**1121**	**100%**

At the same time Ukraine owns 7 objects, included into the World Heritage List (appendix B):

- Kyiv: Saint-Sophia Cathedral and Related Monastic Buildings.

- Kyiv: Pechersk Lavra.

- Lviv: the Ensemble of the Historic Centre.

- Struve Geodetic Arc.

- Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe.

- Residence of Bukovinian and Dalmatian Metropolitans.

- Ancient City of Tauric Chersonese and its Chora.

- Wooden Tserkvas of the Carpathian Region in Poland and Ukraine [25].

Cultural tourism is one of the major types of tourism in the world, thus different world and regional organizations, that are relevant to the tourism sphere, are interested in protecting and regulating the participation of heritage in this way of international interaction and business. The regulations are aimed at supporting sustainability towards heritage usage for tourism attraction, so that not only it will bring a contribution to economy and social integration, but also be preserved for descendants and save one's significance.

There are two main world organizations that patronize cultural tourism and heritage as its key component: UNESCO and UNWTO. The fundamental aim of UNWTO is the promotion and development of tourism with a view to contributing to economic development, international understanding, peace, prosperity, and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion. In pursuing this aim, the Organization pays particular attention to the interests of the developing countries in the field of tourism.

UNWTO also conducts researches in the field and has few annual publications, concerning cultural tourism and heritage, with statistics, description and analysis of current situation, defined trends and forecasts for the future in the world generally and by the regions separately. The most complex ones are «Tourism and Culture

Synergies» and «Tourism and Intangible Cultural Heritage» [27]. Organization also holds events and conferences annually concerning heritage and cultural tourism all over the world, such as UNWTO/UNESCO World Conference on Tourism and Culture «For the Benefit of All», «Building a New Partnership» and «Fostering Sustainable development». As a result of such events the most topical issues are brought up to the light and declarations are made, which should abet to resolve this issues.

UNESCO's functions are to collaborate in the work of advancing the mutual knowledge and understanding of peoples through all means of mass communication; instituting collaboration among the nations to advance the ideal of equality of educational opportunities without regard to race, sex, or any distinctions, economic or social. The main UNESCO's document, the international agreement, with regulations concerning heritage is Convention Concerning the Protection of the World Cultural and Natural Heritage. It covers the definition of heritage and its types, guidelines for signatory countries on structures and organs that have to be established and actions undertaken for successful and fruitful international complex cooperation towards heritage protection and promotion [2].

There also exist regional organizations and regulatory organs. In Europe the most influential organ is European Commission, that considers cultural tourism as a weighty component in the economic system of EU and represents a subject of interest. The EU recognises the importance of culture as part of the European tourism experience and as an element that can enhance the profile of Europe as a global destination. The European Commission supports the areas of cultural tourism that have the greatest potential for growth.

Europe is a key cultural tourism destination thanks to an incomparable cultural heritage that includes museums, theatres, archaeological sites, historical cities, industrial sites as well as music and gastronomy. The EU promotes a balanced approach between the needs to boost growth on one side, and the preservation of artefacts, historical sites, and local traditions on the other.

The European Commission actively cooperates with the Council of Europe, the European Travel Commission, the UN World Tourism Organisation, and other international partners to contribute to the development of European Cultural Routes. The European Commission regularly publishes calls for proposals to support the development of physical or virtual «routes» that have a transnational or European dimension and are based on cultural heritage. Crossroads of Europe is an annual event that promotes European cultural itineraries and raises awareness about their potential for tourism among stakeholders, businesses, destination managers, and national and local authorities [3].

1.2. Features of cultural tourism product design and promotion

Tourism products are very diverse, partly due to a wide range of candidates, partly due to the variety of natural and anthropogenic objects and attractions. Natural and cultural resources, tourist facilities, transport infrastructure, accommodation and meals are essential sources of tourism and are therefore associated with the actual products.

Tourism product is a combination of services such as attraction, accommodation, transport and entertainment which satisfy tourists' needs in the destination and which are supplied by individual providers as transport companies, tourism agencies and operators, hotels etc. Tourism product is intangible, complex and totally connected to the certain place, it can't be stored for the future and its production and consumption happen simultaneously. Components of cultural tourism product are also known as 4 A's: attraction, accommodation, accessibility, amenities (figure 1.2).

The main component of the tourism product is attraction. It determines the choice of tourists to visit certain destination rather than another and defines the type of tourism. As attractions can be considered: resorts, national parks, natural zones, sites and in the case of cultural tourism – historical buildings, cities, places of archeological value or events such as fairs, exhibitions, festivals, games, etc.
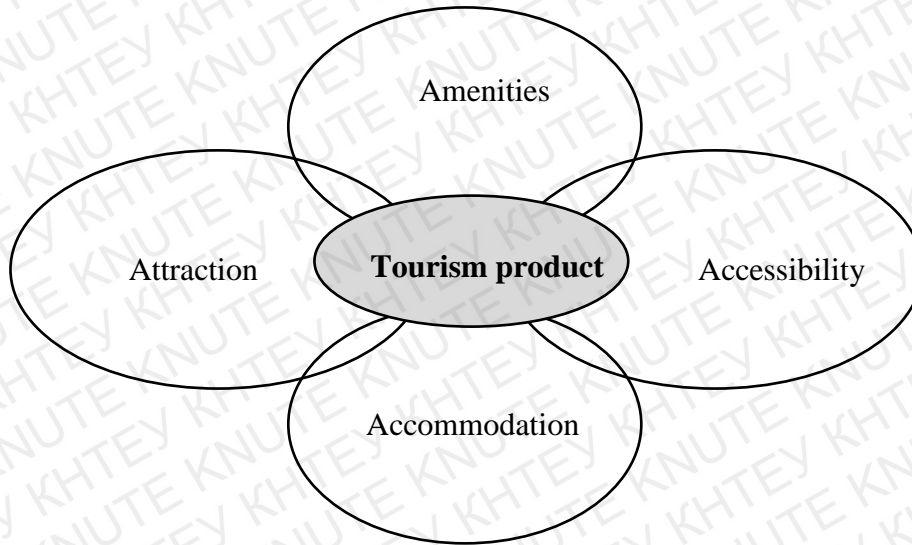
Figure 1.2. Components of cultural tourism product [3]

Accommodation plays an important role and very basic to tourist destinations. The demand for accommodation away from home is met by a variety of facilities, which is home away from home. There is a large number of varieties are available in the accommodation. There has been an increasing demand for more non-traditional and informal types of accommodation. The latest trends in accommodation are holiday villages. In recent years there has been an increase in the popularity of such accommodation.

Accessibility – it's the means of transport used to reach the area where attractions are located. Tourism mode of transport may be a motor car, a coach, an airplane, a ship or a train which enables the tourist to reach his predetermined destination. Availability of transportation determines the value of the destination, easy accessibility of a place, increase the value of destination or vice versa.

Amenities are additional services and facilities which actually make a place a touristic place. For example at the destination where there is a river, amenities would be set up facilities for sailing or fishing [9].

Tourism product design is a very complex process that covers different aspects that have to be coordinated and organized, as far as usually it covers using the

services of few industries instead of one, so firstly creating a plan is needed – concrete steps of product development.

Based on this, cultural tourism product can be defined as «by using the cultural tourism resource as basis, anything that can be offered to tourists for participating in cultural tourism to satisfy their cultural needs and wants».

Depending on attraction, 6 main types of cultural tourism product can be defined (table 1.4).

Table 1.4

Main types of cultural tourism product [10]

Type of cultural tourism product	Example
Historic cultural tourism product	Cultural heritage and relics.
Artistic cultural tourism product	Folk art, fork music, performance art and architecture art.
Regional cultural tourism product	Local traditional culture, local cuisine culture, local festival and ancient architecture.
Religious cultural tourism product	Religious sites and events.
Recreational cultural tourism product	Amusement park, theme park, botanic garden and zoo.
Scientific cultural tourism product	Museum, industrial tourism, agricultural tourism, military tourism, adventure tourism and scientific expedition.

After preliminary preparation and approval is necessary to develop a detailed project plan. The requirement of a thorough and detailed elaboration of the project, which builds on previous steps, it is very significant. Cultural tourism product design can be splitted into 6 steps (figure 1.3).
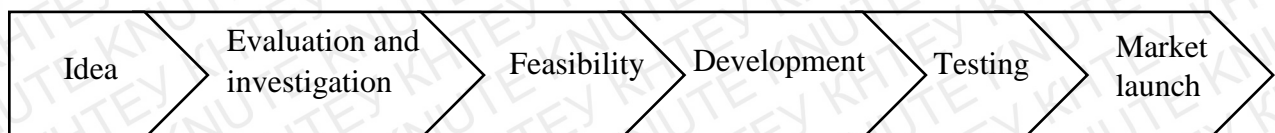

Idea — Evaluation and investigation — Feasibility — Development — Testing — Market launch

Figure 1.3. Steps of cultural tourism product design [2]

First step is defining generally product's significance and experience you want to deliver to tourists. These may be historical events, the memory of eminent artists or the occurrence of fairytale persons, etc.

Next step is evaluation and classification of themes, research on the presence of competitors, the actuality of the theme and presence of demand, defining the target consumer. Afterwards goes evaluating the feasibility, what resources are needed and where to get them.

After evaluation actual processing of the product is undertook, provision of security services and products included in agreements with domestic and foreign partners (suppliers and intermediary services).

Before being released to the market, product is being tested first to see, whether consumers are ready for a new product for example if it is innovative. Only afterwards goes placing on the market.

After undertaking steps on creation of product itself, next important action is to do is pricing. Price is a very weighty aspect that affects the product demand. Forecasting helps to identify possible price. So you can get an idea of what sales volumes are expected at different prices. Determination of competitors helps to define a ceiling price that the customer is under specific circumstances (income level, the intensity of advertising, etc.) willing to pay for the offered product [2]. Next action would be selection of distribution channels to reach the customers (figure 1.4).
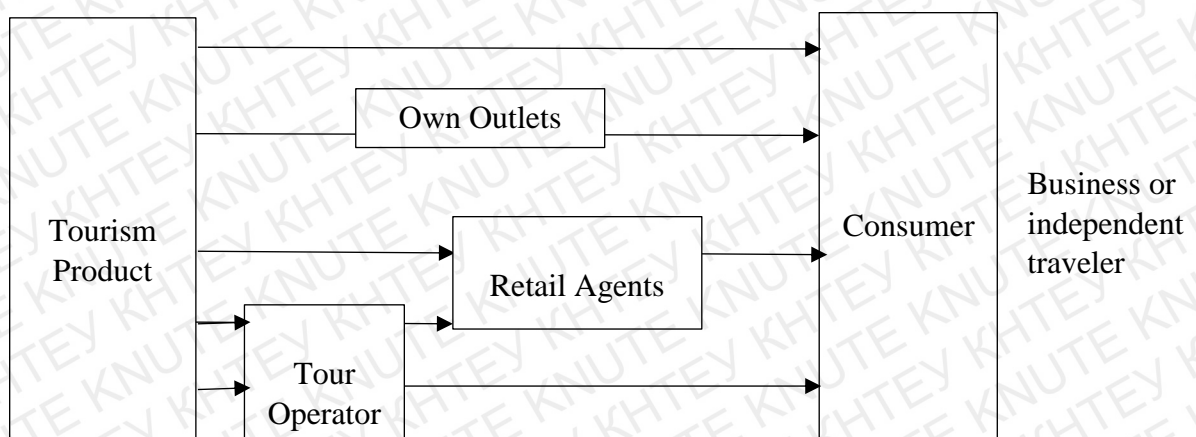

Figure 1.4. Distribution channels of cultural tourism product [2]

Distribution channels are chosen depending on target consumer and the place of realization. Product can be sold either directly or indirectly depending on what would be the most beneficial. For example tourism operator, the creator of tourism product can sell travel package either directly or using an intermediary – tourism agent. Same as hotels can provide accommodation services directly from the reception table, use the aggregator site or make an offer to tourism operator and sell a block of rooms like a wholesaler.

The last step is development and implementation of promotional strategy. For example partnerships help maximize marketing goals and reach a broader and more desirable audience when promoting a product. Trade shows provide with access to every travel and tourism supplier in the region and beyond, every travel seller and company who sells or wants to sell your product and the general public who has an interest in offering. Or whether you attend existing trade shows around the country and the world, or organize own to bring attention and forward motion to the product, the results can be beneficial. Sponsored events and giveaways that tie in with tourism product and create a level of prestige for the brand. Leveraging social media, blogs and online videos allows sellers of a product to connect with a target market by leveraging brands the end consumer already loves.

Conclusions to the part I

1. Cultural tourism – is a trip, the purpose of which is to learn about the culture inherent in a particular destination through direct acquaintance with its tangible and intangible heritage.

2. Heritage is seen as totality of tangible and intangible objects, that represents a specific area or specific group of people that possess historically formed features and is being a key component of cultural tourism.

3. Cultural tourism is one of the major types of tourism in the world, thus different world and regional organizations, are interested in protecting and regulating the participation of heritage in this way of international interaction and business. The

main world organizations in this field are UNESCO and UNWTO. In Europe the European Comission is a regional regulating body, which concernes tourism in particular.

4. Tourism product is a combination of services such as attraction, accommodation, transport and entertainment which satisfy tourists' needs in the destination. As attractions in the case of cultural tourism can be considered: historical buildings, cities, places of archeological value or events such as fairs, exhibitions, festivals, games, etc. There are 6 types of cultural tourism product.

5. Tourism product design is a very complex process that covers different aspects that have to be coordinated and organized and is consisted of 6 main steps.

PART II
ANALYSIS OF KYIV CULTURAL TOURISM PRODUCT PROMOTION ON INTERNATIONAL MARKET

2.1. Analysis of Kyiv tourism market

Over the past five years, Kyiv has undergone several drastic changes in tourism development - from a sharp increase in tourist flows during the Euro 2012 football championship, to a sharp decrease in 2014, a time of strong recovery in 2016-2017. Unfortunately, after the crisis of 2014, associated with the revolutionary events that took place mainly in the capital, it has not yet been possible to restore the inflow of tourists. Ukraine has been ranked among the world's most dangerous countries for tourism and travel, and Kyiv, as the country's capital, has faced the problem of an outflow of foreign tourists. The problem is also that the capital of Ukraine must very urgently take measures to increase the management of spontaneous tourist flows and help increase attraction of tourists, improve tourist infrastructure, as well as act as a starting point for creating a tourist image of Ukraine as a whole [21].

During the past two years, Ukraine has been developing towards improving its tourism attractiveness, which led to its climbing 10 positions in the Travel and Tourism Competitiveness Index and taking 78th place there (figure 2.1).

The Travel and Tourism Competitiveness Index is produced by the World Economic Forum and measures the factors and policies that make a country a viable place to invest within the Travel and Tourism sector. The Travel and Tourism Competitiveness Index benchmarks the Travel and Tourism competitiveness of 140 economies and measures the set of factors and policies that enable the sustainable development of the this sector, which in turn, contributes to the development and competitiveness of a country. The Travel and Tourism Competitiveness Index is calculated based on four main groups of factors: Enabling Environment (business environment, safety and security, health and hygiene, human resources and labor

market, ICT readiness); Tourism & Travel Policy and Enabling Conditions (prioritization of travel and tourism, international openness, price competitiveness, environmental sustainability); Infrastructure (air transport infrastructure, ground and port infrastructure, tourist service infrastructure); Natural and Cultural resources (natural resources, cultural resources and business travel) [26].
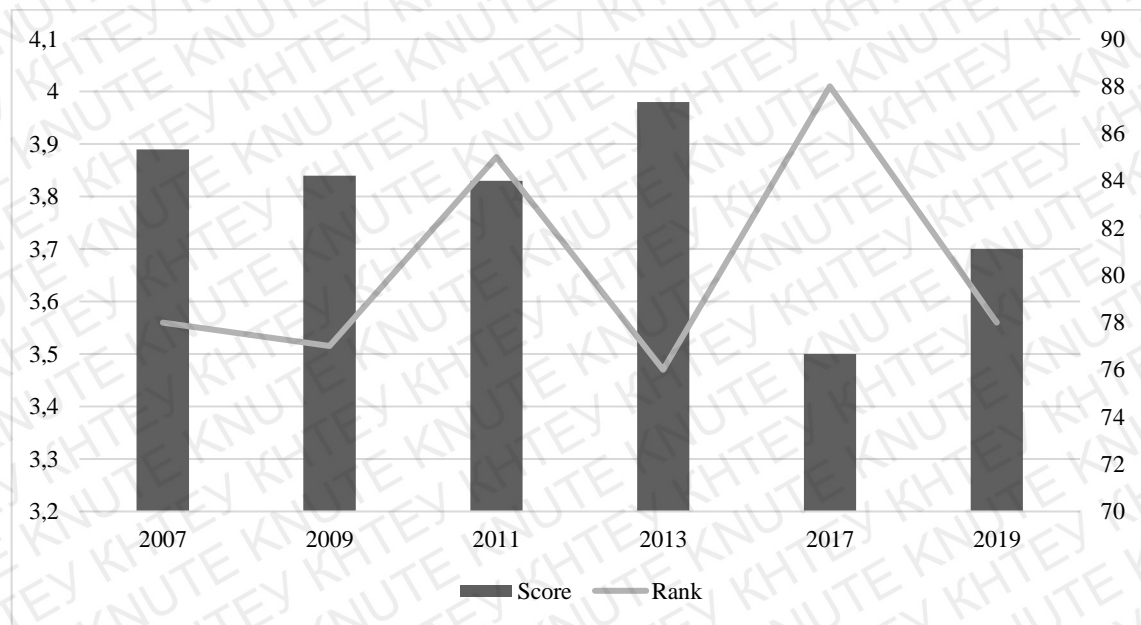

Figure 2.1. Dynamic of Ukraine's total score (maximum 7) and position in the rank (out of 140 positions) in Travel and Tourism Competitiveness Index evaluation ranking for the period 2007-2019 [26]

Ukraine had the fastest growth rate in the sub-region, moving up 10 places to 78 in the world. In particular, as the country stabilized and recovered, Ukraine dramatically improved its business environment (from 124 to 103), security (from 127 to 107), international openness (from 78 to 55), and general infrastructure (from 79 to 73). Ukraine was not covered in the report of 2015 because of insufficient data due to the unstable political situation in the country [26].

Kyiv made a very weighty contribution as a country's capital to this growth. According to the State Border Guard Service of Ukraine, in 9 months of 2019, Kyiv was visited by 1 million 550 thousand 300 foreign tourists (it is 21,1% more in comparison with the same period of 2017 - 1,2 million people), which is 11,4% out of

all foreign tourists that visited Ukraine in 2019 - 13,6 million tourists (figure 2.2). Tourist tax as of November 27, 2019 amounted to 61 million 34 thousand UAH [29].
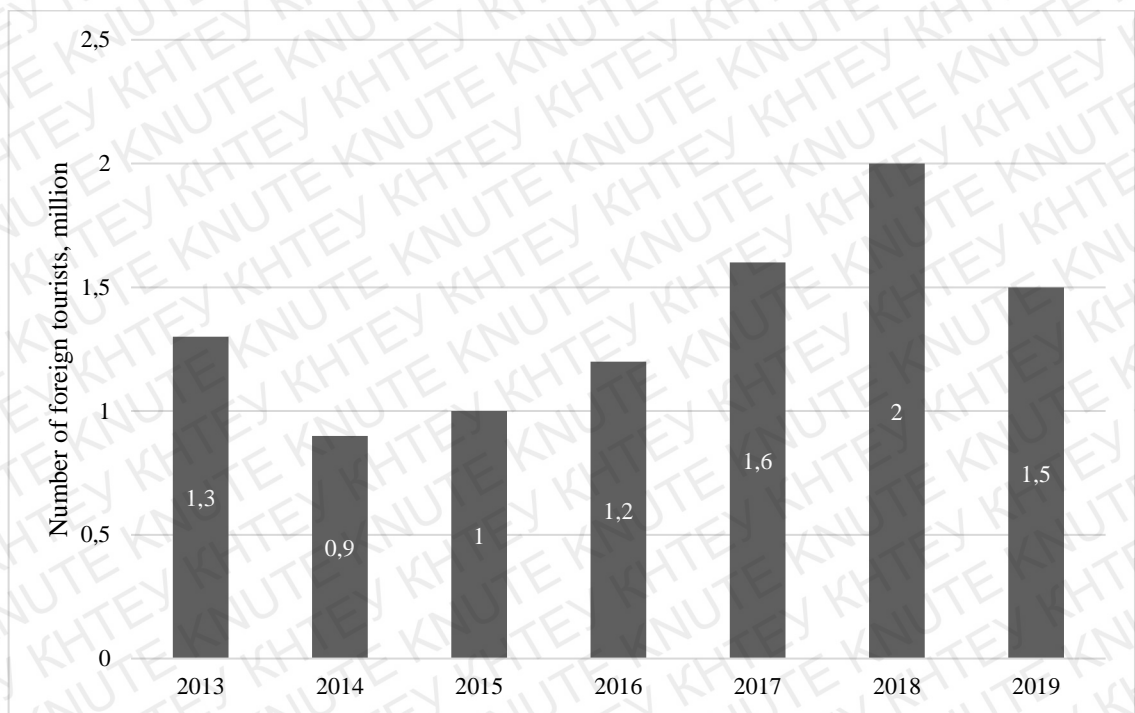

Figure 2.2. Dynamic of number of foreign tourists that visited Kyiv in 2013-2019 [29]

Also the dynamics of Kyiv's tourist activity can be investigated by analyzing the trend line of the tourist tax by years, as well as comparing this trend with all-Ukrainian indicators. Tourist tax in Kyiv has been introduced since 2011 as a local tax paid by tourists in the amount of 1% of the cost of accommodation in temporary accommodation. A significant drop in the tourist tax in the capital occurred in 2014, which was due to the tragic events on Independence Square and the formation of a negative reputation of Ukraine and Kyiv in particular as dangerous places for tourism and travel. At the same time, it should be noted that the decline in tourist activity in Kyiv was less than the average in Ukraine. This can also be explained by the fact that the all-Ukrainian figures for 2014 did not include data on the occupied territories of Donbass, especially since tourist activity in this area has dropped to zero since April 2014 (resolution of the hot phase of the military conflict). Thus, it can be concluded

that the city of Kyiv is an indicator of all-Ukrainian average annual indicators and trends in inbound and domestic tourism (figure 2.3) [16].
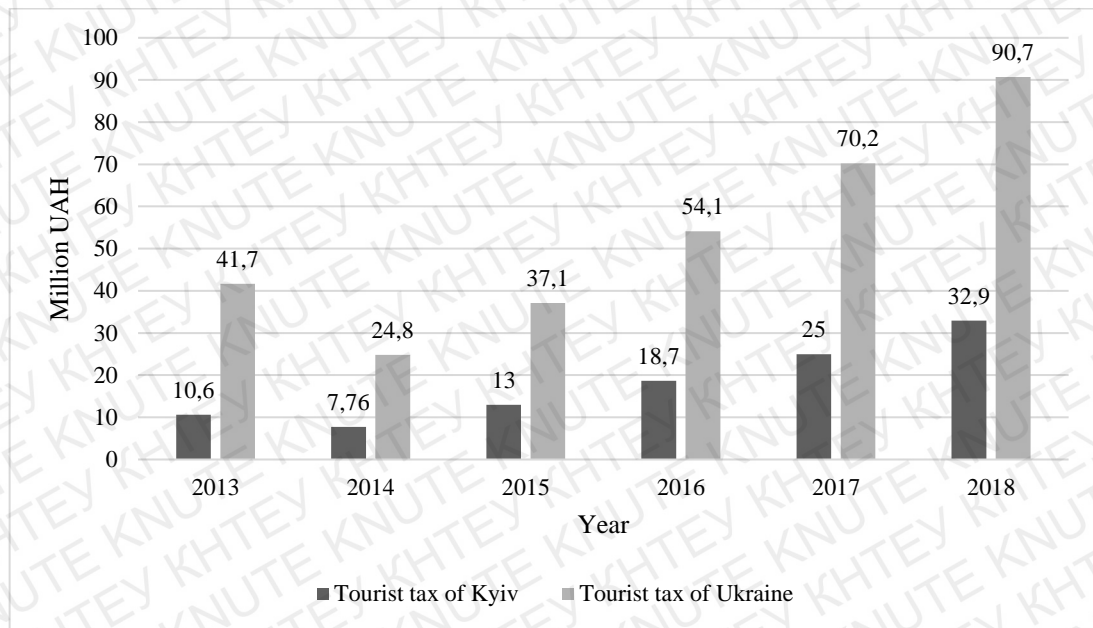

Figure 2.3. Dynamic of the total amount of revenues to the budget from tourist taxes in Ukraine at whole and Kyiv [16]

Analysing the data from figure 2.2 it is also seen that Kyiv holds a big share of tourism tax contribution. In 2019 capital formes 36,2% of sum out of whole tourism tax gatherings all over Ukraine.

Kyiv is a logistics hub of the whole country, the dynamics of the development of incoming tourist flows to Kyiv can be on the one hand an indicator of the hospitality industry of the whole country, and on the other hand - potential opportunities for other Ukrainian destinations to attract additional foreign tourist flows from the capital (appendix C).

Kyiv is connected by air and rail routes with more than 70 cities around the world. The best and most intensive air connections are with the cities of Poland, Germany, Turkey and Italy. Visitors to the capital are received by two international airports – «Boryspil» (KBP) and «Kyiv» (Zhulyany). This has a significant impact on the tourism potential of the capital.

Tourist tax data give only a general idea of the trends and dynamics of the inbound and domestic tourist market. A more complete and reliable analysis can be done only with the help of a sociological survey of visitors to the capital, which was conducted in October-December 2017. There were interviewed 1000 respondents at airports, railway stations and tourist information centers of the capital.

In the report of the Kyiv City State Administration on the distribution of foreign tourists by country, the incoming tourist flow to Kyiv consists of more than half of Europeans - 34,7%, Asians and the visitors from countries of the Middle and Far East - 14,3%, residents of the Americas - only 8,4 %, Africa - 13,3%, and the CIS countries were singled out - 29,4% (figure 2.4) [16].
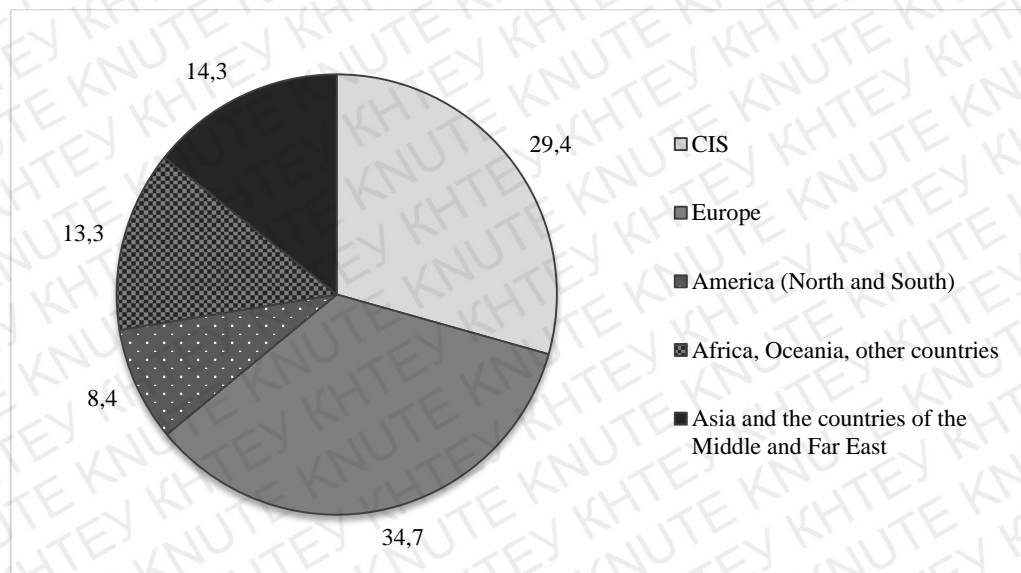
Figure 2.4. Distribution of foreign tourists who came to Kyiv in 2019
by region [16]

Potential foreign tourists mostly learn about Kyiv as a tourist city from Internet resources and friends or relatives, less from the media and travel companies. This factor of efficiency of electronic resources for foreign tourists must be taken into account when promoting both the Kyiv tourist product and the all-Ukrainian one. About 60% of foreign tourists plan to travel to Kyiv on their own - this usually indicates the lack of a tour product offer and the predominance of certain types of tourism.

In general, on a five-point scale, both foreign and domestic tourists are satisfied with the hospitality of locals and service in tourist places and accommodation and catering («good» level), especially among foreigners, who rated this condition at 2,8 points. Foreign visitors also noticed a lack of locals and travel service workers with a high level of English language skills, but were satisfied with the city's sense of security. The last indicator (the level of satisfaction with the safety of the destination) is very important for its use in promoting the tourist product of the capital, because the safety factor today is one of the decisive factors in choosing a travel destination and forming a travel decision [22].

In order to visit Kyiv, foreign tourists are dominated by sightseeing trips - 49%, a third are business trips – 20,7%, visits from relatives and friends - 19%, participation in various business or sporting events – 11,3%. For domestic tourists, trips to the capital for sightseeing purposes are almost twice less than for foreigners – 32,2%, business trips – 27,4%, visits to relatives and friends – 28,5% [40].

The use of SWOT analysis at the regional level in modern strategic management practice is not only possible, but also necessary. The analysis provides information that can help the region use resources and opportunities in a competitive environment. SWOT analysis is conducted to answer the question: does the capital use internal strengths or advantages in its strategy? What aspects of the external environment contribute to the realization of the city's strengths? Are the weaknesses of the destination its vulnerable parties in the competition and do not allow the use of certain favorable circumstances? What factors in the external environment pose a threat to the development of the destination?

The main tasks of the strategic analysis of cultural tourism in Kyiv are: determining the existing conditions for the development of tourism, identifying potential threats; determination of the availability of internal reserves for the development of tourism; identification of possible external developmental and constraining factors of tourism development; based on the identified opportunities and threats, the formation of the mission and goals of tourism development at the regional level (table 2.1) [38].

Table 2.1

SWOT analysis of Kyiv's tourism potential

Strengths	Weaknesses
- Geographical location, which contributes to the development of the network of routes; - Basic destination in Ukraine for events and subsequent trips to Ukraine and Europe; - The most affordable city for the weekend service; - Low risk of terrorist threat; - A large number of high-quality and inexpensive institutions food, entertainment establishments; - Hospitable and beautiful residents; - There are opportunities to expand the infrastructure without significant additional costs; - A large share of international air transportation; - Availability of a network of transcontinental flights; - The presence of river connections with other tourist places.	- Reputation of a dangerous city in the international arena; - Permanent street actions and rallies in the center of the capital; - Prohibition of gambling (casinos); - Lack of landscaping (roads, parking lots, public toilets, level of cleanliness); - Imperfect public transport network; - A large number of uncategorized hotels; - High level of formalities when crossing the State border (border and customs services), which prevents an increase in transfer passenger traffic; - Insufficiently developed transfer infrastructure; - Relatively high cost of services provided the airport; - Insufficient development of infrastructure for active recreation, people with disabilities and children.
Opportunities	Threats
- Visa liberalization with a number of countries (abolition of visas, introduction of electronic visas and transit 5-day corridor, visas on arrival); - A large number of world events that will take place in Kyiv in 2018-2020; - Positioning as a city for the best and most affordable weekend for Europeans; - Attracting hyper-large tourist markets of China, Canada and the United States; - Postponed demand for travel to the capital of Ukraine, which must be met after the stabilization of the situation in the country.	- Decreased attractiveness of Ukraine for potential passengers as a result of hostilities, difficult socio-political situation in the country; - Economic crisis, falling purchasing power of the population; - More successful and dynamic development of other European cities (Budapest, Prague, Wroclaw, Minsk, etc.); - Activation of other tourist Ukrainian cities that have their own airports (Lviv, Odessa, etc.); - Lack of an effective solid waste management policy (MSW) can lead to environmental catastrophe.

With such a rank, as a result of the SWOT-analysis of the tourist characteristics of the capital, it is possible to create new recommendations for the improvement of tourist flows:

1. Breakdown of the anti-crisis strategy of policing the image of the capital and neutralization of the reputation of the not safe place.

2. Reading the targeting of the market of the whole population, the establishment of a competitive tourist product according to the category of tourists.

3. Lobbying for the country's rivnivni calls from the travel liberalizatsiï, and by itself: takasuvannya visas for the people of the land with the same GDP per capita, we see less in Ukraine; introduction of electronic visi; zaprovadzhennya transit non-visa 5-day corridor for the landowners from the Schengen or American visa, express-registration of the visa by a little too;

4. Planning of a large number of visits to the Holy Rivne near the capital.

5. Preparation of Chinese guides, as well as the staff in the service.

2.2. Characteristic of cultural resources of Kyiv

Cultural resources are a subject of tourist interest. Their presence and number determine the level of attractiveness of the destination for tourists. Kyiv as the capital of Ukraine is a center of various types of cultural attractions (figure 2.5).

Historical buildings:
- Mariinskiy Palace;
- Kyiv River Station;
- Contract house;
- The building of the National Opera of Ukraine ;
- Golden Gate.

Squares:
- Maydan;
- Kontraktova square;
- Poshtova square;
- Bessarabian square.

Monuments:
- Monument of Independence;
- Motherland;
- Arch of Friendship of Nations;
- Installation of the ascension of souls to heaven.

Cultural resources of Kyiv

Religious buildings:
- Saint Sophia Cathedral;
- Kyiv-Pechersk Lavra;
- St. Michael's Monastery;
- Tithe Church.

Parks:
- Mariinsky Park
- Hydropark
- Botanical Garden. Academician Fomin
- Kyiv Zoo

Museums:
- National Art Museum of Ukraine;
-Pharmacy-museum in Kyiv;
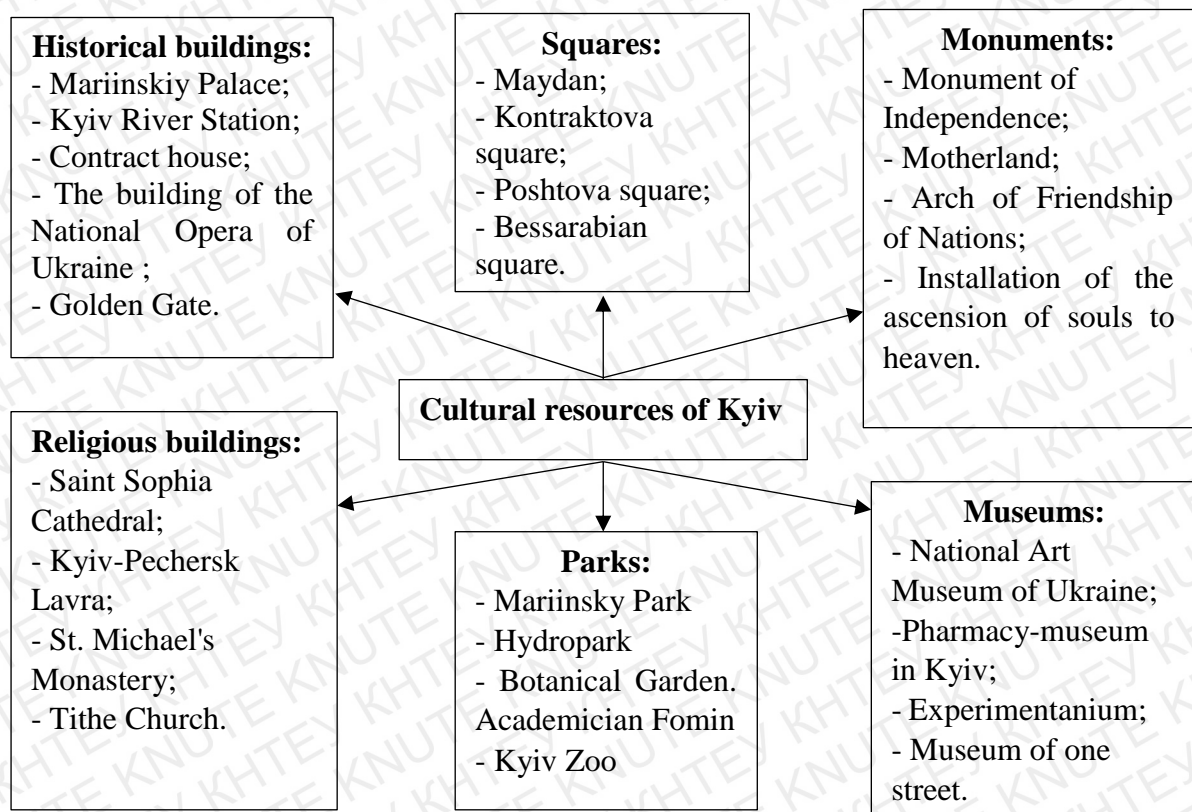- Experimentanium;
- Museum of one street.

Figure 2.5. Main types of cultural resources of Kyiv

Historical cultural tourism resources are a set of monuments of material and spiritual culture created in the process of historical development of a certain territory, which are objects of tourist interest. The group of historical and cultural recreational resources includes historical monuments, historical architectural monuments, monuments of modern architecture, unique buildings of culture, sports. Currently, Kyiv is the second city in Ukraine (after Lviv) in terms of the number of architectural monuments (over 2000), it is the main historical and cultural center not only of our country, but also of the whole of Europe. First of all, this is due to the history of Kyiv itself, which has its roots that begin to gain momentum during the period of Kyiv Rus.

Archaeological traces of human habitation have been found on the territory of Kyiv - from Stone Age hunters to Scythian, Gothic, Slavic and other tribes. On the territory of Kyiv settlements of highly developed Trypillia culture (dated to 3 thousand BC), as well as archeological finds of Zarubinets and Chernyakhiv cultures were discovered.

Destinations that are historical monuments and serve as an attraction for tourists who come to the city for educational purposes, are concentrated in the central part of the city, namely in its oldest areas. The oldest districts of the capital are Podil and Pechersky, as well as part of old Kyiv covers Shevchenkivsky and Dniprovsky districts (Appendix D).

The area of the historic center is 90 square meters. Km, which is only 10,9% of the city. This is a small and most valuable part of the city, where 12 thousand historic buildings are concentrated, among which about 4 thousand have the status of cultural heritage sites. Kyiv has one of the largest historical and cultural potential in the country. There are more than 2000 monuments of history and culture on its territory. Among them, 39 are of international significance, in particular, built in the XI-XV centuries. St. Sophia Cathedral and the complex of buildings of the Kyiv-Pechersk National Historical and Cultural Reserve, which are included in the UNESCO World Heritage List. The register of national cultural heritage includes 380 architectural

monuments, 23 archeological monuments, 25 historical monuments and 9 monumental art monuments.

The city has more than 100 museums, including 32 museums of urban subordination (fund of more than 2 million exhibits), 33 theaters and theater-studios, 53 religious buildings, 141 libraries, 19 concert organizations and independent music groups, a circus [35].

Today, the question of the founding of ancient Kyiv remains quite controversial, as versions of the formation of the city are contradictory. Officially, with reference to the chronicles, it is believed that the origins of Kyiv as a city – on Starokyivska Hill, which was simply called «Mountain», or the Upper Town. Meanwhile, archeological excavations and research by some scientists suggest that the city began to grow and develop from Podil. In any case, these two parts of the city can be called the oldest in modern Kyiv, thus they represent the highest historical value and, accordingly, are an important resource for maintaining cultural tourism in the city.

Pechersk district is located in the central part of Kyiv on the right bank of the Dnipro river. It is one of the oldest historical centers of Kyiv is Pechersk (Kyiv-Pechersk, Pechersk mountain, Pechersk plateau, Pechersk side). The most common version of the name of this area is associated with the caves of the Kyiv-Pechersk Monastery, where monks settled. Gradually, ground structures appeared on the territory of the monastery, and later the dead monks were buried in caves. Today, these famous caves are open to visitors not only by pilgrims, but also by tourists who come to Kyiv, as most tours to the city include a visit to the Kyiv-Pechersk Lavra [28].

Since Pecherskyi district is an ancient district of Kyiv, its main attractive feature is architecture. On the streets of the district you can find buildings from different eras. For example Berestove is a princely estate, once located on the territory of the present Park of Eternal Glory and in the upper part of the Kyiv-Pechersk Lavra. Knyaz Volodymyr lived there. The Church of the Savior on Berestovo, first mentioned in 1072, was also built here and has remained to this day.

Askold's grave is located between the Embankment Highway, the Park of Glory and the Mariinsky Park together with the Dnieper slopes. The area originated on the site of the Hungarian tract, where, presumably, a tribe of Ugric people – the ancestors of modern Hungarians – lived.

Lypky is an aristocratic part of Pechersk between Hrushevskoho, Khreschatyk, Shovkovychna, Institutska, Bogomolets streets. The name comes from the fragrant linden trees that grew on this open hill in the 18th and early 19th centuries, but were later replaced by aristocratic estates and other establishments. A number of elite houses of the Kyiv nobility have survived to this day.

In the 20th century, the district became the administrative center of Kyiv, as it houses government buildings. Among them, the buildings of the Presidential Administration, the Verkhovna Rada, and the Cabinet of Ministers of Ukraine which definitely stand out and bring up attention of tourists [31].

Podil is the second oldest historical district of Kyiv, located on the right-bank lowland near the mountains of Starokyivska, Zamkova, Shchekavytsia and Khorevytsia. Archaeological excavations, during which 10th-century log cabins were found, testify to the antiquity of this part of Kyiv. At the foot of the Castle Hill in 1973, an entire city quarter and wooden masonry – sidewalks of 9-11 centuries were excavated.

In terms of the number of monuments of historical value, memorial buildings and architectural monuments, Podil ranks among the districts of the capital.

Important among the tourist attractions of Podil district is Andrew's Descent and a number of its architectural monuments. The main building of the street was made in the 90s of the XIX – beginning of the XX century. Today, recreated in its ancient form, the descent is a place of exhibition and sale of paintings and products of folk art in the open air. Here you can always see artists showcasing their work, samples of applied art – jewelry, glass and ceramic utensils, wooden figurines, toys, medals, coins. The street is known for the fact that the writer Mykhailo Bulgakov lived in the house № 13, now in this house there is a literary-memorial museum dedicated to him. There is also a unique Museum of one street on Andriyivsky

Descent. It shows the history of Andrew's Descent in paintings, photographs and other things from ancient times to the present day [30].

Kontraktova Square is one of the oldest squares in Kyiv, as well as the Postal Square. On the Kontraktova Square there are such ancient buildings as: the Church of Our Lady of Pirogoschi (an ancient church built in the 12th century); the Samson Fountain (this fountain was part of the water supply system in Podol in the 18th century); the Contract House (in the premises of the house built after the fire of 1811, trade deals were concluded.); Gostiny courtyard (in ancient times, shops and workshops were located here. By its purpose, the building is sometimes compared to a modern shopping mall).

Kyiv River Station is the main building on the Postal Square and was the city's water gate in the recent past. Its construction was completed only in 1961, so it is relatively recent. Today, the windows of the building are bricked up, but an interesting feature is that it is used for the annual laser show, for which the background is the river station itself. Artists from all over the world come to the event, and the show itself is a kind of competition. It also houses houses such landmarks as the Church of the Nativity of Christ, the building of the old post office and the River Station. History indicates that the first settlements on the square existed long before Kyivan Rus.

Vozdvyzhenka is an elite district in Podil, attracting tourists with its colorful architecture. The embankment highway is located along the Dnieper from the Postal Square to the Paton Bridge – a place for walking and cycling in the warm season. Kyiv-Mohyla Academy is one of the oldest educational institutions not only in Ukraine but in the whole of Europe is also situated in Podil district. The Nechayevs' house is probably the oldest surviving residential building, not only in Podil, but in the whole of Kyiv.

Apart from residential buildings, palace construction has always been the hallmark of many countries. There is the Mariinsky Palace in central part of Kyiv, which was built in 1750–1755 on the model of the palace designed by B. Rastrelli for Alexei Rozumovsky, the favorite and husband of Empress Elizabeth Petrivna. During

her visit to Kyiv in 1744, Elizabeth herself chose a place for him. In independent Ukraine, the Mariinsky Palace hosts solemn state events – awards, receptions, credentials by ambassadors of foreign countries, summits and meetings of official delegations at the highest level. Unfortunately, from 2007 to 2018, its reconstruction lasted, thus blocking the access of tourists to this architectural monument. The facility is currently up and running [32].

Museums are an important link in terms of preservation and demonstration of cultural heritage objects. There are more than 50 museums of various profiles on the territory of Kyiv. The collections of the National Art Museum of Ukraine, the Bohdan and Varvara Khanenko Museum of Art, and the Kyiv Museum of Russian Art represent national and world culture. The collection of these museums includes such world-famous monuments as the «Ostroh Bible» of 1581, paintings by Velazquez, Bellini, Francescini, masterpieces of masters of Japan, China, Iran, Egypt, Sinai icons of the II-UII centuries, a unique collection of works. M. Vrubel, I. Shishkin, D. Levitsky, works by I. Repin, V. Vasnetsov, M. Roerich, etc. Among the museums of Kyiv, there are marked out 16 memorial museums, 11 historical and 5 art museums (figure 2.6).
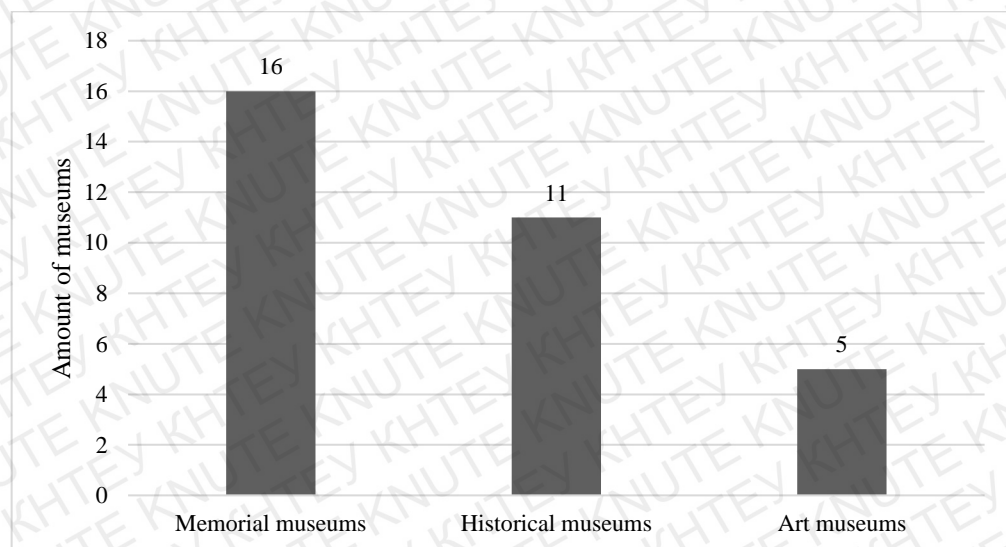

Figure 2.6. Distribution of amount of museums by the subject of expositions as of 2020 [22]

Another weighty part of cultural tourism is integration into locals' lifestyle. This usually involves visiting recreational sights in the city, where locals tend to spend their time, rather than visiting historical monuments. Such places are mostly represented by parks, recreational zones near the water, boulevards, etc.

The green zone of the capital is about 70 parks, more than 300 squares, boulevards, with a total area of 43,6 thousand hectares. Each Kyiv resident has 20 square meters of greenery. The forest park belt of Greater Kyiv occupies 367 square meters. Kyiv is surrounded by an almost continuous ring of forests, coniferous and deciduous. At their expense there are 210 square meters of greenery for every inhabitant of the capital. Along with Oslo and Vienna, Kyiv is one of the greenest capitals in Europe. The city grew among the forests and, growing, conquered all the new territories. Although significant areas of forest are still preserved within Kyiv. A number of parks on the left bank are united into a city-wide park complex – the Dnipro Park. Its central part is Trukhanov Island, where it is planned to create a leisure center with restaurants, cafes, casinos, hotels, yacht clubs, beaches, places equipped for fishing. The favorite place of rest of locals and guests in the city is a hydropark [37].

The Dnipro Park also covers Dolobetsky Island, Muromets and Chortory tracts. It is planned to create a complex of tennis courts, golf courses, and places for fishing in the Peoples' Friendship Park in the Chortory tract. In the north of the city, in the forest Pushcha-Vodytsya with an area of 30 thousand hectares, there is a summer resort area and a park of the same name. Another recreation and health center – the forest park zone of Koncha Zaspa – is located on the southern outskirts of Kyiv. One of the largest in Europe, the Kyiv Zoo was founded in 1908.

Within the city there are 41 nature reserves, which, in particular, include two botanical gardens. In 1839 the Botanical Garden named after acad. O.B. Fomin as a research base of St. Vladimir's University. Here on an area of 22,5 hectares planted about 10 thousand species, forms and varieties of plants collected from around the world. In the greenhouse complex, built in 1849, grows about 3 thousand nids of tropical and subtropical plants. In 1936, the Central Botanical Garden of the National

Academy of Sciences of Ukraine was established in the area of Vydubychi and Zvirynets on an area of 200 hectares. Today his collection includes almost 13 thousand species and varieties of plants from all continents of the globe. They are formed into separate botanical and geographical areas: «Crimea», «Caucasus», «Steppes of Ukraine», «Carpathians» and others. There is also a fireplace garden, rosary, arboretum, palmar, etc [16].

It is worth noting the political component in the context of tourism as far as this is a very significant part of locals' lives. Khreshchatyk, together with Independence Square, has been the center of protests many times. Thus, in the winter of 2000–2001, protests took place on the Maidan, and in 2004 Khreshchatyk and Independence Square became the center of the Orange Revolution. Significant in the lives of Kyiv and Ukrainians in general were the protests in November 2013 – February 2014, called the «Revolution of Dignity», during which Khreshchatyk was blocked by barricades, tents and field kitchens were set up on the street. Khreshchatyk also became one of the sites of clashes between protesters and security forces, killing more than a hundred people and injuring several hundred. These places acquire sacred significance and attract the attention of guests of the capital of Ukraine.

Festivals in Kyiv are an integral part of the country's cultural life. These festive mass events allow connoisseurs of music, theater, circus and cinema to be aware of all events. Creativity manifests itself throughout the organization. Thus, a place for holding festivals can be both a closed room and an «open air» site – a square, a field, a park, etc.

There are three main types of festivals: film festivals, music festivals, and thematic festivals.

Absolutely all film festivals in Kyiv are accompanied by the screening of a whole series of films, which are united by one theme or another. Often, the guests of such events are the authors of films and short films themselves. According to official data, the Molodist festival is considered the most regular film event in Ukraine. Every

autumn, about 250 films from all over the world are shown within its framework. The main contestants are the first short and full-length works of students.

Music festivals in Kyiv annually attract tens of thousands of fans and connoisseurs of live concerts from all over Ukraine, and also attract guests from other countries. These mass events offer the public the art of talented musicians and exciting shows.

Music festivals are often held in some picturesque place, for example, on the Song Festival Grounds or on Trukhanov Island. They popularize music of a wide variety of styles and trends – from folklore and rock 'n' roll to heavy metal and electro.

The list of music festivals in Kyiv is updated with new names every year. The most popular of them are the Strichka electronic music festival, Hedonism, Ostrov Festival, U-Park and Atlas Weekend. In the summer, famous headliners from all over the world come to the capital, which in turn can attract a flow of tourists to the country who are their fans who have come to the performance of their favorite performers. Various music competitions are also popular. For party-goers, beach parties are held a la resort Ibiza; for lovers of classical music, Chopin, Mozart and Bach evenings are arranged right in the middle of a dense forest or in a botanical garden. Also in the capital, the annual children's talent festival is gaining momentum, where young artists perform as part of creative teams.

For those who prefer a special festive atmosphere in the capital, many interesting festivals of various themes are annually organized. There are 10 most popular annual Kyiv thematic festivals, which have many fans (table 2.2).

Table 2.2

Annual thematic festivels held in Kyiv [24]

Theme of festival	Name of the festival
Beer festivals	«Oktoberfest», «Septemberfest»
Ukrainian International Music Ethnic Festival	«Land of the Dreams», «Japanomania»
Multicultural festival	«Global Village»
Festival of healthy food and good mood	«Best Food Fest»
Festival where restaurants appear randomly in the city and work only 2-3 days	«Pop-up restaurant day»
Festival of success	«EgoFest»

Festival of contemporary art	«Gogolfest»
Charity festival	«Blagofest»
International festival of personality development	«Touch fest»
Festival of sports cars and motorcycles	«Automotofest», «Tarasova Gora»

Apart from annual thematic festivals in table 2.2, annually are aslo held festivals dedicated to holidays and seasons: Christmas, spring (Maslenitsa, March 8, Victory Day, etc.), summer (Ivana Kupala), autumn (festival of flowers, beer, ice-cream).

2.3. Assessment of Kyiv cultural tourism product promotion

In recent years, the development and promotion of tourism in Ukraine have become a priority in state policy. This was stated by the State Secretary of the Ministry of Information Policy of Ukraine during the panel discussion «Development of tourism in Ukraine. Potential and challenges» in 2019. It was stated that for the Ministry of Culture, Youth and Sports, tourism and promotion of Ukraine is a growth point with which it is necessary to work efficiently and effectively. The potential for development is huge, and in the near future state is going to start realizing it.

Kyiv as the capital reflects these changes in state policy. If in 2016-2018 the priority was to build a safe city («Kyiv – safe and nice destination»), the new target program for 2019-2021 is aimed at turning Kyiv into a tourist hub in Eastern Europe and a city that is interesting to visit on the weekend, as well as for major sports or entertainment event [16].

In accordance with the order of the Kyiv City State Administration dated 12.06.2019 № 1066 «On the establishment of the Steering Committee for the development of the Kyiv City Development Strategy until 2035 and the Action Plan for 2021-2023 for its implementation» the executive body of the Kyiv City Council (Kyiv City State Administration) began development of the draft Strategy for the development of the city of Kyiv until 2035 on the basis of smart specialization.

Based on the goals of improving and promoting the tourist product of Kyiv on the international market, the following main measures were identified:

1. Creation of an official tourist portal.

2. Listing of Kyiv in the register of TOP-10 international sites for travelers and travel agencies.

3. Liberalization of procedures for coordination of tourist routes, primarily bus.

4. Creating a system of tourist information centers, points, stands and terminals.

5. Development of a full-fledged tourist brand of Kyiv.

6. Introduction of «guest card».

7. Establishment of a coordinating body for the management of the tourism industry.

8. Construction of the necessary infrastructure facilities for sports, cultural and business events, as well as support for their implementation [39].

The most important step taken within the framework of this strategy was the establishment of public authorities in the field of tourism. The first responsible body is the Department of Tourism and Promotions, which is the executive body of the Kyiv City Council. The functions of this body include:

- ensuring the implementation of state policy in the field of tourism and resorts in the city of Kyiv;

- preparation of proposals for draft city programs for the development of tourism and resorts, taking measures to implement these programs;

- promotion of tourist activity in the city of Kyiv and creation of modern tourist infrastructure;

- development and implementation of measures to protect local tourist resources;

- promoting the development of children's and youth tourism;

- ensuring, within its powers, compliance with the requirements of regulations on tourism, resorts and hotel services.

Another state entity engaged in tourism is the Kyiv City Tourist Information Center, which is subordinate to the Department of Tourism and Promotions. The main purposes of the enterprise are:

- providing individuals and legal entities with information on the regulation and regulation of tourism activities, determining trends and ways of development of the tourism industry;

- cooperation of the enterprise with organizations and companies of the tourist industry;

- development and implementation of draft norms and standards of service quality in its activities, training of specialists for it, as well as solving current problems of its development, support of inbound tourism;

- Introduction of new technologies, development of publishing and advertising activities in the field of tourism.

Next important step that was undertook is branding of the capital. Kyiv has been working on the city's brand and image for the last 10 years. The main components of the brand are the logo and slogan. In 2011, the Kyiv city administration announced a competition for the logo and slogan of the city which are still valid for the city (figure 2.7). When creating the logo, visual images were identified that identify Kyiv as a historical, tourist, spiritual, cultural center of Ukraine. Four letters – four images that are transformed into forms: «drop», «chestnut», «dome», «heart» (Appendix E).

Figure 2.7. The official logo of Kyiv [4]

Forms transformed into a logo. Each of them carries a semantic content that reveals the essence of the logo. The logo together with the logologist form a logo. «Drop» - symbolizes the Dnieper, the legend of the founding of the city, a waterway, a junction of two banks. «Chestnut» is a symbol of the city-park, the "greenest" city in Europe, Khreshchatyk, the connection of Kyiv with nature. «Dome» - symbolizes the golden top of the capital, a large number of temples of historical significance, holiness, the center of Orthodox pilgrimage, religious culture. «Heart» - characterizes Kyiv as a «good» city, without urban aggression of megacities, harmonious, comfortable for life, loved by citizens. There is a mystique of the place here, which according to the legend – under the protection of Archangel Michael, the connection «man-habitat» is not broken.

An important component of the brand is positioning, which must correspond to the logo and slogan. Kyiv's positioning contains 4 aspects:

1. Kyiv is a 1,5 thousand-year-old city-legend. It is based on the slopes of one of the largest waterways in Eastern Europe – the Dnipro River. The city became the beginning of the Slavic civilization – Kyiv Rus. Now – the capital of Ukraine with a population of 2,8 million people. It is a city on the banks of the river, with a unique landscape, rich in parks and gardens.

2. Its modern architectural ensembles are combined with ancient temples surrounded by nature.

3. Kyiv is the birthplace of Rus Orthodoxy and the center of Christian pilgrimage. Archangel Michael is considered to be the patron saint of the city. Perhaps that is why this city-defender survived two world wars, preserved and restored unique architectural complexes.

4. Kyiv is a megalopolis, comfortable for living. Dynamic, hospitable, open and sincere. A European city with a developed infrastructure, where people go to get a profession, do business, make dreams come true.

On the other hand, among the aspects of strategy, the Municipal Enterprise «Kyiv City Tourist Information Center» did not fulfill the priority task of implementing the city tourist ID-card of the guest of Kyiv, due to the report of

Department of Internal Financial Control and Audit of the Kyiv City State Administration. As a result, the budget of Kyiv suffered unproductive losses in the amount of 148,9 thousand UAH [15]. According to the auditors, the Tourism Department of the Kyiv City State Administration intended to introduce 1000 such cards within the framework of the Tourism Promotion Program, but only 250 of them were distributed. It is noted that for the period from 2017 to 2018, only 8 people visited communal museums for them, and since February 2018, the readers of these cards in museums did not work and were not serviced.

The remaining 750 cards (in the amount of 148.9 thousand hryvnia) turned out to be unusable. «One of the reasons for their unsuitability is the termination of their service in the «Kyiv Metro» due to the expiration of the term», the audit report said.

Smart specialization is an approach that provides a reasoned definition of regional development actors in the regional strategy of certain strategic goals and objectives for the development of economic activities that have innovative potential, taking into account the competitive advantages of the region and contribute to the transformation of economic sectors into more efficient.

The development of the Kyiv City Development Strategy on the basis of smart specialization will allow the capital to attract EU and state budget support for the implementation of urban infrastructure and social projects to increase the city's competitiveness not only at the national level but also abroad. This strategy contains a section devoted to the strategy of development and promotion of tourism in Kyiv.

Kyiv's development strategy was published in 2011 and covers the period up to 2025 and it is still actual. At the time of writing the strategy, namely as of 2009, the number of foreign tourists coming to Kyiv was 1 million. In parallel, this figure is compared with other Eastern Europe cities it was in the number of outsiders. And Kyiv still does not hold a leader position due to the data of 2019 (figure 2.8) [39].
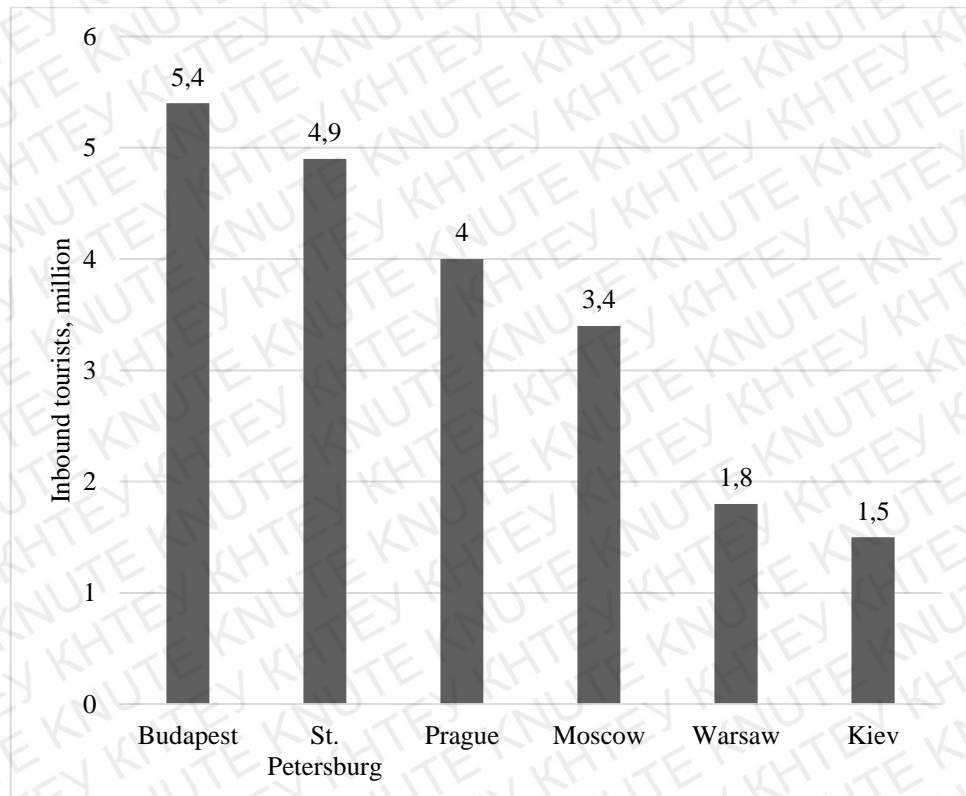
Figure 2.8.: Comparative graph of the number of foreign tourists coming to Kyiv and the cities of Eastern Europe for 2019 [39]

It was projected to increase the average annual growth rate to 6,3% per year and by 2025 to reach 2,6 million tourists (figure 2.9).

According to forecasts, 1,9 million foreign tourists were to visit Kyiv in 2019, but in fact about 2 million foreign tourists visited Kyiv, which is 0,1 million more than expected results. Although during the creation of the strategy in 2010-2011 it was already known about the planned holding of the European Football Championship in 2012 in Kyiv and this event was taken into account as a factor that will help to increase the popularity of Kyiv among foreign tourists and attract them to the city. Forecasts did not take into account the events of the revolution in 2014 and the beginning of hostilities in the same year. For the period of 2014 there is a sharp decline in the number of foreign tourists coming to Kyiv, thus deviating from the strategy plan took place. However, in 2017 the actual figure approached the planned one, and in 2018 it exceeded it [16].
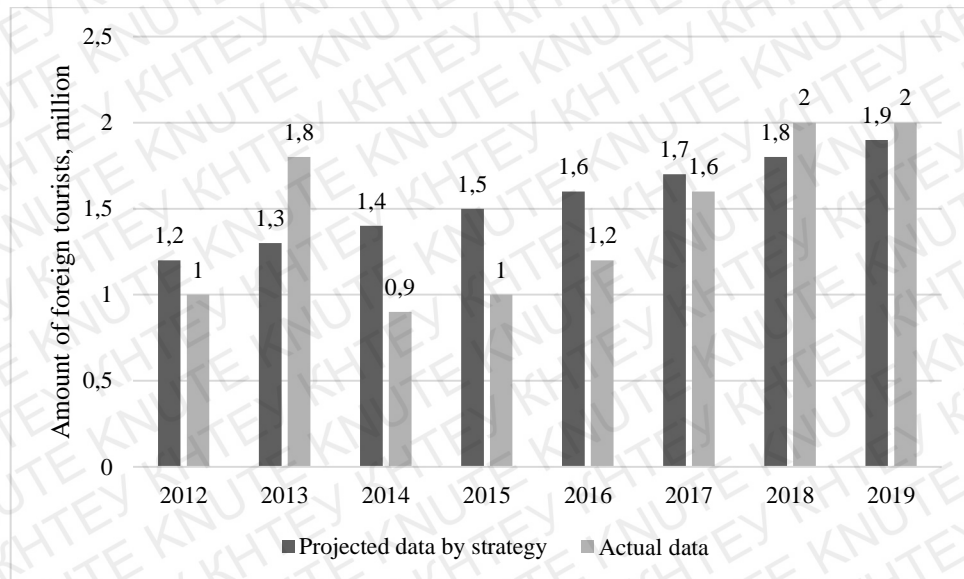
Figure 2.9.: Comparative graph of the number of foreign tourists that came to Kyiv and projected number of tourists that were supposed to come by Kyiv City Development Strategy for 2011-2025 [39, 14]

The strategy envisaged the implementation of a comprehensive program to increase the tourist attractiveness of Kyiv and promote it as a tourist center. This program included the following steps:

1. Active participation in the 10 best international tourism fairs.

2. Inclusion of Kyiv in the register of tourist centers of the largest sites for travelers and leading international tour operators.

3. Carrying out of actions: the organization of press rounds for foreign journalists, publications in the specialized editions, etc.

4. Creation of an official tourist portal with support of foreign languages [39].

In 2014, a tourist portal of the city of Kyiv was created. At «kyivcity.travel» users can book a hotel, find a place to relax or pick up a concert. Also on this portal potential tourists can get acquainted with the list of Kyiv museums, choose a tourist route, understand the transport system of the city or book a tour. The site materials are available in 4 languages: Ukrainian, Russian, English and German. The tourist site is a joint project of the Tourism Department of the Kyiv City State Administration and the German Society for International Cooperation GIZ.

The report of the Department of Internal Financial Control and Audit of the Kyiv City State Administration indicates that 3,8 million UAH was spent on the development of this portal. But the site was declared unprofitable. This may be due to the fact that the content of the site was very weak. As of May 2019, the cultural objects of Kyiv on this portal were presented only by 1 municipal city museum, 2 squares and 3 monuments. This means that it existed in such state for 5 years and all this time did not do its purpose at all. Only after sending a request to the Department of Culture of the Kyiv City State Administration, the auditors saw «a sharp filling of the site with such objects» [15].

The site is not very trustworthy because it is poorly structured, the information is filled in randomly and with errors, there are empty sections and it seems that it has not been updated for a long time. It is extremely important for a person who plans to visit another country to use reliable, proven resources (appendix F).

Weak filling of the site can be seen in its main section – Attractions. As of November 2020, on the site there are already 18 cultural tourism attractions in the list in the section Attractions. Among them are 9 museums, 3 parks, 1 bridge, 3 historical buildings, railway for children and a fountain. The diversity of attractions is very low, they are oriented only for tourists that come to the city for the educational purposes and to see historical buildings. In the section Restaurants there are 18 restaurants in the list, which includes places from different price category. The list is mostly popular restaurants, but it does not include unique establishments that can be an interesting cultural destination.

In the section Hotels there is a list of only 9 hotels. There is also no link to the booking site. When launching the site, it was stated that it will be possible to book services, including hotel on it. However, it is not designed that way.

Also in 2018, the «Kyiv City Guide» application was developed – a mobile application that offers users both long and short (thematic) tourist routes in Kyiv, and also allows you to develop your own route. In the application you can track the tourist events of the city, and it can work without an Internet connection. The

application works in Ukrainian and English. The app was highly commended at the 2018 International Tourism Award Ceremony in London [22].

Also, great potential in attracting tourists was laid in the development of event tourism. Among the planned events were:

1. Organization of major sporting events after the European Football Championship 2012.

2. Carrying out of big cultural actions – festivals, exhibitions, biennale of modern art, etc.

3. Creating conditions for business and corporate conferences.

Based on the points of planned activities in the field of events, it can be concluded that most of the target audience are tourists who come to the capital for cultural purposes. It was also planned to attract tourists by designing existing and creating new monuments – for example, building a new amusement park on the banks of the Dnipro [39].

A large-scale project of the European Football Championship in 2012, which was held in Kyiv. As of June 22, 2012 due to the sale and provision of services, namely – living in the city, opening new and expanding existing hotel complexes, attracting hostels to provide temporary accommodation services, revitalizing trade, the budget of Kyiv received 83,9 million UAH. The budget received 3,3 million UAH from the tourist tax, which is 1,3 times more than the same period in 2011.

Another big event that took place in Kyiv was «Eurovision» in 2017. About 20,000 foreigners came to Kyiv for «Eurovision» from May 1 to 14. Most foreigners came from Great Britain and Germany. The Kyiv authorities spent 7,5 million euros on Eurovision, while tourists brought income to local businesses of 20 million euros, given that each foreigner spent an average of about 100 euros a day [16].

Among the goals of the tourism development strategy in Kyiv is also to increase the length of stay of tourists. As of 2009, the average length of stay of tourists in the city was 2,1 days. According to the Kyiv City State Administration, in 2019 the average length of a tourist's stay in Kyiv was 2.2 days, which is only 0,1 more than initial value in 2009. The target for Kyiv by 2025 is 3 days. The following

ways to achieve this goal were outlined: development and promotion of tours with a longer duration and a richer program. For tourists who want to organize their own trips, you need to provide maximum information about the city and its attractions.

Another aspect that was planned to be improved was the improvement of the tourist infrastructure. One of the priority tasks for this is to improve the information support to increase the convenience of staying in the capital, namely:

1. Creation of tourist information centers and points, installation of information terminals.

2. Creating a system of signposts for major attractions and streets in foreign languages.

3. Creating audio tours with translation into foreign languages [39].

According to the report «Results of the planned audit of the effectiveness of the Department's of Tourism and Promotions activity» as of 2019, information support for foreign and domestic tourists and the provision of information and related services is organized by the Department and the Municipal Enterprise «Kyiv City Tourist Information Center» at an extremely low level. Thus, out of the five tourist information centers provided by the Program, only three have been created, the functioning of which has been largely unstable. Thus, in 2016, was ensured the operation of 2 tourist information centers at the airports «Boryspil» and «Kyiv» (Zhulyany) only for 1 month, in 2017 – for 1.5 months, created a tourist information center in Gulliver Mall, which has been operating for 2.5 months. In 2018, the operation of tourist information centers at the airports «Boryspil» and «Kyiv» (Zhulyany) for 10 months, and in the mall «Gulliver» - 7 months [15].

In 2017, 70 touch information stands for tourists were installed as part of the Kyiv Smart City project. In 2019, it was installed 178 information stands (pylons) and 45 direction indicators. The first new navigation pylons were installed in the city center in autumn 2018 [22].

Conclusions to the part II

1. Ukraine is a perspective country in terms of cultural tourism attractiveness and in past few years had the fastest growth rate in the sub-region. Kyiv has played a weighty part in this growth as it owns almost a third part of all tourism tax gatherings in Ukraine and attracts millions of foreign tourists each year.

2. Kyiv is the second city in Ukraine in terms of the number of architectural monuments, it is the main historical and cultural center not only of Ukraine, but also of the whole of Europe. Capital offers a wide variety of cultural resourses of different types, which means it can meet the needs of wide range of tourists. Apart from cultural resourses, Kyiv has relatively convenient infrastructure and the privilege of the capital to host large-scale events, which makes it attractive for incoming tourists.

3. The development of tourism sphere is a priority foк Kyiv's authorities. For over past 10 years the responsible state bodies have been established, strategies for tourism development in the city have been developed and a big part of the planned development actions to promote cultural tourism in the city has been completed by 2020.

4. An important step of Kyiv towards the development of cultural tourism in the city was the creation of state structures responsible for this industry under the Kyiv City Council: the Department of Tourism and Promotions and the Kyiv City Tourist Information Center. In addition, in order to effectively promote the capital on the international market, the city's brand was created, substantiated and introduced.

5. Despite the actual implementation of most of the points of the Kyiv city development strategy, not all measures proved to be effective. Although the official tourist portal was created, it has many shortcomings and is not very popular among tourists. The ID card for foreign tourists was not put into circulation, and the event itself was unprofitable.

PART III

IMPROVEMENT OF KYIV CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION ON INETRANIONAL MARKET

3.1. Actions to improve Kyiv cultural tourism product design and promotion on international market

Due to the fact that Kyiv has a large number of cultural tourist resources, an attractive option for a comprehensive overview during the trip is a tour. The tour is a planned visit to destinations for a certain period of time.

Since Kyiv positions itself as a diverse city and in accordance with the Kyiv City Development Strategy until 2025, which states that the desired length of stay of foreign tourists is a period of 3 days, we offer a tour «You would love to come back». The tour is designed for 3 days, each day includes the use of different types of cultural tourist destinations. The first day involves sightseeing tours and adventure tours to an unusual destination – the catacombs near Khreshchatyk. The second day includes an acquaintance with the unusual modern art point of Samskara, where tourists will have the opportunity to see the works of contemporary Kyiv artists in a very unusual format. In addition, in the evening of the second day, tourists will have a walk on the Dnieper by ferry to get acquainted with the legendary atmosphere of evening Kyiv from the best vantage point – the Dnieper River. The third day covers the main historical destinations of the city [6].

The program is planned for 3 days, includes 7 excursions, that are included in the cost of the tour. Meeting with tourists happens at the Kyiv-Pasazhyrskyi station, as far as this is the most essentian transport hub in the city (table 3.1).

Table 3.1

Program of the tour «You woul love to come back»

Day 1	
9.00	Arrival at Kyiv-Pasazhyrskyi station, meeting with the guide.

Continuation of table 3.1

9.00 – 12.00	Bus sightseeing tour of Kyiv: Victory Avenue and Square – Vladimir Cathedral – Golden Gate – Independence Square – Khreshchatyk (sightseeing tour of the tour bus) – Dnipro embankment – Navodnytsky Park and the monument to the founders of Kyiv – Askold's grave – park – Division (Kontraktova and Post Square, Kyiv-Mohyla Academy, etc.).
12.00 – 13.00	Lunch (at your own expense or ordered in advance).
13.00 – 14.00	Check-in at the Cityhotel
14.00 – 16.30	Excursion «Behind the scenes of Khreshchatyk». Did you know that for centuries a stormy river flowed along the main street of Kyiv, which often overflowed its banks and destroyed everything in its path? The famous architect challenged the water element and hid it in a dungeon. A walk behind the scenes of Khreshchatyk will take you through the widest tunnels in Kyiv, stretching from the Olympic Stadium to Bessarabskaya Square. You will see how the legendary river looks now, what is the «Milky Way», where there is a basin of three rivers. Here you can admire the underground waterfalls of the city center and the catacombs under the old part of Khreshchatyk. The tour will last 2,5 hours.
16.30	Walk from Kudryavets to Schekavitsa is a route along the picturesque and cozy slopes of the ancient city with beautiful panoramas, original temples and interesting sculptures. The Greek Catholic Church of St. Basil with pyramid-shaped domes. The oldest surviving bridge in Kyiv. Sculptures next to the Academy of Fine Arts. Spectacular in the evening illumination of the Ar-Rahma mosque and the most beautiful embassy in the city with a mosaic copy of the unique Sheikh Safi carpet and a square in the outlines of the old Baku fortress. And also – a wall with cats, a house with griffins and owls, an Old Believer and Muslim cemetery, old houses and modern graffiti.
Day 2	
9.00 – 10.00	Breakfast (for own expense, or for a replacement for a delay). Metting with a tour guide.
10.00 – 13.00	Excursion to Samskara – an art center, which has recently been opened in the center of Kyiv. A priceless creative multimedia space for robots, skills, creativity and technology. Independent interactive photo-zones, workshops, mirror labyrinth, virtual and added reality create a new atmosphere. Here digital shows, trainings and concerts take place. There are more than 70 pictures and holograms supplemented with projections, an 18-meter panorama with animated pictures of Android Jones and a full-dome cinema with the Samskara 360 show, which received 4 world film awards. VR-game, interactive installations, unimaginable scenery – all this and even more from November 15 on 2000 square meters.
13.00 – 14.30	Lunch (at own expense or ordered in advance).
14.30 – 16.00	Evening walk on the ferry. During the walk, tourists will have the opportunity to look at the panorama of Kyiv from afar, listen to music and have a small buffet.
16.00	Free time. Visiting museums, a trip to the hypermarket on request. Accompaniment of the guide by appointment. Excursion bus by arrangement. Dinner (at your own expense or ordered in advance). Return to the hotel.
Day 3	
9.00	Departure from the hotel
9.00 – 10.00	Breakfast (at own expense or booked in advance). Meeting with a guide.

Continuation of table 3.1

10.00 – 14.00	Visit to the open-air museum in Pirogovo. This is an open-air museum, with an area of 150 hectares, which displays the architecture and life of the Ukrainian people. The museum is located on the outskirts of the city of Kyiv. Pirogovo is the name of a village that has existed in this area since the seventeenth century. There are more than 300 exhibits collected throughout the country. The main part of the Kyiv open-air museum is dedicated to the Ukrainian village of the 18-20th centuries. There are manor houses in the museum, which include residential buildings and outbuildings. Each of the estates is a representative of a separate region and was built taking into account regional planning and architectural traditions. In total, the Pirogovo Museum in all its glory showcases six ethnographic regions: «South», «Carpathians», «Polesie», «Podolia», «Middle Dnipro», «Slobozhanshchina and Poltava region». In addition, there are separate expositions «Windmills», «Modern Village» and «Fair Field».
14.00 – 15.00	Lunch (at own expense or ordered in advance).
15.00 – 17.00	Walking tour «On the ancient streets of Podil»: Kontraktova Square, Samson fountain, Kyiv-Mohyla Academy, Andriyivskyi Descent, etc. Visiting one of the museums on request. Podil is the oldest district of Kyiv. It is associated with a thousand and a half history of the economic and socio-political life of Kyiv. From the Podolsk pier, the Russians set off for distant Constantinople by the famous route «from the Vikings to the Greeks». Today Podil is a great historical and cultural heritage of Kyiv. Three quarters of all sights of the capital's architecture are located exactly here: churches and monasteries, the Kyiv Mohyla Academy, the M. Bulgakov house-museum, «Richard the Lionheart Castle», the House of Peter I, the Contract House. Andreevsky descent will give you an unforgettable experience. Making wishes near the fountain to Samson.
17.00	Free time. Trip to the hypermarket on request. Accompaniment of the guide by appointment. Departure.

The tour is aimed at tourists of all ages, as it contains elements that can meet the needs of different categories of tourists. In such a combined tour on demand, it will be possible to track the interest of certain groups of tourists in certain destinations and modify the tour over time. Another important criterion is that the tour is mostly aimed at tourists from the countries of the former Soviet Union, Middle East and the Baltic countries. According to a Google Trends, these countries had the most queries containing the word «Kyiv travel» (figure 3.1).

1	Ukraine	100	
2	Moldova	27	
3	Kenya	26	
4	Georgia	24	
5	Azerbaijan	19	
6	Armenia	17	
7	Cyprus	17	
8	Estonia	13	
9	Latvia	13	
10	Lithuania	11	

Figure 3.1. Ranking of countries by number of Googled questions that included word «Kyiv» for the period 2015-2020 [11]

After developing a tourism product, the next step is to promote it. The main ways to promote a tourist product are: advertising it on the Internet and presentation at exhibitions.

On the Internet, product promotion can take place on social networks. The most popular social network in the world is Facebook. According to the global travel service statkaunter, in the first place is Facebook, used for the year by an average of 67.7% of all devices.

In second place in 2019 was the popular platform for the exchange and promotion of graphic content – Pinterest. On average, 12.89% of all devices used the social network all over the world for a year. On the third – Twitter, which was used by 9.58% of all devices (figure 3.2).
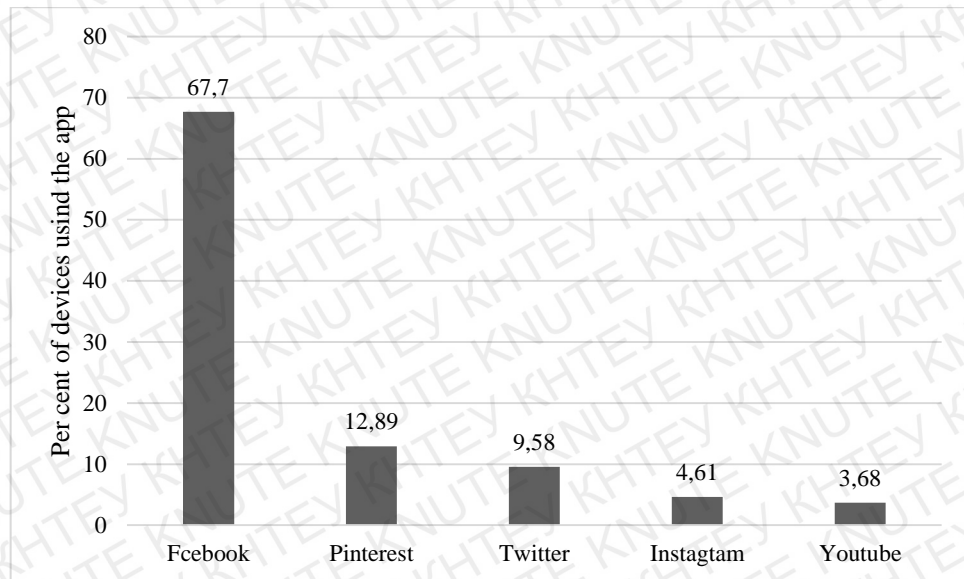
Figure 3.2. Top 5 most visited social media services [20]

For an effective enrichment of a tourist product, it is necessary to advertise on social media. In the case of the leather socialist market, there is a rise in prices for the distribution of advertisements. Call the price for 1000 impressions. The minimum number of impressions in the month is guilty of the accumulation of 30,000. Apparently, docily distribute advertisements on the whole service (table 3.2) [34].

Table 3.2

Cost of advertisement placement on social media services

Social media service	Cost per month, UAH
Facebook	3000
Pinterest	4200
Twitter	4000

Taking into account the development trends of modern tourist market, it is advisable to strengthen the marketing impact on the Internet, in the mobile advertising market, including in social networks, since the effectiveness of promotion using information technologies is higher compared to traditional methods of promotion and advertising.

Another way to advertise a tourist product is to present it to international travel companies so that they can sell a tour to Kyiv as initiative tour operators. International tourist exhibitions, which are organized annually, including in Kyiv, are an effective way to promote the tourist product. For this city, they rent stands and present themselves. Most large-scale exhibition is UITT which is held in Kyiv anyally, which is the best option to present city and tourism product without spendings for going to another city and country [23].

To participate in the exhibition it is necessary to rent and design a stand, hire 2-3 people to present the stand, develop promotional products and printing.

According to the development strategy of Kyiv, the priority task in the field of tourism was the creation of a tourism portal, thanks to which it would be possible to convey information about the tourist product of cultural tourism and about the destinations that could be visited to potential tourists.

We offer a new tourist portal. The design should be simple and trustworthy. In line with the trends of recent years, minimalism and simplicity are welcomed in the design. This will not only serve for aesthetic purposes, but it will also make it easier to navigate the site. There should be a small number of tabs, each of which covers one topic (figure 3.3).
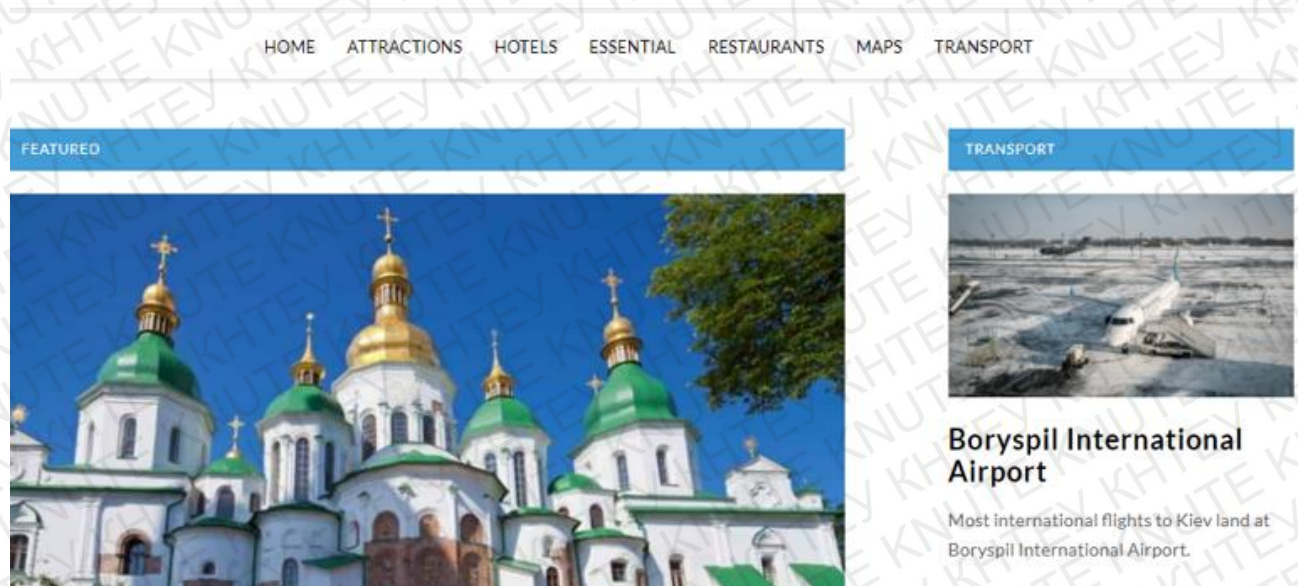
Figure 3.3. Screenshot of the project of official tourist portal

The home page should contain news. News should be updated regularly, as this is an indicator of site activity. This will be the first tab that the user gets to, so it is necessary that he not only sees relevant information about the city he is going to go, but also sees that the page is active and the information published on it can be trusted.

Layout Hotels. The most convenient way would be to give the site the features of an aggregator, which would allow you to book services directly from the travel portal without having to manually switch to another site. The advantage of this method is that it reduces the risk of the tourist getting into an unreliable resource. The downside is that it is expensive. Therefore, in order to invest in the site as little as possible – you can make a list of hotels, grouped by location, category and price level so that tourists can more easily navigate and use the recommendations. In addition, in order for this service on the site to be somewhat different from Tripadvisor and booking.com, it would be sufficient to include information about the nearest tourist destinations where the brief hotel information is.

The list of restaurants should be structured close to the way that hotels are and include unusual establishments, which does not analouges anywhere else, either in terms of concept, or the kitchen, or design. The list of restaurants on the site should include such restaurants as: «Odessa» in which for a very unusual interior design was used about 30 kilometers of rope; restaurant «Deja Vu» where autographs are collected not only from the CIS countries, but also from the world, real attributes of famous performers and bands, and many other unique details; the only restaurant of its kind «Canapa» where the menu includes dishes of pre-revolutionary cuisine made in the style of molecular cuisine; restaurant «Spotykach» is made in the style of a Soviet-era apartment; restaurant «For two hares» is created in the style of the film of the same name; bar «Moonshine bar» is made in the theme of the most famous alcoholic beverage in Ukraine – moonshine; restaurant «Prince's Castle» is made in the style of Kyiv Rus, etc.

In the Essentials tab, it is necessary to place up-to-date basic information about Kyiv, which tourists may need. According to Google Trends, the most asked questions about Kyiv were highlighted (figure 3.4) [11].
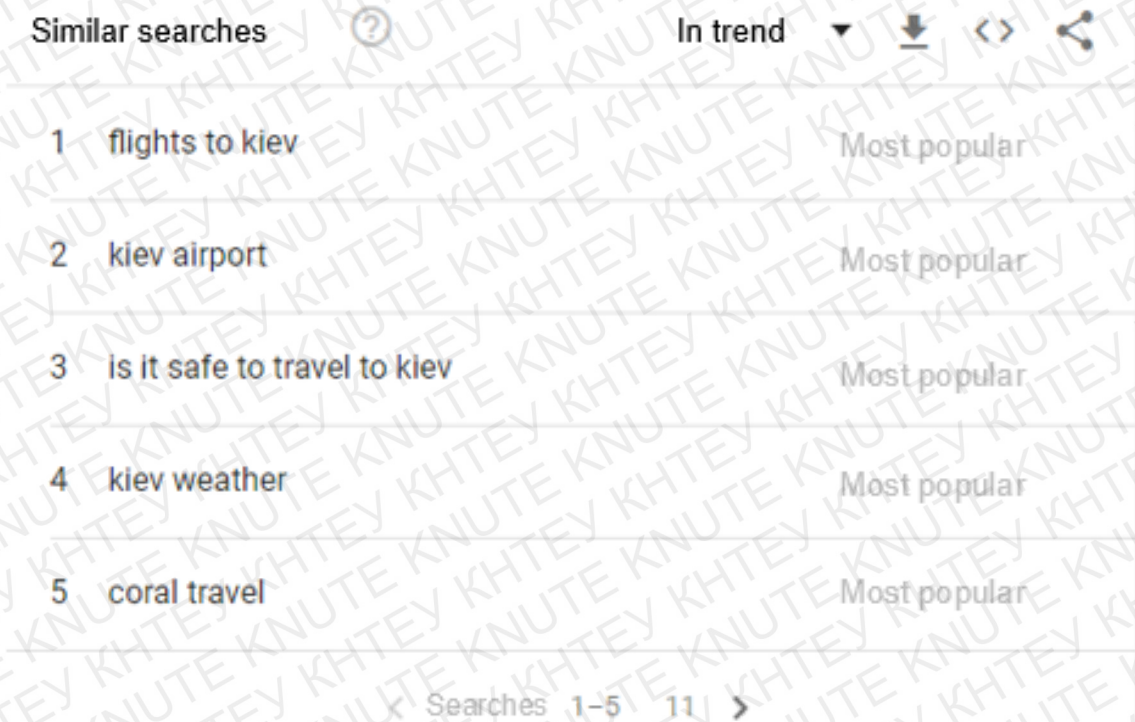

Figure 3.4. Top 5 most asked questions about Kyiv for the period 2015-2020 [11]

In the Transport tab, it is important to place information about the types of transport that can be used to move around Kyiv. If it is public transport – specify the rules of travel and payment, if it is a subway – place a map of stations. There will also be a brief information on the advantages and disadvantages of each species, so that the tourist can find out which way would be most convenient. The most relevant information in this tab will be information about airports, how to get from them to the city and the nuances of their work.

In the Maps tab, all the establishments and destinations listed in the previous tabs will be placed on the map for the convenience of tourists.

Placing information about the site is possible by placing advertisements and information about it in temporary airline bort publications, on global tourist sites such

as Tripadvisor. Increasing the number of visitors to the portal will allow tracking the demand and forming a sales plan for the cultural tourism product.

3.2. Evaluation of the effectiveness of the proposed measures to improve Kyiv cultural tourism product design and promotion

In the context of growing competition in the international and domestic tourist markets, the issues of effective promotion of tourist products come to the fore for tourist destinations.

Realizing a marketing strategy and carrying out a set of advertising and information activities that are aimed at achieving strategic goals and solving the set tasks of tourism development, it is necessary to assess the effectiveness of advertising activities, both at the level of individual enterprises and at the level of resorts, tourist destinations and the region as a whole.

In the case of the region, the assessment of the effect and effectiveness of advertising activities is more complex. Advertising activity at the regional level is, to a greater extent, of an image character, and is aimed at attracting tourists to the region as a whole. And these measures, in turn, lead to an increase in the workload of enterprises in the tourist and recreational sector, an increase in the volume of services sold, as well as an increase in tax revenues from the tourism sector to the consolidated budget of the region [34].

Estimation of a unit of a tourist product is a basic link of an estimation of efficiency of advancement of a destination on the international tourist market. The cost of the tour «You would love to come back» includes the following cost items: transfer, tours, accommodation, entrance tickets to destinations (table 3.3).

Since after the development of the tour is its advertising, the next step in estimating the cost of promoting the capital is to estimate the cost of advertising a tourist product. It includes 2 main aspects: promotion on the Internet and at a tourism exhibition.

Table 3.3.

Calculation of the tourism product «You would love to come back» cost

№	Cost item	For 1 person, UAH	For group (15 people)
1.	Transfer (for 3 days)	500	7500
2.	Guide (for 3 days)	300	4500
3.	Accommodation (for 2 nights)	3000	45000
4.	Excursion «Behind the scenes of Khreshchatyk»	200	3000
5.	Entrance ticket to Samskara art centre	75	1125
6.	Ferry excursion	200	3000
7.	Entrance ticket to museum Pirigova	50	750
	Total cost, UAH:	**4325**	**64875**

To advertise on a social network Facebook, it is necessary to incur costs for the content manager, who will formulate and design the advertising message, another item of expenditure is the direct placement of advertising on the network (table 3.4).

Table 3.4

Calculation of tourism product advertising cost per month

№	Cost item	Cost per month, UAH
1.	Content-manager	10000
2.	Advertising placement in Facebook	3500
	Total cost	**13500**

To promote the tourist product at the exhibition, the annual UITT exhibition, which takes place in Kyiv, was chosen. To participate in it, it is needed to rent and design a stand, hire 3 people to communicate at the stand and polygraphy (table 3.5).

Table 3.5

Calculation of UITT exhibition participation cost

№	Cost item	Cost (for 3 days), UAH
1.	Stand rental and design	12000
2.	Staff salaries at the stand (3 people)	9000
3.	Polygraphy	10000
	Total cost:	**31000**

Evaluation of some of the indicators can be programmed directly on the website, while some are evaluated using surveys, which can also be carried out on the website using information technology. Thus, when planning promotion costs, it is necessary to take into account the costs of hardware and software for evaluating the effectiveness of advertising activities, which in the future will allow you to optimize the advertising budget and direct funds to the most effective marketing tools. The functionality of selling on the tourist site of Kyiv is possible if the site project is implemented within the framework of a public-private partnership with the involvement of market participants who will be interested in integrating their selling systems with the site of the resorts. This practice is actively used by tourist destinations around the world.

The costs of the development of the site includes the following items: hosting costs (creating a service on which the site will exist), payment for the work of a programmer (direct development of the site), designer (development of the site's design and visual 59uenos59iveness), content manager (specialist that will think about the content site, select information for publication), SMM-manager (specialist that will promote the site), CEO-copywriter (specialist that will take care of the site in search engines) and moderator (specialist that maintains the existence of the site and periodically fills it). The costs namely see in table 3.6.

Table 3.6.

Cost of development of the Kyiv tourism portal

№	Cost item	Cost, UAH
1.	Hosting	10000
2.	Programmer	20000
3.	Designer	12000
4.	Content manager	10000
5.	SMM-manager	9000
6.	CEO-copywriter	13000
7.	Moderator	10000
	Total cost, UAH:	**84000**

The development of the site will bring many benefits for the development of cultural tourism in Kyiv. It will raise the awareness of potential tourists about Kyiv

and its tourist potential. The site will serve as a reliable resource for foreigners, where they will be able to find relevant and relevant information for them. In addition, the site will provide an opportunity to track areas of tourist interest and calculate the potential burden on the tourism industry as you can see the dynamics of visits. In addition, the site can be used to promote sales by placing various promotions and discounts.

The work of SEO and SMM managers will effectively advertise and increase the chances that the site will be seen by potential tourists.

Conclusions to the part III

1. The proposed way to improve the attractiveness of Kyiv for foreign tourists is to increase the effectiveness of existing strategies for tourism development in the city.

2. The priority of promoting the product of cultural tourism of the capital on the international market is to focus on the formation of an actual tourist product. We offer a tour in Kyiv «You would love to come back». The tour is designed for 3 days, each day includes the use of different types of cultural tourist destinations represented in 7 excursions. The tour is aimed at tourists of all ages, as it contains elements that can meet the needs of different categories of tourists.

3. For spreading the awareness about Kyiv, we propose creating a new and relevant tourism portal, which will work towards effective promoting of the destination on the Internet. The site has minimalistic design for aestetic and convenience purposes. It includes a small number of tabs, which cover in its contents only one topic: home, attractions, hotels, essential, restaurants, maps, transport.

4. Proposed promotion strategy takes place in advertising in social media Facebook due to its worldwide popularity. Also in advertising of proposed cultural tourism product on international exhibition UITT, which takes place in Kyiv annually.

5. Assessing the effectiveness of Kyiv's promotion strategy is a complex task, which includes an overall assessment of performance factors at the regional level. On the other hand, it is necessary to assess the effectiveness of promotion and advertising at the level of individual components of the development strategy, such as evaluation of costs for official tourism portal development, tourism product development and its promotion.

CONCLUSIONS

1. Cultural tourism is a highly important and prioritized segment of tourism nowadays. Furthermore, this is a growing market which is expected to grow even further next few years. Assets of cultural tourism represent ones that commonly attract the tourism flows into a country, thus they are being highly considered while developing country's tourism policy and determining priorities for the future. In particular heritage itself, as a core asset of cultural tourism, plays a major role in policy-designing orientation and goes through some changes as well, certainly in trends towards digitalization and technological progress.

2. Ukraine is a country with growing popularity in the international tourism market over the past few years, which can be seen in its rise in international rankings. This is due to the great tourist potential and a significant number of tourist resources. Kyiv, as the capital of the country, is one of the leading cities in terms of popularity among foreign tourists.

3. In Kyiv, since 2011 one of the priority tasks for the development of the city has been the development and promotion of tourism. This indicates that tourism is an industry that is necessary to support the country's economy as it covers an increasing share of budget revenues every year. In addition, the development of the tourism industry has a positive impact on improving the living standards of the population and infrastructure development. Cultural tourism is a priority in the development of tourism in Kyiv, as the capital ranks first in Ukraine in the number of cultural tourist resources. This shows that the city has great potential.

4. Statistics show unstable tourist flows to Kyiv due to the unstable political situation in Ukraine, where Kyiv, as the capital, is the epicenter of all events. Therefore, despite the interest in the city as a tourist destination, the flow of tourists has significantly decreased and reached the expected limit only under the influence of motivating factors, such as grand events such as the European Football Cup 2012 and Eurovision in 2017. Until the situation in the country stabilizes, important measures to promote Kyiv as a tourist destination are the dissemination of information that

assures the safety of Kyiv as a city for visiting and holding mass events that will regularly stimulate the influx of tourists to the capital.

5. The realization of the tourist potential of Kyiv includes a set of measures to form the brand and image of Kyiv, the development of relevant and in line with modern trends in the world of tourism product and the development of an effective advertising campaign for the destination.

6. Assessing the effectiveness of measures to promote Kyiv's tourism product on the international tourism market includes a set of measures to assess changes in tourist flows and the burden on the tourism industry as a whole in the region, and assess the effectiveness of certain aspects of tourism development strategy, such as tourism product development and tourist portal. After taking the measures proposed in the final qualification work, it is expected to increase the number of foreign tourists coming to Kyiv for cultural and educational purposes, improving awareness of Ukraine's tourism potential, positioning Kyiv in the international tourism market and assigning it image and identity. Direction of becoming a popular tourist destination in Ukraine.

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APPENDICES

Appendix A

Map of Ukraine's cultural heritage destinations in the UNESCO list

Air routes map from Kyiv to Europe and Middle East

Map of districts of Kyiv

Graphic meaning of Kyiv logo symbols

The screenshots of official tourism portal of Kyiv