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FINAL QUALIFYING PAPER

on the topic:

**«Cultural tourism product promotion of Chernihiv region on
the international market»**

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INTRODUCTION

Actuality of final qualifying paper. Modern tourism becomes a global factor in the development of civilization, one of the components of the economy, social sphere, and spiritual culture. The processes taking place in the tourism industry in the world have also affected the development of tourism in Ukraine.

A new understanding of culture in social development and awareness of the need to preserve cultural diversity in the world extends the prospects of cultural and cognitive tourism as a resource for Regional development, as well as the impact on the social and cultural sphere, the environment, foreign economic activity and international relations. This is due to the fact that in the modern world tourism from a predominantly economic phenomenon turns into a social and cultural phenomenon. Taking into account the vivid Rationality of Ukraine, the study of the influence of cultural-cognitive tourism on the development of individual Regions is becoming relevant.

In recent years, in the context of the acute economic crisis and the military-political conflict in the east of our country, tourism has increasingly started to play an

important role in the historical, spiritual, cultural, economic and political life of Ukraine. He has become a major sociological phenomenon of the general development of mankind and a means of attaining the edge of peace and tolerance in the relations between numerous ethnic communities and different cultures. Today there is a steady tendency to expand the segment of cultural-cognitive tourism on the world market. According to the most modest forecasts of the World Tourism Organization (WTO), the share of historical and cultural tourism by 2020 will be at least 25% of the total world tourism indicators.

In this context, the development of cultural tourism in the Chernihiv Region is particularly important, which is a unique area of preservation and development of Ukrainian national culture and spirituality, a unique Region where the traditions and customs of our ancestors are maintained, popularized and maintained from time immemorial.

In these conditions, the tourism industry in general and cultural and cognitive tourism in particular should stimulate the development of both the Regional and national economies, strengthen and strengthen democratic processes in the country and the course on European integration.

In recent years, tourism has quite naturally started to play a major strategic role in the Regional development of the Chernihiv Region, which was noted in the Strategy for the development of the Region until 2017, where a number of strategic goals are identified: creation of new and support of existing tourist products; development of resort and recreation zones; development of sports and tourist infrastructure; development of ecological types of tourism (including cultural-cognitive tourism); promotion and promotion of local tourist products; support of Regional tourism marketing.

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

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

- to examine definition and importance of cultural tourism;

- to characterize typology cultural tourism;
- to describe promotional strategy of cultural tourism;
- to give analysis of tourism potential of Chernihiv Region;
- to analyze cultural tourism destination promotional strategy of Chernihiv Region;
- to characterize cultural tourism potential of Chernihiv Region
- to form recommendations to improve cultural tourism destination promotional strategy of Chernihiv Region on the International tourism market;

Since the Chernihiv Region is a Region with a rich culture, history, and biodiversity of the environment, cultural-cognitive tourism has all the prerequisites for development.

Target of final qualifying paper is the process of cultural tourism promotion on the international market.

Subject of final qualifying paper are theoretical, methodological and practical aspects of promotion of cultural tourism destination on the international market.

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

Theoretical and methodological basis of final qualifying paper is fundamental researches of economic theory, regulatory and legal documents of Ukraine, scientific researches and publications of domestic and foreign scientists and experts in which methodological principles of tourism destination promotion. Data base of research are legal and regulative documents on economic affairs; information data; materials of scientific conferences, seminars and periodical literature, statistical and financial statements of investigate an enterprise.

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

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

Practical approval of research results of final qualifying paper. Research results of cultural tourism product promotion, partially prefilled in the scientific article «The essence and importance of cultural tourism» in the collection of scientific articles of KNUTE students (Appendix A).

Structure of final qualifying paper. Final qualifying paper consists of three parts, introduction and conclusions, references (56 titles), 2 appendices and also contains 11 tables and 15 figures.

PART I

THEORETICAL AND METHODOLOGICAL BASIS OF CULTURAL TOURISM PRODUCT PROMOTION ON THE INTERNATIONAL MARKET

1.1. Definition and importance of cultural tourism

The concept of cultural tourism again is very complex and so there is a long debate among scholars about its definition and conceptualization due to which we find numerous definitions for this term. So as one of the most important recent papers on cultural tourism – more exactly cultural city tourism – mentions, there are a great number of definitions of cultural tourism in use, resulting in different definitions being used in research studies related to cultural tourism and in the field of cultural tourism.

We can clearly see that this approach and the practice itself proves that the discourse on cultural tourism is extremely difficult which could result in false understanding of the term and also – from the point of view of the practical approach – we could highlight that for instance statistical background and research of this discipline seems to be more and more difficult due to the mentioned phenomena. As A. McKercher and M. Du Cros responds to the question what is cultural tourism, this seemingly simple question is actually very difficult to Strategies for Tourism Industry – Micro and Macro Perspectives answer because there are almost as many definitions of cultural tourism as there are cultural tourists.

When starting with the definitions first we would like to mention the Dictionary of Travel, Tourism and Hospitality Terms according to which Cultural tourism: General term referring to leisure travel motivated by one or more aspects of the culture of a particular area.

One of the most diverse and specific definitions from the 1990s is provided by ICOMOS (International Scientific Committee on Cultural Tourism). Cultural tourism can be defined as that activity which enables people to experience the different ways

of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited.

We strongly accept this definition which on the one hand seems to be a bit too long, but mentions and highlights not just the man made attractions connected to cultural tourism, but the surrounding physical environment as well providing a wider spatial scope to this form of tourism.

It is also interesting to mention that the definition has been improved through the years of the committee's practice definition was somewhat simpler and not that precise than the previously mentioned one: Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites. It exerts on these last a very positive effect insofar as it contributes - to satisfy its own ends - to their maintenance and protection. This form of tourism justifies in fact the efforts which said maintenance and protection demand of the human community because of the socio-cultural and economic benefits which they bestow on all the populations concerned.

There are other definitions from this era which focus on one of the most important effects of tourism on the tourists, namely the experiences. One of these definitions was set up by Australian Office of National Tourism: Cultural tourism is tourism that focuses on the culture of a destination - the lifestyle, heritage, arts, industries and leisure pursuits of the local population.

The earlier mentioned charter of the ICOMOS describes cultural tourism as: Cultural tourism may be defined as that movement which involves people in the exploration or the experience of the diverse ways of life of other people, reflecting all the social customs, religious traditions, or intellectual ideas of their cultural heritage.

We provide two more definitions focusing on experience during the trip: Cultural tourism is an entertainment and educational experience that combines the arts with natural and social heritage and history.

Cultural tourism defines the phenomenon of people travelling specifically for the sake of either experiencing another culture or the cultural attractions of a place.

So we see that some of the definitions try to focus on the attraction side of this system, some on the geographical space and some on the experiences but fortunately almost all of them focus on and highlight the role of the local population as well.

Even there are some country or space specific definitions for cultural tourism such as in Australia. Cultural tourism is defined by attendance by inbound visitors at one or more of the following cultural attractions during their visit to Australia: festivals or fairs (music, dance, comedy, visual arts, multi-arts and heritage); performing arts or concerts (theatre, opera, ballet, classical and contemporary music); museums or art galleries; historic or heritage buildings, sites or monuments; art or craft workshops or studios; and Aboriginal sites and cultural displays.

One of the most important professional initiatives of cultural tourism is provided by the ATLAS Cultural Tourism Research Project which was aiming to establish a transnational database which could provide comparative data on cultural tourism trends across Europe.

Due to its more than 15 years of activity the ATLAS Cultural Tourism Research Programme has monitored one of the most rapidly growing areas of global tourism demand through visitor survey and studies of cultural tourism policies and suppliers. The ATLAS program provides us two new definitions from a conceptual and a technical perspective:

1. Conceptual Definition. The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.

2. Technical Definition. All movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence.

When taking into consideration the definition of the term cultural tourism of course we highlight the approach of the UNWTO. The United Nations World Travel

Organization provides us two perspectives of the definition of cultural tourism, namely a broad and a narrow approach:

- All movements of persons might be included in the definition because they satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters (Broad definition).
- Movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments.

The broad approach can hardly be handled from the point of view of product development and product management aspects since in this respect almost all the recreational travels could be ranged to the scope of cultural tourism as due to the new experiences the tourist will realize new observations and knowledge.

If we take into consideration the narrow sense of the UNWTO's definition the programs, events and sightseeings of the so called high or elite culture provides the basic attraction for cultural tourism. In this respect monuments and heritage sites, festival tourism, exhibitions and museums, visiting theatres and concerts and pilgrimage or study tours are the basic products of cultural tourism.

According to D. Michalko and H. Ratz – in accordance with our perceptions as well – one has to take into consideration the popular culture also when investigating cultural tourism. In this respect we can highlight such tourism products as rock or pop music festivals, or “movie” tourism (visiting places where famous films were shot) as well.

Based on the above mentioned the definition of the two tourism researchers on cultural tourism is the following - cultural tourism is such a tourism product in which the motivation of the tourist (providing the supply side) is getting acquainted with new cultures, participate in cultural events and visiting cultural attractions and the demand side's core element is the peculiar, unique culture of the visited destination.

The report of the European Travel Commission on City Tourism and Culture distinguishes between an inner and outer circle of cultural tourism:

1. The inner circle represents the primary elements of cultural tourism which can be divided into two parts, namely heritage tourism (cultural heritage related to artifacts of the past) and arts tourism (related to contemporary cultural production such as the performing and visual arts, contemporary architecture, literature, etc.).

2. The outer circle represents the secondary elements of cultural tourism which can be divided into two elements, namely lifestyle (elements such as beliefs, cuisine, traditions, folklore, etc.) and the creative industries (fashion design, web and graphic design, film, media and entertainment, etc.).

Here we also would like to mention and introduce the widely accepted definition of Stebbins who states that cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological.

Without the aim of listing all the definitions on cultural tourism, we would like to emphasize that according to our point of view the scope of cultural tourism covers those tourism segments that could not be classified to the elements of mass and passive tourism.

The classic attractions of cultural tourism can be classified into three groups:

- Built and material values (buildings, material values of different art forms);
- The cultural values connected to everyday life (free time, leisure, lifestyle, habits, gastronomy);
- Events and festivals.

According to our latest knowledge and as edification from the above mentioned definitions we should presume that the definition of culture and tourism reflects together the meaning of cultural tourism. In this case this part or area of tourism is a collecting concept which is multiple and diversified from the point of view of several tourism products – with cultural attraction – which are determined in the next chapter.

Also we have to stress that one of the most important motivations for a tourism visit is getting more and more than and as diverse as possible experiences. Some aspects of cultural tourism are summarized in the table 1.1.

Table 1.1

Positive and negative effects of culture tourism

Positive effects	Negative effects
<ul style="list-style-type: none"> • The development of the Regional culture • Protection of the natural habitat • The accentuation of tourism Regions • Strengthening of the local traditions and culture • Less seasonal, can extend the tourism season • Can be an important form of sustainable tourism 	<ul style="list-style-type: none"> • Culture become commercialized • Destruction of the environment • Investments in tourism that act against the state of the environment • Architecture not characteristic to the local customs • Carrying capacity problems • Cultural tourism has only a dependent role (need for package) • Conflict source

If we take into consideration and observe the impact and importance of cultural tourism on the global tourism market we have to strongly emphasize that according to the recent research data published by the OECD in 2009 entitled *The Impact of Culture on Tourism* it seems that worldwide almost 360 million international tourism trips were generated by cultural tourism in 2007, accounting to around 40% of all global tourism.

1.2. Typology of cultural tourists

When dealing with the very complex phenomenon of cultural tourism it is also necessary to determine who is a cultural tourist. Such a tourist takes part in cultural tourism who is not travelling away from home to reproduce the needs and necessities of the home environment in more advantageous and desirable circumstances in a remote land or country but he or she is disposed with the adequate (cultural) motivation getting to know the different and remote (local) culture's social and landscape values. We believe that apart from the – more traditionally 'used' social cultural values – we should also highlight the role of the natural environment concerning cultural tourism.

J.-P. Perreault and A. Dorden produced a five-group classification of tourists based on mailed questionnaire survey of 2000 householders. Cluster analysis of the response produced evidence of five distinct groups or types of vacation orientation.

D. Cohen suggested a five group classification of tourists based on the type of experience they were seeking as follows:

- The recreational tourist for whom the emphasis is on physical recreation.
- The diversionary tourist who search for ways of forgetting their everyday life at home.
- The experiential tourist who seek authentic experiences.
- The experimental tourist where the main desire is to be in contact with local people and communities.
- The existential tourist who wants to totally immerse themselves in the culture and lifestyles of their vacation destination.

When we defined who is a cultural tourist the next step in our research would be the typology of those taking part in cultural tourism. This typology seems to be almost as complex as the previous definitions. In our work we accept and favor the typology of A. McKercher and D. DuGros who differentiated five types of cultural tourists based on the importance of culture in their decision to travel and also the depth of their experience (figure 1.1).

Deep Experience Sought	Serendipitous cultural tourist		Purposeful cultural tourist
	Incidental cultural tourist	Casual cultural tourist	Sightseeing cultural tourist
Shallow Low High			

Figure 1.1. The typology of cultural tourist by McKercher and Du Cros

The basis of this distinction is the extent of a tourist involved in cultural tourism. The first three groups create such a demand side in which' decision for travel

culture and cultural tourism plays an important role while to 4th and 5th group are such tourists who are only casually and incidentally involved in this part of the travel industry. Naturally, those tourists are involved the most in cultural tourism that belongs to the first group (figure 1.2).

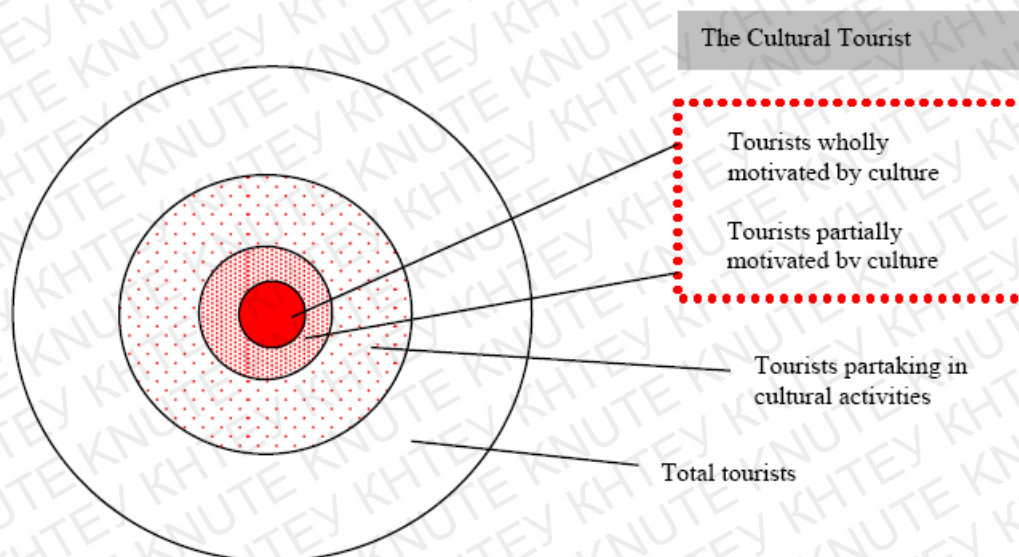


Figure 1.2. The place of cultural tourists in the complete tourist flow

As we have already seen, tourists can be totally, partially or only incidentally be involved in cultural tourism or in culturally motivated activities. So it is natural that due to this phenomenon we believe that statistically it is very hard to register tourists belonging to whichever category of tourism activities. We can distinguish between specific and incidental cultural tourists but we also have to stress that the boundary between each categories is very hard to be determined as well.

It is also to be stressed that taking into consideration the number of tourists involved in cultural tourism, so in other words the quantitative aspects, the most of the tourists will be registered to the 'incidental' category and the least amount of people will travel to an attraction or destination with a 100% of cultural motivation (table 1.2).

To begin to address the primary purpose of this paper, respondents were segmented into two primary groups and five subgroups. The primary group of true cultural tourists, subdivided into two sub-groups, site and event visitors, was defined

as those who stated the most influential reason for taking the trip was participation in cultural, arts or heritage activities, or attending a special event or festival.

Table 1.2

Types of cultural tourists by McKercher and Du Cros

Type of tourist	Short characteristic
Purposeful cultural tourist	Cultural tourism is the primary motivation for visiting a destination and the tourist has a very deep and elaborate cultural experience
Sightseeing cultural tourist	Cultural tourism is a primary reason for visiting a destination, but the experience is less deep and elaborated
Serendipitous cultural tourist	A tourist who does not travel for cultural reasons, but who, after participating, ends up having a deep cultural tourism experience
Casual cultural tourist	Cultural tourism is a weak motive for travel and the resulting experience is shallow
Incidental cultural tourist	This tourist does not travel for cultural reasons, but nonetheless participates in some activities and has shallow experiences

The second primary group included the remaining visitors and was named spurious cultural tourists. This group consisted of three subgroups again defined based on most influential activity including: nature (visit the Grand Canyon, drive to view scenery, natural area activities, adventure activities), sports (watch sports events, play golf, participate in other sports activities), and business (figure 1.3).

Because market segmentation is attempting to determine meaningful group differences to develop target markets, the more well defined a market the better the ability of tourism marketers and managers to direct appealing promotional messages to markets and develop products and services to meet visitors' needs. Cultural site visitors would probably respond to promotions that feature cultural sites specifically and emphasize the educational nature of the experience. Event visitors would be more

responsive to event specific promotions that focus on the entertainment value of events. As well, in-state promotional campaigns emphasizing cultural sites and events would likely be effective.

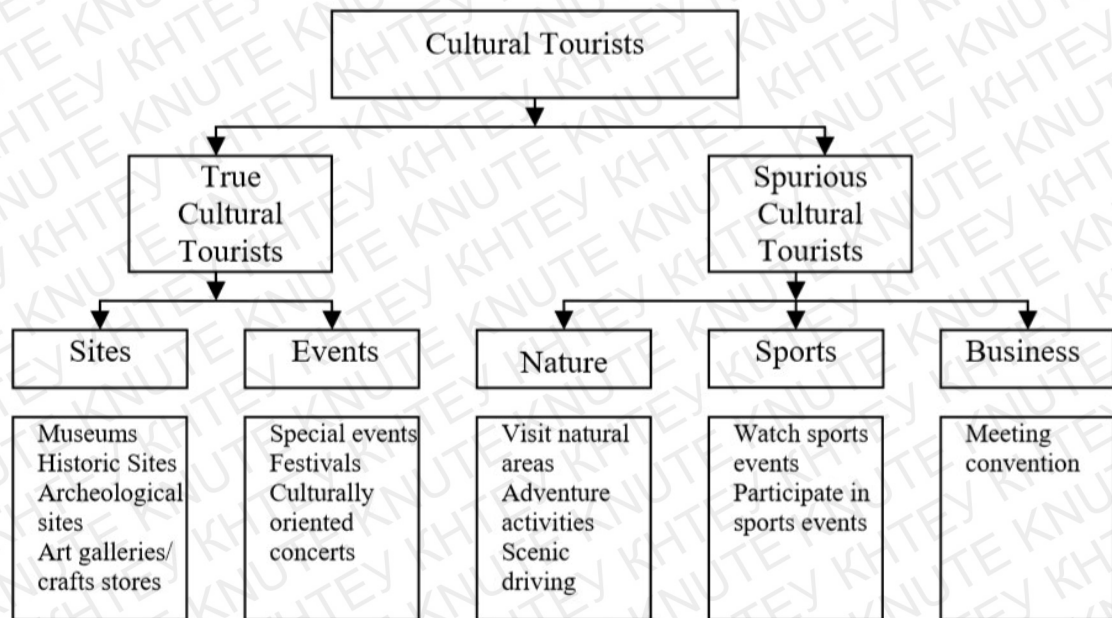


Figure 1.3. Typology of Cultural Tourists

Finally, to appeal to spurious cultural tourists, messages that emphasize other types of experiences but with culture as a component to diversify and add interest to the visit would be effective. Nature tourists in particular seem to have a wide variety of interests, and including cultural, historical and archaeological sites as part of the message could prove worthwhile as these types of sites are often found together with natural attractions.

One of the biggest parts of cultural tourism is heritage tourism. Heritage tourism and its different forms as mean nowadays one of the most important forms of cultural tourism. Thanks to a global, integrated approach in which nature meets culture, the past meets the present, the monumental and movable heritage meets the intangible, the protection of cultural heritage, as an expression of living culture, contributes to the development of societies and the building of peace. By virtue of its multifarious origins and the various influences that have shaped it throughout history, cultural heritage takes different tangible and intangible forms, all of which

are invaluable for cultural diversity as the wellspring of wealth and creativity (table 1.3).

Table 1.3

Forms of heritage tourism

Tourism	Tourism products, activities
Heritage tourism	Natural and cultural heritage (very much connected to nature-based or ecotourism);
	Material <ul style="list-style-type: none"> - built heritage, - architectural sites, - world heritage sites, - national and historical memorials
	Non material <ul style="list-style-type: none"> - literature, - arts, - folklore
	Cultural heritage sites <ul style="list-style-type: none"> - museums, collections, - libraries, - theatres, - event locations, - memories connected to historical persons

Based on the above mentioned – in accordance with the definition of the National Trust for Historic Preservation's Heritage Tourism Program we would state that heritage tourism is an important part of cultural tourism based on experiencing the places and activities that authentically represent historic, cultural and natural resources of a given area of Region.

Taking into consideration the classification of cultural tourism, The United Nations Educational, Scientific and Cultural Organization (UNESCO) differentiates different types of heritage such as monumental, movable, intangible and world heritage.

If we take into consideration the forms of heritage and heritage tourism we can differentiate between material (built heritage, architectural sites, world heritage sites, national and historical memorials) and non-material heritage (literature, arts, folklore)

and cultural heritage sites such as museums, collections, libraries, theatres, event locations and memories connected to historical persons.

We also agree with the identification and classification of M. Timothy and J. Boyd stating that heritage can be classified as tangible immovable resources (e.g. buildings, rivers, natural areas).

Tangible movable resources (e.g. objects in museums, documents in archives) or intangibles such as values, customs, ceremonies, lifestyles, and including experiences such as festivals, arts and cultural events.

Heritage tourism is quite a new phenomena on the one hand concerning cultural tourism but on the other hand its routes can be traced back to the ancient times of human history.

Due to the modern trends of tourism its demand has been rapidly growing from the 1990s but especially in the 21st century.

Of course in the focus of heritage tourism it is heritage itself which mean such a cultural value from the past which is worth to be maintained for the new generations. Within heritage, we can differentiate between natural and cultural heritage as well. So when we would like to define heritage tourism it is essential to highlight that it is such a form of tourism that is based on heritage in which heritage is one the one hand the central element of the tourism product and on the other hand it provides the major motivation for the tourist.

The recent trends of the extraordinary growth of heritage tourism development are due to several phenomena experienced in social life and the trends of the tourism industry:

- The media participates more and more acutely in introducing the heritage sites;
- By the increase of the education level of the population an increasing need has been emerged to travels with cultural (heritage) purposes;
- Heritages became a product consumable for the tourist due to the intermediary role of the tourism industry;

- The personal and social value and support of heritage and heritage tourism has grown from the second half of the 20th century.

By the end of the 20th century and the beginning of the 21st century new trends have emerged in heritage tourism as well. There were significant changes on the fields of heritage attractions, the need for complex tourism products also has been grown on the demand side and so the traditional cultural attractions (such as museums) had to revalue their original role.

The characteristic segments for the modern heritage tourism are the following:

- Tourists are represented mainly with a higher educational background;
- The specific spending of these tourists are higher than average;
- Tourists are rather coming from the urbanized areas and from the more developed “western world”.
- Their majority is in their middle ages without children;
- According to the length of stay we can state that in the case of heritage tourism the time for the travel is shorter while the frequency of the travels is higher.

1.3. Promotional strategy of cultural tourism product

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

According to J. Mill and A. Morrison, the following three types of promotion help to modify the consumer's behavior in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension (figure 1.4).



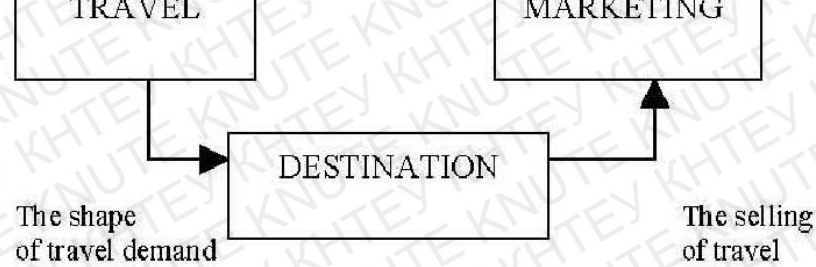


Figure 1.4. Mills and Morrison model of travelling

Secondly, persuasive promotions work well at intermediate buying process stages which assist with attitude, intention, and purchase. Finally, after the first visit or usage of the services, reminder promotions are effective to use. It is quite clear from this statement that promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring the repeat visitor continues to purchase the same product instead of switching to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination.

Every destination country should extend its efforts to discover the needs and follow necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism-related services and products. Research has proven that tourist information is an important element to have a positive image about the destination and the decision-making process of tourists. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for the tourism industry.

Destination marketing is identifying what tourists would like to see which means product and the variety of methods are used to attract tourists which means promotion (figure 1.5).

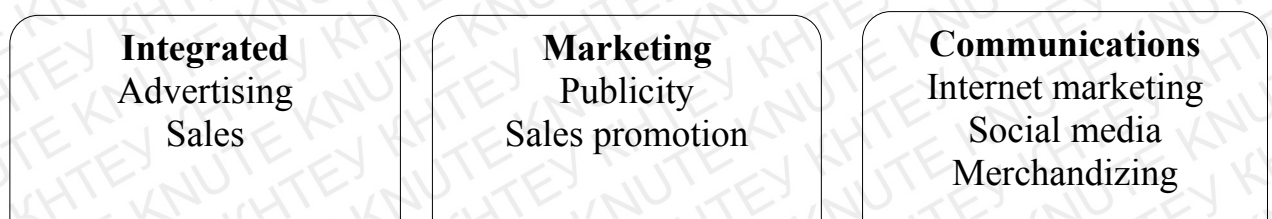


Figure 1.5. Elements of promotional mix

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

Destinations are places that attract visitors for a temporary stay, and range from continents to countries to states and provinces, to cities, to villages, to purpose built resort areas. At the foundation level, destinations are essentially communities based on local government boundaries. Tourists travel to destinations. Destinations are places with some form of actual or perceived boundary, such as the physical boundary of an island, political boundaries, or even market-created boundaries.

Destination marketing refers to a management process through which the national tourist organizations and/or tourist enterprises identify their selected tourists, actual and potential, communicate with them to ascertain and influence their wishes, needs, motivations, and likes and dislikes, on local/rural, Regional, national and international levels, and to formulate and adapt their tourist products accordingly with a view to achieving optimal tourist satisfaction, thereby fulfilling their objectives.

The marketing concept is often used inappropriately, reducing it to the promotion and sale of products and tourist destinations, and in particular to advertising and to tourism fairs and events. While these functions are important, there is much more to marketing.

Tourism destinations are probably among the most difficult “products” to market, involving large numbers of stakeholders and a brand image. A destination marketing organization is any organization, at any level, that is responsible for the marketing of a destination. This therefore excludes separate government departments that are responsible for planning and policy.

Destination marketing organizations (DMOs) are concerned with the selling of places. People normally choose a destination before they choose the airline or decide on the hotels and attractions to visit. There is no pro-poor tourism strategy if there are no visitors to the destination. Hence destination marketing to increase tourism is very important. The marketing of a destination is based on the concrete experiences, services and options that are part of a global idea and branding of a “destination”.

Thus, a broad multi-stakeholder policy and strategic framework that articulates the different actors, levels and destination “components” in such ways that benefits are equitably distributed and contribute to poverty reduction is fundamental.

From the participants’ response to the marketing mix, identify which the ones that would belong to the 5 P’s and explain that the marketing mix consists of product, price, place, promotion and people (five Ps):

- Tourism product that will be offered and the factors that compose it;
- Place of distribution; how the product/service will get to the client;
- Sale price of the product and pricing policy to be applied;
- Promotion to inform the potential consumers about the product and its qualities; and
- People whose expertise, skills and attitudes are the key elements of the brand.

A tourism product is the set of assets and services that are organized around one or more attractions in order to meet the needs of visitors.

Key ingredients of a tourism product consist of:

An attraction: These are the “raw materials” of the tourism product and as such are part of the territory where the business is located. They consist of the natural and cultural resources, places and events that, by their characteristics or location in a context, awaken the visitor’s interest and motivate his/her action.

Facilities and services: Tourist facilities refer to the infrastructure, equipment and services that make the tourism activity possible: the tourist enjoys the attractions and does so in a safe environment.

Accessibility: This facilitates visitors to access to the tourist destinations, including infrastructure, transport and communication services.

Generally, the potential tourists like to know in advance about the products, services and facilities at the destination. Using various forms of promotional activities can lead the organization to carry out different promotional measures in order to provide the message to the potential tourists and influence them to visit the destination. However, certain diversified, unpredictable and unsteady factors such as political, social, cultural, economic which are related with pre-purchase information can interrupt to make the decision.

Conclusion to part I

1. Cultural tourism itself is a very complex segment of the tourism industry, both its demand and supply is diverse and versatile. Its future positions will most probably be strengthened directly and indirectly as well since with the change of the recreational needs of tourists and visitors the demand for cultural travels will rapidly grow as well (additionally when we consider the new appearing sending markets). Of course classic mass tourism will never considerably lose its market positions but the new tourists will have a more and more diversified need to get to know the different cultures and customs of the remote places. On the other hand we also have to take into consideration that the rapid growth and development of cultural tourism caused various aspects of new problems in the industry.

2. When analyzing these recent trends we also have to stress that not only the needs of local communities has changed but also the motivations of the cultural tourists. According to this perception one of the most important international researches on this area the ATLAS research has indicated that the experiences enjoyed most by cultural tourists tend to be those small-scale, less visited places that offer a

taste of 'local' or 'authentic' culture. Tourists increasingly say that they want to experience local culture, to live like locals and to find out about the real identity of the places they visit.

3. In the analysis of a tourism product we have to be aware not only the positive effects but the negative aspects of tourism development as well. The ever growing and rapidly increasing cultural tourism in the recent years has raised the question whether it really serves the need of sustainable tourism especially in small communities. Cultural tourism started as a form of alternative tourism and nowadays it can be considered – in certain tourism destinations – as a dominant part of mass tourism.

4. Local communities have to face with the degradation of their 'original' culture so there is a growing number of places in search of new forms of articulation between culture and tourism which can help to strengthen rather than water down local culture, which can raise the value accruing to local communities and improve the links between local creativity and tourism.

5. According to this new trend, it seems that one of the most important trend and development of cultural tourism in the recent years lead us to the establishment of creative tourism which serves the needs of a more sustainable cultural tourism in today's tourism industry. So based on the vulnerability of the destinations we strongly have to stress that only conscious tourism planning methods and practice will be able to take into consideration the principles of sustainability and carrying capacity in the given (cultural) tourism Region.

6. Generally, the potential tourists like to know in advance about the products, services and facilities at the destination. Using various forms of promotional activities can lead the organization to carry out different promotional measures in order to provide the message to the potential tourists and influence them to visit the destination. However, certain diversified, unpredictable and unsteady factors such as political, social, cultural, economic which are related with pre-purchase information can interrupt to make the decision.

PART II

ANALYSIS OF CULTURAL TOURISM PRODUCT PROMOTION OF CHERNIHIV REGION ON THE INTERNATIONAL MARKET

2.1. Analysis of tourism potential of Chernihiv Region

Chernihiv Region is located in the north-eastern part of Ukraine. It borders on the west with Kyiv, in the north with the Gomel Region of the Republic of Belarus and with the Bryansk Region of the Russian Federation, in the east — with Sumy, in the south — with Poltava Regions of Ukraine. On the size of the territory (31.900 km²) Chernihiv Region occupies third place among other Regions of Ukraine (appendix B).

The asset of the Region is a significant historical and cultural and natural-recreational potential, proximity to the capital of Ukraine and the borders with Russia and the Republic of Belarus, which emphasizes the transit value of the Region. International Roads of St. Petersburg-Odessa and Moscow-Kiev pass through the Region's territory.

In Chernihiv Region there are more than 75 collective accommodation facilities (hotels, hostels, tourist complexes, etc.). Among them there are modern hotels and recreational complexes. This is the eco-hotel "Shishkin", the tourist and hotel complex "Brech", the historical and cultural center "Sailing of Mikluho-Maclay", the tourist complex "Golubi lakes" and others.

The most popular in the Region are excursion, ecological/green, rural and active tourism. There are opportunities for the development of health-improving, religious and event (festival) tourism.

Traditionally popular places, which take the bulk of tourist flows, are Chernihiv, Baturin, Kachanivka, Trostyanets, Sedniv, Novgorod-Siversky. The priority areas of development are rural and green tourism. Today recreation in the village offers more than 40 farmsteads and recreation facilities in the Region. The

main centers of rural tourism are in Chernihiv, also in Koropsky, Ichnyansky, Ripkinsky districts and the suburbs of Chernihiv. The most famous are: "Falconry Farm", "Andreevsky Lakes", "Horse Yard" and others.

The number of visitors to the nature reserve fund is growing. Over 9 months of 2017, the natural parks of the Region and the "Trostryanets" arboretum were visited by more than 11000 people, which is 17% more than last year. Mensky Zoo also has a popularity, which this year was visited by almost 39000 tourists.

Active tourism is developing in the Region, namely: rafts and kayaks, cycling, horseback riding, walking tours, paintball, ect. This type of tourism is actively developing in Novgorod-Siversky, Chernihiv, Mensky, Kulikovo, Koryukivsky, Ripkin districts and opens opportunities for realization in each district of the Region.

For recreational use it is the area of almost 667 hectares of territory of Region. More than all such territories are located in Koryukovsky, Ripkinsky, Semenivka, Novgorod-Siversky and Chernihiv districts (table 2.1).

Table 2.1

**Areas suitable for recreational use in terms of administrative districts of
Chernihiv Region**

Districts	Areas for recreational use, thousands hectares	The share of areas for recreational use from general area, %
Bakhmatsky	9,88	6,6
Borovytsky	16,76	11,8
Bornianskyi	14,96	9,3
Varvinsky	6,39	10,9
Gorodnyansky	41,66	26,5
Ichnya	20,36	22,9
Kozeletsky	65,72	24,6
Korpsky	35,0	26,7
Koryukivka	93,5	65,7
Kulykovsky	9,83	10,1
Mensky	15,54	11,2
Nizhynsky	11,18	7,3
Siversky	52,63	52,2
Norovsky	16,89	14,8
Pryluky	12,38	6,8
Ripkinsky	77,45	36,9
Semenovsky	44,62	30,4
Sosnitsky	21,24	23,3
Sribnyanskiy	7,12	12,3
Talalevsky	5,4	8,5
Shorsky	54,29	21,3

Chernihiv	33,84	26,5
General for Region	666,64	21,0

The development of event / festival tourism is gaining momentum. The most popular are: the festival of the author's song and the International Youth Festival "Ivan Kupala on the Blue lakes", the festival "Kievan Rus" in Lyubech, the festival of national cultures "Poliske circle", the literary and artistic holiday "Sednivska autumn", "Green scene" in Chernihiv and many others.

In Ukraine, as well as in the Chernihiv Region in particular, there is a positive dynamics of the number of domestic tourists. Ukrainians began to travel much more within the country (figure 2.1).

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> - Considerable historical-cultural and natural-recreational potential. - Recognizable brand. - Significant recreational resources. - Sufficient water supply. - Multiple balneological resources in the Region. - About 20.5% of the territory of Chernihiv Region is covered with forest vegetation. - Transit location. - Proximity to Kyiv and Gomel provides a constant stream of sightseers. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> - Lack of convenient transport connection with the Regions of Ukraine. - Lack of a developed tourist infrastructure. - Only 2 hotels have been a categorization procedure. - Unsatisfactory state of roads. - Considerable distances between the main tourist centers. - Small volumes of investment in the development of recreational and tourism sector of Chernihiv Region. - Destruction and poor technical condition of many historical structures. - Insufficient level of informational and advertising provision. - The consequences of Chernobyl accident.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - Necessity of maximal use of recreational potential of Chernihiv Region - Advantageous geopolitical position of the Region. - Development of rural, active, ecological and recreational tourism types. - Considerable potential for attracting of domestic tourist from Regions of Ukraine and neighboring Belarus. - Attracting investments into infrastructure projects. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - Drilling and drying of rivers - Proximity of the border with Russia

Figure 2.1. SWOT-Analysis of tourism development in Chernihiv Region

There is a positive dynamics of tourist income in local budgets of the Region. During the year, the amount of tourist fees increased by 41% and amounted to 304500 UAH. If we compare our Region with other Regions of Ukraine, then for this indicator Chernihiv Region in 2017 occupied 19th place of 25. However, there is an annual positive dynamics and a rather high percentage of increase in indicators.

Most tourists visit Chernihiv regularly (54% of all of them). Increased the amount of tourists who visited the city the first in 2017 (23%), which is 5% more than in 2016. The largest part is tourists coming to Chernihiv the second time (77%).

Most tourists (85,9%) go to Chernihiv from other Regions of Ukraine. Also, the five main tourist flows include Belarus (7,8%), Russia (3,3%), Israel (0,6%), Poland (0,4%). The remaining 2% are other countries. Top-10 cities, of which most often come to Chernihiv, looks like this: Chernihiv Region, Kyiv, Sumy, Slavutych, Gomel, Zhytomyr, Kharkiv, Minsk, Lviv, Moscow (figure 2.2).

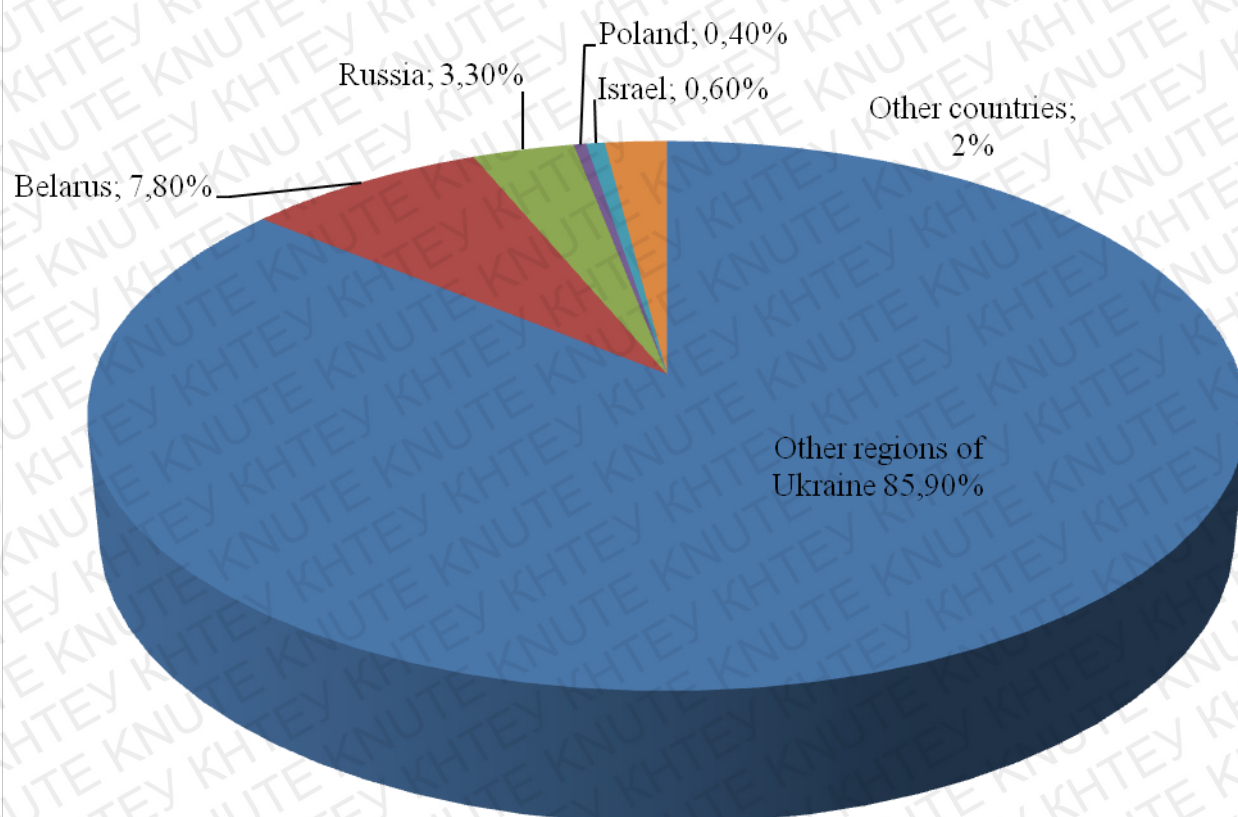


Figure 2.2. Structure of tourists arrivals in Chernihiv Region by purposes

The main purposes of visiting to Chernihiv, as in 2017, are rest and entertainment (45,1%), visiting friends and relatives (38,8%) and visits to cultural sites, excursions (25,4%). If in the past, Chernihiv was associated with history, temples, parks and squares, this time parks and squares replaced beer (12,1 against 8,9%). Continue to lead in the list of associations history (30,3%) and temples (18,8%) (figure 2.3).

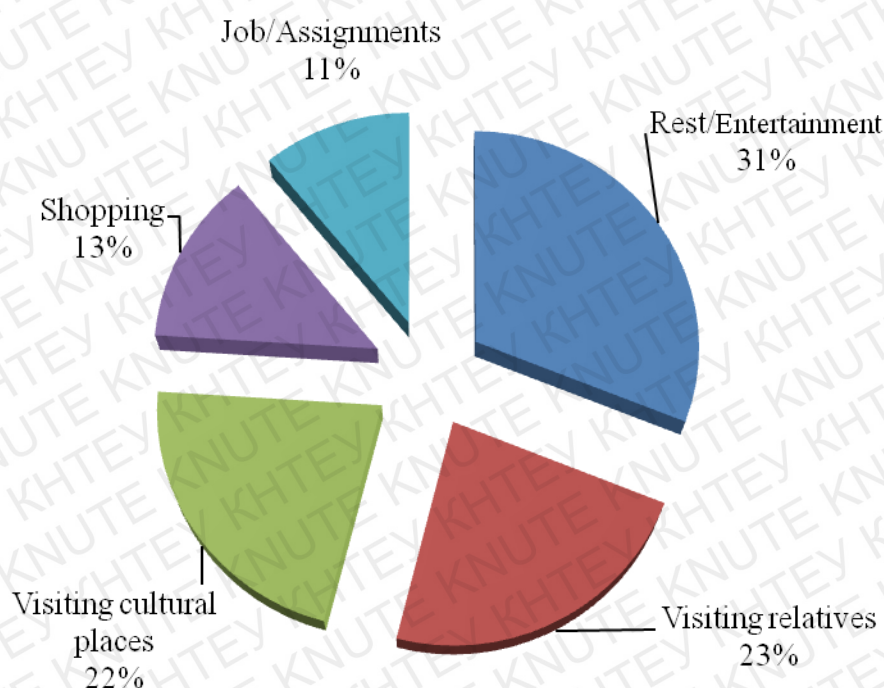


Figure 2.3. Structure of tourists arrivals in Chernihiv Region by purposes

By gender, the city is visited by almost the same number of males (49,5%) and female (50,5%). The majority of tourists are aged 18 to 25 years (36,7%) and 26 to 35 years (33,1%). Last time in 2007 the ratio looked like 56,5% against 20,6%. This means that more solvent tourists came to Chernihiv. This also confirms the noticeable increase in the number of visitors of 36 – 45 years (from 12% to 16% and 46 – 65 (from 12% to 15%). Most of the tourists are employees (40,2%), students (22,2%) and businessmen (17,8%) (figure 2.4).

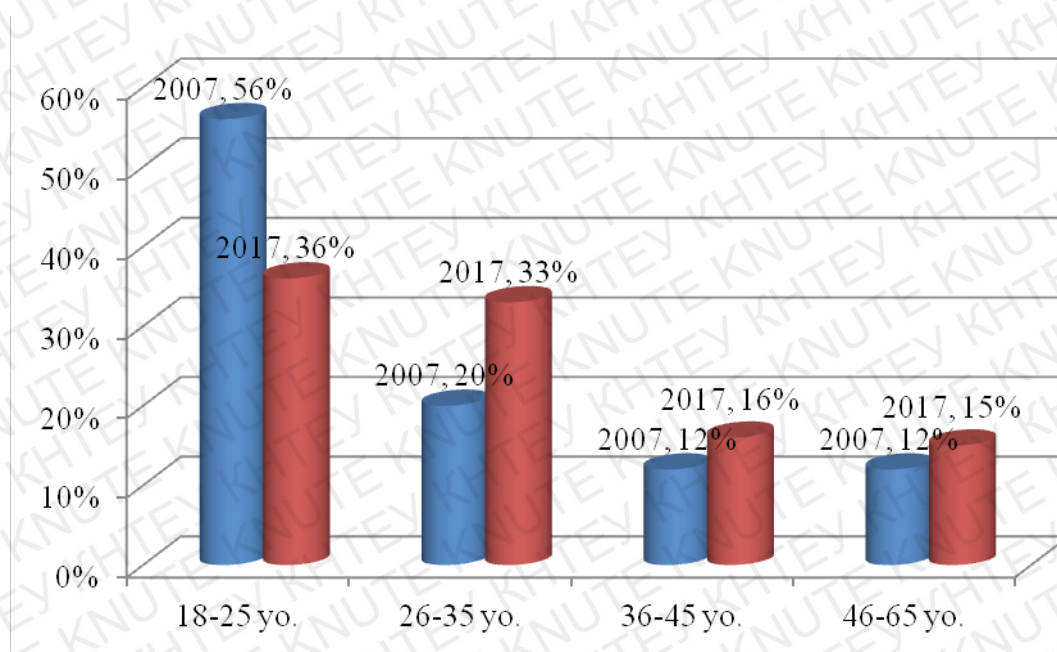


Figure 2.4. Structure of tourists arrivals in Chernihiv Region by ages.

52,8% of guests gave preference to independent excursions around the city, 48,8%-to visit cafes and restaurants, 38,6%-shops. Local hotels and hostels are very popular among the guests of Chernihiv. In the period from the 1st of November 2017 to 31st of January 2018 they stopped 14,5% of tourists stayed in hostels or hotels. While in the rented apartment lived 17,5% of tourists, and 38,2% stayed in friends or relatives apartments. The rest 26,3% did not plan to stay overnight.

Most tourists visit Chernihiv regularly (54% of all of them). Increased the amount of tourists who visited the city the first in 2017 (23%), which is 5% more than in 2016. The largest part is tourists coming to Chernihiv the second time (77%).

2.2. Characteristics of cultural tourism of Chernihiv Region

By number of monuments of cultural heritage Chernihiv Region is included in the first ten Regions of Ukraine (8751 Monument of Cultural heritage, of which-193 of national importance). The territory of the Chernihiv Region has favorable conditions for the dynamic development of various types of tourism. Significant historical, cultural and natural-recreational potential are concentrated in Chernihiv

Region. Today, more than 9000 cultural heritage sites are in state registration in the Region, 1900 of them are of national importance. 14 settlements of the Region are included in the list of historic settlements of Ukraine; three of them have a thousand-year history (Chernihiv, Novgorod-Siversky and Lyubech) (table 2.2).

Table 2.2

The main cultural destinations of Chernihiv

Cultural destination	Description
St. Antony Caves	St. Antony caves, which belong to Trinity Monastery, is a monument to the underground cult architecture of the XI-XII centuries.
Boldyn Mountains	The Boldyn Mountains are the natural dominant of the Chernihiv landscape. They rise to a height of 35 meters above the Desna floodplain and, as if a broad arc, covering it.
Borysohlibsky Cathedral	This cathedral is rebuilt in the original – Old Russian – the style, because, unfortunately, due to the storm events, it has repeatedly undergone destruction and has not survived since ancient times.
Lyzohub house	The house belonged to the Chernihiv Colonel Yakov Lyzohub. Sometimes the house is called “mazepnym”. It is connected with him the legend about the romantic relations of Ivan Mazepa and Motrya Kochubeivna.
Dytynets	The oldest and, according to numerous sightseers, the most attractive part of Chernihiv.
Yeletsky Monastery	A broad legend describes the founding of the monastery in honor of the holy Assumption by Prince Svyatoslav Yaroslavych in the middle of the XI century.
Katerynynska Church	The church was consecrated 1715 year, and since then it has not undergone significant changes.
Collegium	Chernihiv Collegium became the first educational institution of the highest level on the territory of left-bank Ukraine.
The red square	The Red Square, along with its adjoining gardens and boulevards, is one of the most beautiful places in Chernihiv and its administrative and cultural center.
The black tomb	One of the largest mounds of the times of the movement of the century, which remained, has an impressive size. Its diameter is 40m, circumference 125m, the height is 11m.
Troitsky Monastery	It was formed in 1694. Today his attraction is the Trinity Cathedral, which reveals the ways of formation and development of Ukrainian Baroque architecture.
Spaso-Preobrazhensky Cathedral	In ancient times was architectural dominant of the city. The Annals show the beginning of the construction of the cathedral in the 30th years of the XI century.
Pyatnytska Church	It was built near the trading square in honor of St. Paraskeva-Pyatnytska – the patron of trade, the church is a reconstructed building of pre-Mongol times.

There are 37 museum establishments, including 3 national preserves "Ancient Chernihiv", "Hetman's Capital", "Kachanivka" and memorial complex "In Memory of Heroes of Kruty". According to the number of museums, Chernihiv Region occupies the third place in Ukraine, after Kyiv and Poltava Regions.

Chernihiv Region occupies one of the leading places in Ukraine by the number of monuments of cultural heritage (more than 9 thousand monuments, among them – 1881 of national significance). There are 33 Museum of communal property, 3 national reserves («Ancient Chernihiv», «Hetman's capital», «Kachanivka») of Ministry of Culture of Ukraine and memorial complex «Memory of Kruty Heroes» of Ministry of Defense of Ukraine.

Important events that took place on the territory of Chernihiv Region and the memory of them are displayed in a large number of monuments of history and culture. Chernihiv Region is an ancient land with unique monuments of princely and Cossack era.

In Chernihiv Region in 2017 there were 35 independent museums, more than half of them – historical, 6 – complex, the rest – literary, art and others. They were located in 132 buildings with total area of 38000 m² and occupy territory of 1427 m².

By the end of 2017, more than 474000 objects were kept in museums. The main of them are fund objects and 297000 are scientific and auxiliary. During 2017 the Museum collections were replenished by 2500 items. Also during 2017 year 62000 were exhibited. 568 exhibitions were opened, 26000 excursions were placed and 565 scientific publications and were published.

The museums were visited by 920800 persons, among whom 46% are students. In average, one museum had 27000 visits. The most popular were architectural and historical reserve "The Ancient Chernihiv" and historical and cultural reserve "The Hetman Capital", which had the status of national, as well as the Tarnovskoho Chernihiv Historical Museum. The staff of museums consisted of 628 employees.

At the end of last year the main fund of museums consisted of 472000. The exhibits, most of which (40%) – the real objects, 21% – written, 17% – photo, 5% –

pictorial. In the Scientific and Auxiliary Fund there were 295000 subjects. The museum collections were replenished with more than 3000 objects.

In addition, the Region operated 22 museums, created in the structure of enterprises, institutions, organizations and educational institutions.

In Chernihiv Region at the end of 2017, there were 764 club establishments, located mainly in rural areas. The activities of the clubs were 1562 employees. For the year they conducted over 90000 cultural and mass events for 3,6 million spectators.

4 Professional theatres and a Philharmonic centre have been continued to work. Spectators gave their talent 362 artists. Last year, groups of these establishments conducted 1279 performances and 509 concerts for 414 thousand spectators (table 2.3).

Table 2.3

The main indicators of museums and theaters of Chernihiv in 2017 year

	Museums	Theaters
The main establishments	<ul style="list-style-type: none"> - Architectural and Historical reserve "The Ancient Chernihiv" - Historical and Cultural reserve "The Hetman Capital" - Tarnovsky Chernihiv Historical Museum 	<ul style="list-style-type: none"> - T. Shevchenko Theatre - Alexander Dovzhenko Regional puppetry - Chernihiv Region academic Ukrainian music and Drama theatre
Amount of visitors	920800	414000
Amount of concerts/exhibitions	568	1788
Amount of employees	628	362

The Region has two national reserves: Architectural Historical Reserve «Ancient Chernihiv» and historical and cultural reserve «Kachanivka». In addition, there are four reserves, named Novgorod-Siverskyi historical-Cultural museum-Reserve «The word about the regiment of Igor», Chernihiv Literary Memorial Museum-Reserve M.M. Kotsiubynsky, Sosnitsky Literary-Memorial Museum of O. P. Dovzhenko, Bornianskyi Art-Memorial Museum "The farmstead of the people's Artist of Ukraine O. Sayenko", Regional Memorial Museum-Reserve of P.

Kulish "Ganyna Wasteland", Baturyn State Historical and cultural Reserve "Hetman Capital".

There is not enough number of tourist enterprises that provide excursion services in the city. Also, most of them are monotonous tourist routes, which are quickly becoming uninteresting to the tourist.

Today's excursion activity is an extremely complex and problematic area of the tourist industry in Chernihiv. One of the key problems is the non-regulation of excursion activity, resulting in various guides conducting excursions illegally. It is important that the funds received as a result of such excursion activity do not enter the budget, but are used for personal purposes of such guides. The existing problem requires immediate solution.

In the Region there are 3890 club formations, which unite more than 38000 participants, also there are more than 400 folk craftsmen and craftsmen, on state records in the Region there are 4809 monuments of history and culture, 39 objects have national importance. More than 350 thousand are kept in museums of the Region exhibits.

Parks-monuments of landscape architecture are also important for the development of tourist potential of the Region. In Chernihiv Region there are 23 parks-monuments of landscape architecture.

2.3. Assessment of cultural tourism product promotional strategy of Chernihiv Region on the international market

Understanding the importance of tourism for the effective development of the Region and Ukraine as a whole, the Department is taking measures aimed at promoting the existing tourism potential in the domestic and foreign market of tourist services and increasing tourist flows. This work is carried out in accordance with the Strategy for the Development of Tourism and Resorts by 2026 and the Regional Target Tourism Development Program in Chernihiv Region until 2020. In 2017, the tourist potential of the Region was presented at exhibitions and forums in

6 Regions of Ukraine (Kiev, Odessa, Kharkiv, Lviv, Nova Kakhovka, and Zaporizhzhya) and the Republic of Belarus (Gomel), a presentation of tourist products of the Region for tourist operators of Ukraine in Kiev.

The biggest international tourist exhibition of the country UITT 2018 «Ukraine – Travels and tourism» started its on March 28 in Kyiv. The special role at the exhibition is devoted to the promotion of domestic and entrance tourism in Ukraine. The exhibition allows the domestic tour operators to present their own tourist routes (figure 2.5).



Figure 2.5. Chernihiv representing on UITT 2018

National architectural and historical reserve «Ancient Chernihiv» takes part in the international Tourist Exhibition UITT 2018 «Ukraine – Travels and tourism». Booklets with price-list and flyers are published for popularization of architectural monuments and museum expositions. The research staff of the reserve met with colleagues from the tourist companies, discussing ways of cooperation.

International tourist Salon "Ukraine" – UiTM 2018 took place from October 3 to 5 in "International Exhibition Center" in Kyiv.

Representatives of Regional tourist organizations, museum establishments, in national architectural and historical reserve «Ancient Chernihiv» took part in it. The scientific staff discussed with colleagues at the exhibition the ways of cooperation,

presented them with new advertising products (booklets, price-lists ect.). During 2017 year 6 publicity-informative and press-tours were conducted. In particular, three-day information tour, during which tour operators of Ukraine were acquainted with the most attractive tourist objects of 7 districts of the Region.

A number of seminars and training for responsible workers on tourism and representatives of tourism industry of the Region are held for acquaintance with modern tendencies of industry development.

To popularize the tourist potential of the Region, 5 types of advertising and information production were developed, including Polish and Belarusian languages, divided calendar for 2018 year. 3 other types of booklets are prepared for publication. The souvenir production with a new tourist logo is manufactured.

The permanent work on dissemination of information about tourist offers and possibilities of the Region through Internet resources and mass media is ensured, namely: filling the tourist section of the official site of the Department of Culture and Tourism, Nationalities and religions of Regional State administration, there are pages in social networks, are provided materials for publication at the tourist portals of Ukraine and in printed editions.

The touristic logo of Chernihiv was created on 2011 and was chosen after a public voting in the town. It has a kind of a ball on which between threads the local symbolism is clearly expressed – a temple, a sword, a river, a monk-a ghost. This tangle acts as an interweaving of historical, folk, military motives, as the layering of historical epochs, legends and tales of different times (figure 2.6).



Figure 2.6. The touristic logo of Chernihiv

At the same time, the tangle is as good as possible to the slogan of the city “Chernihiv - City of Legends” and reflects its tourist attractiveness and unique historical and cultural heritage.

In addition, the proposed logo of the regional center of Chernihiv can be presented in three-dimensional space, and therefore easily embodied in various souvenir products. Actually, the first samples (cups, pens, T-shirts with symbols of Chernihiv) were also presented during the Conference.

On 2018 it was also presented a touristic logo of Chernihiv and Sumy Region as two Regions located on the North of Ukraine. The author of the project “Sivershchyna – the North heart” focused on the prospects of development of the tourism industry of the North Region. In particular, about the intentions of creating a single tourist site, where you could see interesting information about the tourist highlights of Sumy region and Chernihiv region, to study the proposed tourist routes, as well as to familiarize with the possibilities. Diverse forms of recreation (figure 2.7).



Figure 2.7. The touristic logo of Chernihiv and Sumy Region.

Work on creation of a separate tourist portal of the Region (by the end of year it will work in test mode). In September of the current year the interregional

agreement between Chernihiv Region State Administration and Gomel Regional Executive Committee on Cooperation in Tourism was signed, which provides for conducting of the exchange of advertising and information tours, Exchange of social advertising tourism, distribution of information and presentation products, etc. (table 2.4).

Table 2.4

Analysis of the websites which provide touristic information about Chernihiv and Chernihiv Region

Name of website/department it is responsible for	Description of department	Description of website	Representation in social media	Languages
National architectural and Historical reserve "Ancient Chernihiv" oldchernihiv.com	National architectural and Historical reserve "Ancient Chernihiv" is a research and cultural and educational institution of architectural and historical orientation, which unites the complex of fixed and movable monuments of material and spiritual culture, which are of exceptional historical, artistic, artistic and scientific value.	The website is about all historical places of Chernihiv, including news, exhibitions, and performances.	None	Ukrainian, English, Russian, Italian, German, Polish, Spanish, French
Department of Culture and Tourism, nationalities and religions of Chernihiv Region State administration www.cult.gov.ua	The Department is a specially authorized body of protection of cultural heritage in the part of the Monuments of archaeology, history and monumental art of Chernihiv Region State administration. The department consists of management of culture, arts and financial and economic issues and management of tourism, religions, nationalities and protection of cultural heritage.	The website is about the Department of Culture and Tourism, nationalities and religions of Chernihiv Region State administration, protection of cultural heritage in the area of the Monuments of archaeology, history and monumental art of Chernihiv Region.	Twitter, Facebook, Youtube	Ukrainian
Administration of Culture and Tourism of Chernihiv chernihivtravel.com	Basic functions of Administration of Culture and Tourism of Chernihiv are organization of implementation of normative-legal acts and programs on cultural and educational work, provision of financing of the city's cultural institutions, allocation of budgetary funds within the limits of the approved budget.	A new website which works in test mode. It is about all places-to-be in Chernihiv (hotels, restaurants, historical and cultural destinations, ect). There is a map of the city with all most visited places.	Facebook, Youtube	Ukrainian, English, Russian
Chernihiv City Council www.chernigiv-	Chernihiv City Council is a local government center in Chernihiv Region. Its administrative center is the	The website is about Chernihiv City Council which has plenty of departments, one of	None	Ukrainian

rada.gov.ua	city of the Regional significance of Chernihiv.	them is tourism.		
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In order to attract grant funds for the development of tourist infrastructure the department developed a project of Regional development "creation of the modern interactive tourist complex" Pokorschina" in Kozelets, which provides restoration architectural monuments of national importance and creation on their base of modern tourist complex. As of November 27, 2018, the project is under consideration of the Commission. The results will be known by the end of the year.

On December 21, 2012, the resolution of the eleventh session of the Chernihiv Region Council of the sixth Convocation was approved by the "Regional target program of tourism development in Chernihiv Region for 2013-2020 years" (table 2.5).

Table 2.5

Extract from the report on implementation of events of regional target program of tourism development in Chernihiv Region for 2013-2020 years for 2017 year

Directions of activity	Allocated funds (UAH)	Performance/achieved performance
Tourism Infrastructure Development	1999,00	The state of tourist infrastructure development in Chernihiv is considered at the board of the Department of Culture and Tourism, nationalities and religions of Chernihiv Region State. The state of tourist infrastructure objects of Chernihiv Region continues to be monitored.
Improvement of advertising and information activity	182862,58	The work on updating of information-presentation and souvenir production is constantly continuing. There is always the filling of the tourist section of the Internet site of the Department of Culture and Tourism, nationalities and religions of Regional State Administration (www.cult.gov.ua).
The development of the event (festival) tourism	103399,50	The future in the village of Olesnya, the International Festival of Live History of the Slavic-Scandinavian culture "Kniazha Brama", International Folklore Festival of National cultures "Poliske kolo".
Development of children's and youth tourism	-	September 27, as part of the celebration of the World Tourism Day in Ukraine, the festival of active and extreme recreation "Energy Fest" was organized in Chernihiv.
Development of rural Green tourism	6020,00	Organized a visiting seminar for rural residents on the issues of business activities on the topic "Practical issues of rural tourism development in Chernihiv Region".
Scientific and methodological and staffing support	-	During the year the Department of Culture and Tourism, nationalities and religions of the State administration conducted a professional development for chiefs of departments and departments of Culture and Tourism of Region State Administration and city councils, in particular Direction of tourism development.
Investments in the tourist industry	2388,88	The delegation of the Republic of Latvia with the leadership of Chernihiv Regional state Administration and Chernihiv City Council held a meeting.
Development of international and interregional	3330,04	On January 28-30, 2017 is taken part in a study tour of the Gomel Region of Belarus. Within the framework of the event the most important aspects of rural green tourism development were discussed, exchange of experience

cooperation	was made, and partnership relations were established.
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A positive step for the development of tourism in the area is the repair of road coverage in the areas of the road, which pass the tourist routes. For traveling by car the proper quality of road coverage to tourist objects is a very important issue. For the year repaired 36 km of motorways of state M-01 Kyiv-Chernihiv-New Yarovylochi.

The branch of culture of Chernihiv Region in 2017 is financed in the amount of 334 million UAH, which is 9% more than in the previous year. In addition, the institutions of culture, arts and educational institutions of the Region received 24 million revenue from the provision of paid services.

On December 14, 2016, in Chernihiv City Council the regular meeting of the Working Group on Development of the Strategy of tourism development and promotion of Chernihiv was held for 2017-2021 years with the participation of deputy mayor, heads of structural Subdivisions of the city council, representatives of the tourism industry and city enterprises, scholars and the public (table 2.6).

Table 2.6.

Amount of funds spent for tourism in Chernihiv Region in 2013-2017 years

Amount of funds spent for tourism in Chernihiv Region	Year				
	2013	2014	2015	2016	2017
Total amount of resources (thousands UAH)	868,00	959,00	1095,00	1301,10	1427,30
Regional budget (thousands UAH)	450,00	504,00	588,50	651,00	699,80
Local budgets (thousands UAH)	418,00	455,00	506,50	650,10	727,50

At this meeting, the Working Group unanimously approved the strategy of tourism development and promotion of the city of Chernihiv for 2017-2021 years.

This document is part of and takes into account the state of the city strategy of urban development until 2020, and describes the concrete steps in the development of tourism and city promotion. These steps will allow:

- To create proper conditions for the development of tourism sphere and adjacent sectors of economy;
- Create a quality national tourist product, able to meet the needs of the population.
- To increase the flows of inbound and internal tourism;
- To increase the revenues to budgets of all levels (regional, local);
- To increase the tourist image of Chernihiv region;
- To ensure employment of the population, especially in rural areas;
- Create prerequisites for attracting investments;
- To increase the level of scientific-methodical and personnel support of tourism industry;
- To renew and provide the development of material and technical base of tourism.

Members of the Working Group had an opportunity to discuss all stages of strategy creation and make corrections to it. In the future this document will be approved by the Executive Committee and Deputy Corps of the city Council.

Conclusion to part II

1. Every destination country should extend its efforts to discover the needs and follows necessary promotional strategies to raise interest among the potential tourists. It is very important for the decision makers to understand how customers acquire information especially for tourism related services and products. Research has proven that tourist information is an important element to have a positive image about the destination and the decision making process of tourists. The information about a specific destination which is mostly demanded by tourists is considered as an important means of promotion for tourism industry.

2. The asset of the Region is a significant historical and cultural and natural-recreational potential, proximity to the capital of Ukraine and the borders with Russia and the Republic of Belarus, which emphasizes the transit value of the Region. International Roads of St. Petersburg-Odessa and Moscow-Kiev pass through the Region's territory.

3. By number of monuments of cultural heritage Chernihiv Region is included in the first ten Regions of Ukraine (8751 Monument of Cultural heritage, of which-193 of national importance).The territory of the Chernihiv Region has favorable conditions for the dynamic development of various types of tourism. Significant historical, cultural and natural-recreational potential are concentrated in Chernihiv Region.

4. Understanding the importance of tourism for the effective development of the Region and Ukraine as a whole, the Department is taking measures aimed at promoting the existing tourism potential in the domestic and foreign market of tourist services and increasing tourist flows. This work is carried out in accordance with the Strategy for the Development of Tourism and Resorts by 2026 and the Regional Target Tourism Development Program in Chernihiv Region until 2020. In 2017, the tourist potential of the Region was presented at exhibitions and forums in 6 Regions of Ukraine (Kiev, Odessa, Kharkiv, Lviv, Nova Kakhovka, and Zaporizhzhya) and the Republic of Belarus (Gomel), a presentation of tourist products of the Region for tourist operators of Ukraine in Kiev.

5. The permanent work on dissemination of information about tourist offers and possibilities of the Region through Internet resources and mass media is ensured, namely: filling the tourist section of the official site of the Department of Culture and Tourism, Nationalities and religions of Regional State administration, there are pages in social networks, are provided materials for publication at the tourist portals of Ukraine and in printed editions.

PART III

IMPROVEMENT OF CULTURAL TOURISM PRODUCT PROMOTIONAL STRATEGY OF CHERNIHIV REGION ON THE INTERNATIONAL MARKET

3.1. Actions to improve cultural tourism product promotional strategy of Chernihiv Region on the international market

The strategy of Chernihiv development envisages transforming the city into a northern tourist capital of Ukraine with a strong competitive position and clear development priorities; in a city that has retained and develops its uniqueness and historical inheritance, constantly improves the quality of life of residents and attractiveness of business. In the international scale Chernihiv will be described as: Chernihiv – the City of Legends; the northern tourist capital of Ukraine; is a popular, friendly, comfortable and modern tourist city.

Cultural tourism is a strategic initiative, which is able to make significant contribution to economic growth and improvement of quality and comfort of life of residents of the city. In this case, there is awareness that tourism should be sustainable in its development and responsible for society and the environment. This industry, which tries to influence the environment and local culture, contributes to increased profits, jobs and conservation of the local ecosystem.

The importance of cultural tourism in the macroeconomic dimension shows why investment in tourism is profitable. On the one hand, tourism is an important sources of tax revenues, on the other hand – a powerful factor in the labor market. For cultural tourism development, Chernihiv should, first of all, build strengths of destinations, to use potential markets and prospects, improve the attractiveness of the city at the expense of infrastructure development, primarily historical zones and places that tourists will visit.

Tourism, as an important sector of the economy, is one of the key areas for the future development of the city. The following years should be promoted to the tourism contribution to the development of the local labor market and annual gross domestic product. In this regard, the priority goal is to increase demand, increase the length of stay and expenses of day-to-night tourists and tourists staying overnight (table 3.1).

Table 3.1

The main ways of improvement Chernihiv as a touristic town

Operational goals	Tasks
1. Creation of conditions to increase a quantity of solvent tourists. "Tourist City"	Creation and holding of unique cultural festivals and events (Beer Festival, Polissya Festival, Potato Festival, Festival of Cossack Glory).
	Creation of various entertainment activities and facilities. Implementation of animation tours on a regular basis.
	Creation of modern tour offers (audio guides, virtual excursions).
	Creating sculptures-magnets in the central part of town (historical characters).
2. Development of the promotion and informatization of the city "Famous City"	Creation and promotion of the modern city tourist portal with international domain name travel or visit.
	Development and dissemination of official mobile application on Chernihiv "Chernihiv Travel/Visit Places".
	Creation and popularization of the modern Tourist Information Center and installation of information boxes in the main tourist geologists.
	Creation of quality information-presentation products.
	Creation and distribution of social advertising, video clips in the top 10 cities, residents of which are often visited Chernihiv.
	Participation in international tourist exhibitions.
	Expansion of possibilities for holding of Chernigov days in cities – partners of Chernigov and other cities of Ukraine and abroad.
	Dissemination of information and reviews about the city on the popular tourist site Tripadvisor.
3. Improvement of infrastructure of the city "Comfortable City"	Establishment of direct railway connection with cities (Lviv, Odessa, Kharkov).
	Increase of level and quality of transport maintenance and maintenance at night time.
	Arrangement of pedestrian-walking zones (improvement of the infrastructure of the shaft and alley of heroes, parking near the shaft).
	Installation of bicycle infrastructure (bicycle paths, parking, rent).
	Repair of underground transitions (near Hotel Ukraine – city center).
	Reconstruction and creation of new facilities for attracting tourists (boat stations, yacht clubs, beach zones).

Vision – Chernihiv is a historically attractive, comfortable, spiritually unique and modern city – the northern cultural tourist capital of Ukraine. The mission is to popularize old culture, create a cozy spiritual atmosphere, create and position a tourist product for different target audiences. Create a unique image of the city and promote Chernihiv as the first destination for cultural tourism.

The strategy of cultural tourism development and cultural promotion of the city is created in order to get an answer to the question, why to visit this or that place. This response is reflected in the development of some or other tourist products that are interesting for visitors, which highlight the uniqueness of the destinations.

UTO (unique trading offer) – actual or generated marketing measures the main aspect of product sales, which distinguishes it from comparative products of competitors. The UTO has the communicative underline of the item or items that differentiate Chernigov from other Ukrainian cities. During strategic sessions with the participation of tourism industry representatives, authorities, deputies of the local council, the public have identified the following tourist topics or strategic directions for an interesting tourist program in order to attract more number of tourists.

1. Chernihiv City of Legends. Legends attract tourists more than historical landmarks or museums. This simple truth has long been realized in large tourist centers. Italian Verona and Ukrainian Lviv are a prime example. Millions of tourists each year arrive in the quiet provincial Verona not to familiarize themselves with the history or architecture of the world Carbu, and in order to write a letter to Shakespeare Juliet, to draw a heart on the wall of her house, kissed by Famous balcony and visit the site of the last unhappy lovers' shelter.

Chernihiv can also take advantage of its legends to attract tourists in fact; the city is one of the oldest and most important, in terms of its historical and cultural significance and Ukrainian cities. It is a city museum, a city-memo. Everything here is legendary, namely, the city breathes history. Chernihiv positions itself as a city of legends, telling them here or not about every nook and cranny. In the city on the Desna there is a set of houses with interesting stories: on the Shevchenko street it is a

House built by a nobleman Gregoriy Glibov– it is a gift with unusual architecture, on the Tolstoy street it is a doll house, whose heads are fixed under A roof, on the shaft of the house which once belonged to the wholesale hetman of Ukraine Ivan Mazepa. Also interesting for tourists are Antoni Caves-a unique complex, the length of all moves which occupies almost 350 meters and a lot of other attractions.

2. The historical Chernihiv. The modern city of Chernihiv impresses tourists with its tranquility and grandeur, as well as a combination of many historical monuments with the objects of modernity. Chernihiv is one of the oldest cities in Ukraine and Eastern Europe. Its history counts over 1300 years. During these centuries the city was originally the capital in the Commonwealth of Poland, Cossack Regiment Hetman State, the Province of the Russian Empire, the region in Soviet times, a branch of monumental architecture, culture, education and the newest for their times of technology. Although the city had a terrible destruction during the Second World War, it managed to save 1/3 of all the monuments of the pre-Mongolian period. Only Kyiv can be equal to Chernihiv in this respect.

3. The mystic Chernihiv. In many countries of the world there are haunted castles, hotels of assassins or paranormal zone, which attract the most daring and desperate seekers of thrills. Chernihiv has to show itself as a city-secret, a city-legend, filled with mystical stories and ancient power. The city can surprise and show the famous sights of Chernihiv with a little known race.

According to these directions there were listed multiple particular ways to improve tourism and cultural tourism in the town. Most important from them are:

- Placement of information about Chernihiv at the airports in Kiev.
- Assistance to the establishment of direct railway connection with the cities of Lviv, Odessa, Kharkiv.
- Accommodation of information about Chernihiv at the railway stations of the country.
- Creation and popularization of the modern Tourist Information Center and installation of information boxes in the main tourist geologists.
- Professional service and multi-language personnel.

- Creation of quality informational and presentation products.
- Creation of modern and new excursion offers (audio guides, virtual excursions).
- Creation of sculptures-magnets in the central part of town (historical characters).
- Cooperate with housing management to improve the city's infrastructure.
- The construction of a bicycle infrastructure (bike lanes, parking, rental).
- Reconstruction and creation of new facilities for attracting tourists (boat stations, yacht clubs, beach zones)
- Creation of the promotion Department of the city in the management of culture and tourism.
- Presentation of Chernihiv on important all Ukrainian and international tourist exhibitions.
- Organization of Press tours, work with journalists, processing press-requests, creation of press-releases, press-conferences.
- Making all products similar to market analysis and certain target markets.
- Language versions of products are made in accordance with the actions that are carried out in certain target markets.
- Creation of quality promo-commercials of the city.
- All available image videos and those that will be created in the future should be placed on Youtube and Vimeo.
- Creation and promotion of the modern city tourist portal with international domain name travel or visit.
- Development and distribution of the official mobile application on the Chernihiv "Chernihiv Travel/Visit Places"
- Placement of advertising boards, promotional commercials, advertising products in partner municipalities.
- All advertising activities should be based solely on predefined target groups and target markets.
- To define the time intervals for conducting advertising campaigns.

- Advertise on different internet pages. • Advertise on blogs and other targeted sites.
- Conducting large-scale market research.
- Research of tourist behavior of Ukrainian and foreign tourists that remain overnight.
- Initiating or participating in existing projects on market research (for example, in the hotel business, shopping centers, cultural institutions).

3.2. Evaluating the effectiveness of the proposed measures to improve cultural tourism product promotional strategy of Chernihiv Region on the international market

With technology escalation, the world became more tiny and reachable. Together with that, the fact of the journey itself is no longer such a big deal. Any place you want to visit, any hotel to stay, any food to taste is just in the distance of a few taps on your smartphone. Now there is a particular application for all types of trips and tourists needs (figure 3.1).

Travel apps make the experience easier and in most cases guide to discover even more than a squeeze out of the Lonely Planet. The mobile travel app development can broaden the horizons of your existing business or open entirely new prospects. To choose the best business strategy, we need to clarify what is the purpose of using them and what are the most common use cases.

1. Travel planning. Any travel planner app may include almost all options that are described below. With this type of app the user can search for destinations and itineraries, set up schedules and store e-tickets and QR codes. The good example is a Tripit app.

2. Travel Journal. Being in the exciting trip users also want to capture their adventures by having notes. Of course, we are in the 21st century and talking about

the notes I mean text, photo/video content, and even audio records. In this case, they would highly appreciate the diary app.



Figure 3.1. The role and importance of mobile applications in travelling

3. Navigation & geolocation. Being at the unfamiliar area is more comfortable when you know where you are now and how to get to the principal place. Statistically, 52% of all mobile app users adopt one or another navigation app. Among the tourists this benchmark jumps to 85%.

4. Booking service. Among the apps for international travel are very popular booking services for tickets and accommodation. The user can find the best deals and set up notifications for price changes. It is also nice to have an inbuilt option for transport or hotels check-ins and a loyalty program in one single app.

5. Trip reviews & recommendations. The inseparable part of every travel experience is finding non-touristic spots and places to visit. Here will be useful a

feature of reviews. The key players in this market are Yelp and Trip Advisor. The last one also provides developers with its API, by the way.

Criteo Analytics reports that travel apps for Android or iOS bring 130% more conversion in comparing to the mobile browser. So, the result is worth the effort (figure 3.2).

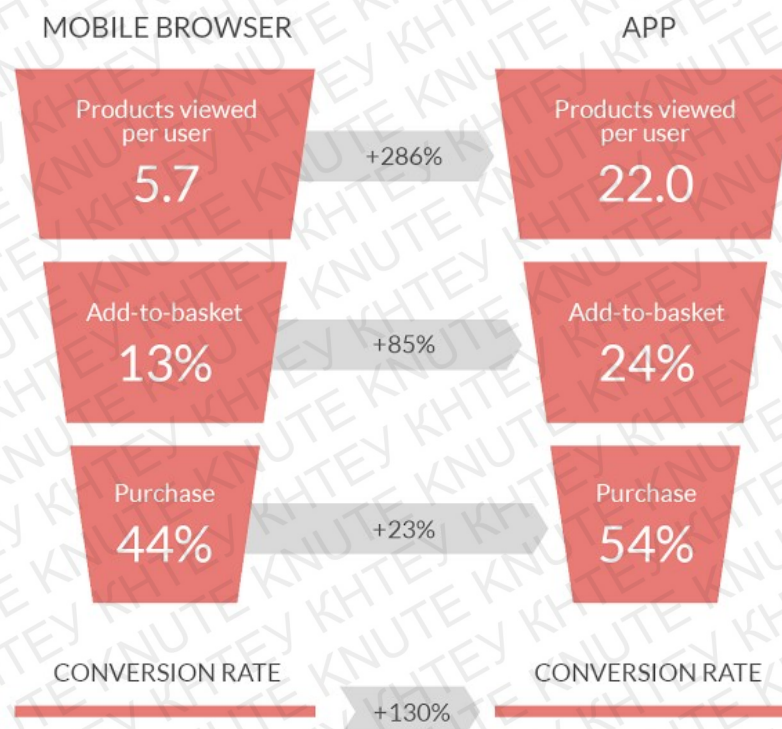


Figure 3.2. Comparing the usage of Mobile browser and Mobile application

6. Taxi services & city transport. Getting around the city is also a challenge that you can help your customers to overcome with your application.

7. Translations. To overcome the language barrier, the translation apps are essential. But as usual, it is always better to give more than your customers are expected.

8. Travel weather app. Weather conditions always affect the plans both while traveling or being at home; that's why the great weather app for travels is a good solution. Your development team can use one of free open source API's to integrate this feature in the mobile app.

9. Local emergency services and insurance. An essential characteristic that even can save a life of your clients. In fact, the health issue can even become a separate travel insurance app that can provide a 24/7 service.

The one who plans to travel, private or business, increasingly gets the necessary information from first hand-communication in this case is mainly on the Internet. As of today there is a problem of informatization and promotion of the city. Among the main sources of information from which tourists learn about Chernihiv it is possible to specify advices of friends, acquaintances, relatives who live in Chernihiv (46,2%). or visited (24,9%) and previous visit (24,9%) (figure 3.3).

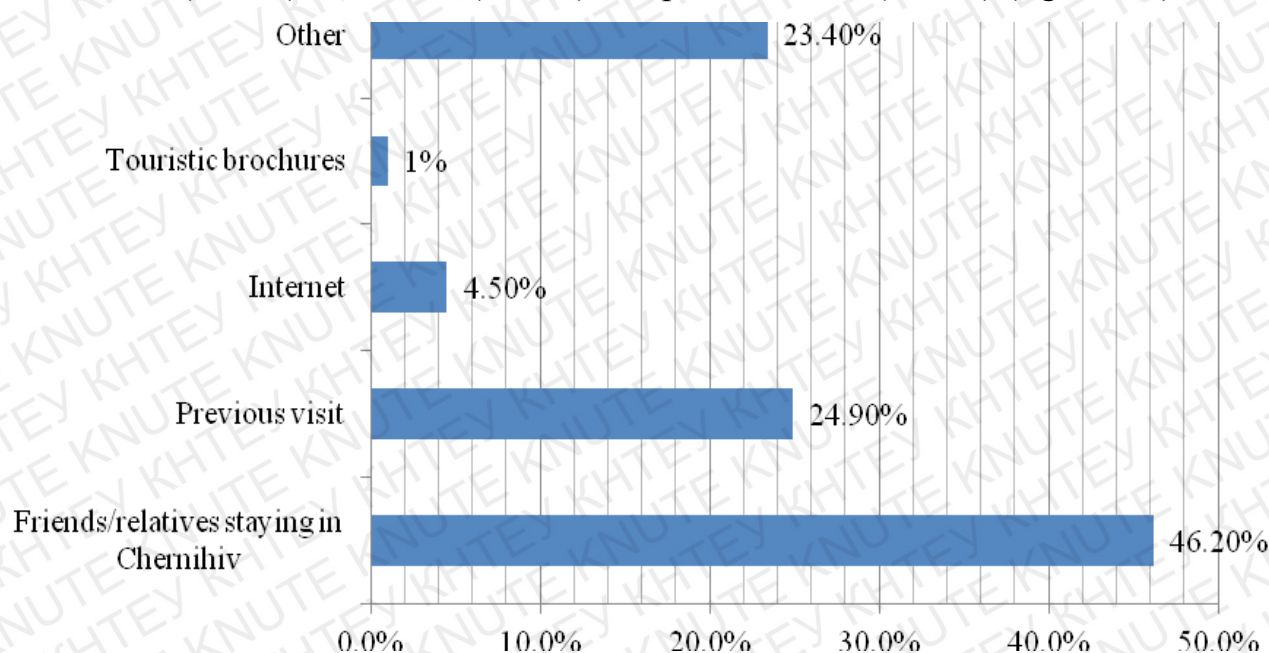


Figure 3.3. Structure of tourists arrivals in Chernihiv by source

Thus it was found that tourists learn about the city from acquaintances and relatives, and only 4.5% of visitors receive information over the Internet. At present the effectiveness of services and advertising through the Internet occupies the highest position among other ways of promotion. The existing tourist site of the city is outdated and does not meet modern requirements. It lacks the necessary information for tourists (accommodation, restaurants, events, festivals, transport links, tourist routes, travel agencies, etc.). This site is also not progressing, which negatively affects the results of the search on the Internet.

To solve this problem it is necessary to create and promote modern city tourist portal with international domain name travel or visitand also to develop and distribute official mobile guide of Chernihiv "MAPA" (figure 3.4).



Figure 3.4. The logo of touristic mobile application MAPA

For tourists who are already coming to the city, this site will provide all the necessary information in three languages (Ukrainian, English and Russian), will make your stay in the city comfortable and comfort. With the help of the site tourists will be able to plan your trip in advance: Choose and book a room in the hotel, hostel or other accommodation facilities; Order a tour of the city or choose interesting, in his opinion, the route; Choose a food facility; Museum Learn about the city's sights; Explore the city's transport solution, etc. The number of tourists from other regions of Ukraine and from abroad will increase (table 3.2).

This portal will have a great influence on the development of community and tourist attractiveness of the city. Namely: increasing the number of tourists and sightseers, this will increase the income to the local budget; development of tourist business; new jobs; Cultural development of the city; Development of the tourism industry of the city.

The application MAPA will offer users three main sections: "Routes", "Monuments" and "map". It will serve as a guide and tour the tourist on unique routes. On the map of the application will be marked parks, museums, cult buildings

and other attractions of the city. Each of them will also receive additional tags, such as Selfi zone.

Table 3.2

The main stages of creating the mobile application MAPA

#	Stage	Duration	Cost
1	Search and find of IT Specialists	30 days	25000\$
2	Establishment of the tourist portal structure	5 days	-
3	Creation of design and technical tasks	20 days	-
4	Finding the necessary information	10 days	-
5	Attraction of tourist business	40 days	-
6	Filling portal in three languages (Ukrainian, English, Russian)	-	-
7	Testing Portal	-	-
8	Running the Portal	-	-
9	Holding a press conference for community and media alerts	-	10000\$
10	Portal Promotion	-	2000\$
Total		50 days	37000\$

Mobile application will make the visit to Chernihiv unique and diverse, offering to use more than two thousand specially designed routes, designed for different interests and preferences.

Each of the presented routes offers tourists a detailed description of each of the objects included in the itinerary. It also offers information about interesting objects located in the immediate vicinity of the route, which the tourist can independently include in his list of visits and examinations. Also, following the proposed routes, the tourist can stop at any point to relax, visit the café to make memorable photos or just to admire the beauty of the northern capital.

Conclusions to part III

1. The strategy of Chernihiv development envisages transforming the city into a northern tourist capital of Ukraine with a strong competitive position and clear development priorities; in a city that has retained and develops its uniqueness and historical inheritance, constantly improves the quality of life of residents and attractiveness of business. In the international scale Chernihiv will be described as: 1) Chernihiv – the City of Legends; 2) the northern tourist capital of Ukraine 3) is a popular, friendly, comfortable and modern tourist city.

2. The strategy of cultural tourism development and cultural promotion of the city is created in order to get an answer to the question, why to visit this or that place. This response is reflected in the development of some or other tourist products that are interesting for visitors, which highlight the uniqueness of the destinations.

3. With technology escalation, the world became more tiny and reachable. Together with that, the fact of the journey itself is no longer such a big deal. Any place you want to visit, any hotel to stay, any food to taste is just in the distance of a few taps on your smartphone. Now there is a particular application for all types of trips and tourists needs. Travel apps make the experience easier and in most cases guide to discover even more than a squeeze out of the Lonely Planet. The mobile travel app development can broaden the horizons of your existing business or open entirely new prospects. To choose the best business strategy, we need to clarify what is the purpose of using them and what are the most common use cases.

4. The application MAPA will offer users three main sections: "Routes", "Monuments" and "map". It will serve as a guide and tour the tourist on unique routes. On the map of the application will be marked parks, museums, cult buildings and other attractions of the city. Each of them will also receive additional tags, such as Selfi zone. Mobile application will make the visit to Chernihiv unique and diverse, offering to use more than two thousand specially designed routes, designed for different interests and preferences.

CONCLUSIONS

1. Cultural tourism itself is a very complex segment of the tourism industry, both its demand and supply is diverse and versatile. Its future positions will most probably be strengthened directly and indirectly as well since with the change of the recreational needs of tourists and visitors the demand for cultural travels will rapidly grow as well (additionally when we consider the new appearing sending markets).

2. When analyzing these recent trends we also have to stress that not only the needs of local communities has changed but also the motivations of the cultural tourists. According to this perception one of the most important international researches on this area the ATLAS research has indicated that the experiences enjoyed most by cultural tourists tend to be those small-scale, less visited places that offer a taste of 'local' or 'authentic' culture.

3. Cultural tourism started as a form of alternative tourism and nowadays it can be considered – in certain tourism destinations – as a dominant part of mass tourism. According to this new trend, it seems that one of the most important trend and development of cultural tourism in the recent years lead us to the establishment of creative tourism which serves the needs of a more sustainable cultural tourism in today's tourism industry.

4. The asset of the Region is a significant historical and cultural and natural-recreational potential, proximity to the capital of Ukraine and the borders with Russia and the Republic of Belarus, which emphasizes the transit value of the Region. International Roads of St. Petersburg-Odessa and Moscow-Kiev pass through the Region's territory.

5. By number of monuments of cultural heritage Chernihiv Region is included in the first ten Regions of Ukraine (8751 Monument of Cultural heritage, of which-193 of national importance).The territory of the Chernihiv Region has favorable conditions for the dynamic development of various types of tourism. Significant historical, cultural and natural-recreational potential are concentrated in Chernihiv Region.

6. Understanding the importance of tourism for the effective development of the Region and Ukraine as a whole, the Department is taking measures aimed at promoting the existing tourism potential in the domestic and foreign market of tourist services and increasing tourist flows. This work is carried out in accordance with the Strategy for the Development of Tourism and Resorts by 2026 and the Regional Target Tourism Development Program in Chernihiv Region until 2020.

7. The permanent work on dissemination of information about tourist offers and possibilities of the Region through Internet resources and mass media is ensured, namely: filling the tourist section of the official site of the Department of Culture and Tourism, Nationalities and religions of Regional State administration, there are pages in social networks, are provided materials for publication at the tourist portals of Ukraine and in printed editions. The strategy of cultural tourism development and cultural promotion of the city is created in order to get an answer to the question, why to visit this or that place. This response is reflected in the development of some or other tourist products that are interesting for visitors, which highlight the uniqueness of the destinations.

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9. The application MAPA will offer users three main sections: "Routes", "Monuments" and "map". It will serve as a guide and tour the tourist on unique routes. On the map of the application will be marked parks, museums, cult buildings and other attractions of the city. Each of them will also receive additional tags, such as Selfi zone. Mobile application will make the visit to Chernihiv unique and diverse, offering to use more than two thousand specially designed routes, designed for different interests and preferences.

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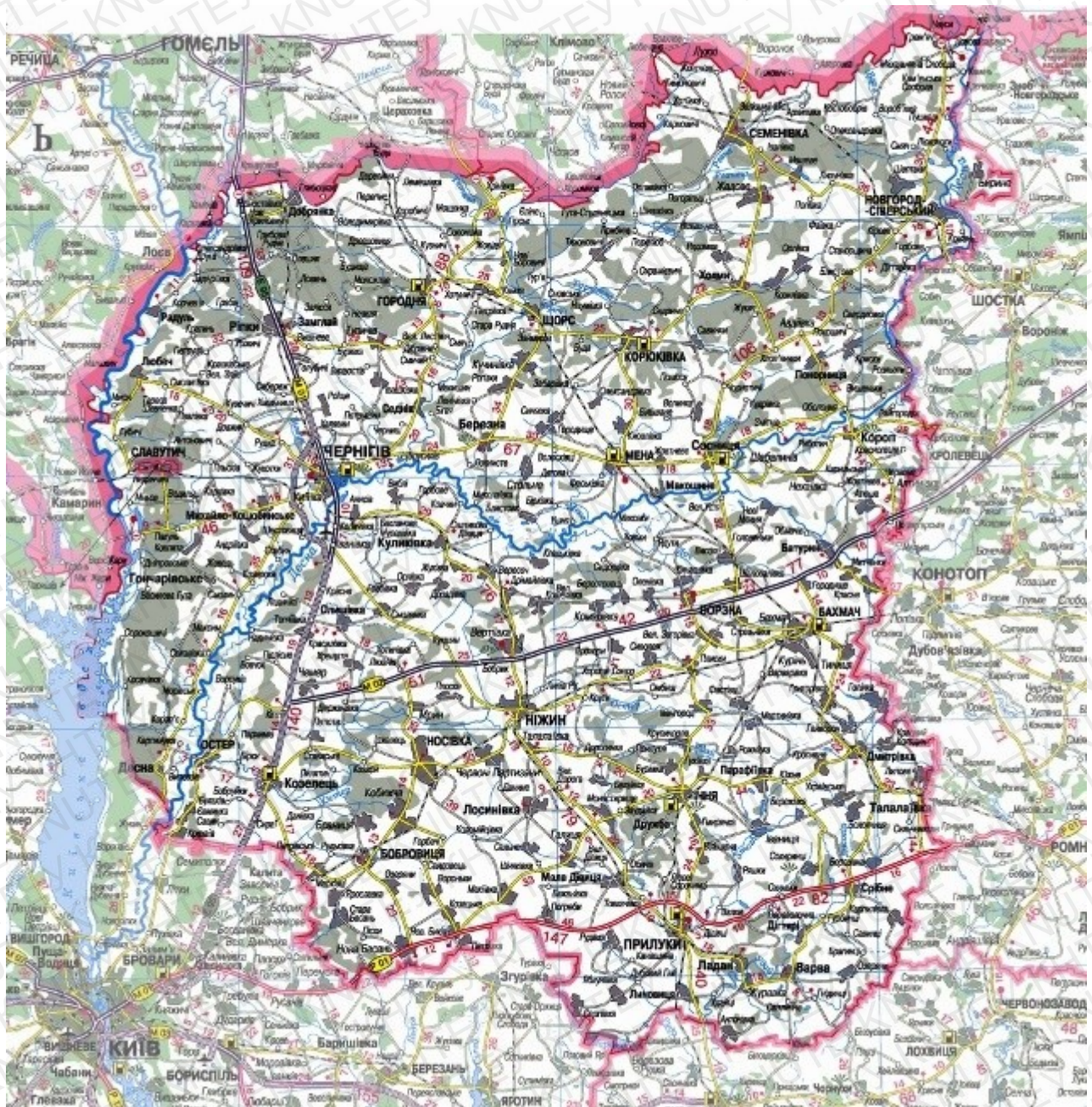
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APPENDICES

Appendix B



Physical map of Chernihiv Region