

Kyiv National University of Trade and Economics
Tourism and Recreation Department

FINAL QUALIFYING PAPER

on the topic:

«Kyiv cultural tourism product design and promotion on EU market»

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Task for a final qualifying paper Svirschuk Alisa

1. Topic of a final qualifying paper

«Kyiv cultural tourism product design and promotion on EU market»

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

The object – process of Kyiv cultural tourism product design and promotion on EU market

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

4. Illustrative material:

Table 1.1. Scientific approaches to the essence of the "cultural tourism"; Table 1.2. Phases of image formation and promotion of cultural tourist destination; Table 2.1. Tourist destinations of Kyiv Region.

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

Section	Consultant (last name and initials)	Date and signature	
		The task given	The task received
Part 1	Dupliak T.P.	20.11.2018	20.11.2018
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6. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. THEORETICAL AND METHODOLOGICAL BASIS OF CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION

1.1. Cultural tourism definition and its types

1.2. Features of cultural tourism product design and promotion

Conclusions to the part 1

PART 2. ANALYSIS OF KYIV REGION CULTURAL TOURISM PRODUCT PROMOTION ON EU MARKET

2.1. Characteristics of Kyiv region tourism potential

2.2. Analysis of Kyiv region cultural tourism product

2.3. Assessment of Kyiv region cultural tourism product promotion

Conclusions to the part 2

PART 3. IMPROVEMENT OF KYIV REGION CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION ON EU MARKET

3.1. Ways to improve Kyiv region cultural tourism product design and promotion on EU market

3.2. Effectiveness of the proposed measures to improve Kyiv region cultural tourism product design and promotion

Conclusions to the part 3

CONCLUSIONS

REFERENCES

APPENDICES

7. Time schedule of the paper

No	Stages of the final qualifying paper	Terms of the final qualifying Paper	
		de jure	de facto
1.	Choosing and approval of the final qualifying paper topic	01.09.2018-29.10.2018	30.10.2018
2.	Preparation and approval of task for the final qualifying paper	30.10.2018-02.12.2018	20.11.2018
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9. Scientific adviser of the research

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10. Head of educational and professional program

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11. The task received by the student

Svirschuk A.Y.

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

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

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

In the first part defined theoretical and methodological basis of cultural tourism product design and promotion.

In the second part analyzed cultural tourism product promotion of Kyiv region on the EU market.

In the third part defined the main actions of improvement of cultural tourism product design and promotion of Kyiv region on the EU market.

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

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

13. Resume about a final qualifying paper

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

Manager of the educational program _____ Hladkyi O.V.

Head of the Department _____ T.I. Tkachenko

_____, _____, 2019

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INTRODACTION

Actuality of final qualifying paper. Tourism has a vital role in development of different destinations all around the world. Accordingly, culture is assumed as one of the primary beneficiaries and is regarded as a key asset in tourism development by promoting both tangible (i.e. cultural attractions, like museums and heritage centers, natural assets like beach, sun and mountain) and intangible (i.e. promoting gastronomy cultural events and festivals and selling “atmosphere”) elements.

However, the diversity of known definitions and a complex relationship between culture and tourism underlines the problem of defining cultural tourism. For instance, considering culture as a component in every single aspect of human life, it is possible to assume that everything is cultural, therefore all tourism are somehow cultural tourism. However, this broad and holistic approach is not particularly useful in identifying those cultural values important in tourism and vice versa, or in other words, in defining cultural tourism.

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

Purpose and tasks of final qualifying paper is to define the essence of Kyiv region as a cultural tourism destination, and to demonstrate theoretical and practical aspects of its promotion.

Tasks:

- define the subject of cultural tourism and its types;
- determine features of cultural tourism product design and promotion;
- characterize tourism potential of Kyiv region;
- analyze cultural tourism product of Kyiv region;
- evaluate Kyiv region's cultural tourism product promotion;
- suggest ways to improve cultural tourism product design and promotion of Kyiv region for EU market;
- analyze the effectiveness of the proposed measures to improve cultural tourism product design and promotion of Kyiv region for EU market.

Target of final qualifying paper is the process of Kyiv region promotion on the European Union market.

Subject of final qualifying paper are theoretical, methodological and practical aspects of promotion Kyiv region cultural tourism product on the European Union 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 statistics 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.

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

Scientific innovation of final qualifying paper consists in development of the theoretical aspects of Kyiv region promotion as a cultural destination.

Practical value of results of final qualifying paper. The practical value of results of the conducted research consists in recommendations development to improve the Kyiv region promotion on the European Union market.

Practical approval of research results of final qualifying paper. Practical approval of research results of final qualifying paper. Research results of tourism destination promotion, partially prefilled in the scientific article «Promotional strategy of tourism destination» 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 (43 titles), 6 appendices and also contains 7 tables and 14 figures.

PART I

THEORETICAL AND METHODOLOGICAL BASIS OF CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION

1.1. Cultural tourism definition and its types

Cultural tourism is regarded as the original form of tourism considering its roots in the 16 century in Britain. However, trying to define this concept is more challenging as it may sound; this complex concept may have different meaning for different people.

For cultural tourism, there are many understandings and definitions both in academic sphere and among stakeholders. In order to define the concept of cultural tourism it is first necessary to have a basic understanding of the complex definitions of this term (table 1.1).

Table 1.1

Scientific approaches to the essence of the "cultural tourism"

Edition/Author	Definition
ICOMOS (International Council for Monuments and Landmarks) [1]	A small segment of the market for cognitive or educational and, most often, elitist, dedicated to the dissemination and clarification of cultural ideas.
Klyap M.P. [2]	Visits to historical, cultural or geographical landmarks.
Drozдова G.M. [3]	A journey to get acquainted with historical and cultural values and unique natural objects.
Lyubitseva O.O. [4]	Introducing tourists to the country's nature, cultural and historical heritage and modern life

Edition/Author	Definition
Encyclopedia of Tourism [5]	Trips to get to know and learn about the cultural heritage of different countries and peoples.

Definition of ICOMOS. This is the oldest international definition of cultural tourism. "Cultural tourism is a form of tourism whose object is, among other purposes, the discovery of monuments and sites. It exerts on these last and very positive effects, as it contributes - to its own ends - to their maintenance and protection. This form of tourism justifies, in fact, the efforts that have been made to maintain and protect the human community because of the socio-cultural and economic benefits they have for all concerned populations [1].

In order to try and to clarify the meaning of cultural tourism, a conceptual definition was proposed by Richards, based on the way in which tourists consume culture [6]. According to Littrell, culture can be viewed as comprising what people think (attitudes, beliefs, ideas and values), what people do (normative behavior patterns or way of life) and what people make (artworks, artefacts, cultural products). Culture is therefore composed of processes (the ideas and way of life of people) and the products of those processes (buildings, artefacts, art, customs, and atmosphere) [7]. Looking at culture in this way, cultural tourism is not just about visiting sites and monuments, which has tended to be the traditional view of cultural tourism, but it also involves consuming the way of life of the areas visited. Both of these activities involve the collection of new knowledge and experiences.

Cultural tourism is defined as 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. According to this conceptual definition, cultural tourism covers not just the consumption of the cultural products of the past, but also of contemporary culture or the way of life of a people or

region. Cultural tourism can be seen as covering both heritage tourism (related to artefacts of the past) and arts tourism (related to contemporary cultural production).

For example, the WTO formulated a narrow definition of cultural tourism, which includes 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, travel to study nature, folklore or art, and pilgrimages. The essential difference between the WTO wide definition and this narrow definition is that by monitoring the purpose of travel among tourists it is possible to separate the 'cultural tourists' from other visitors. This definition is therefore the basis of the WTO's estimate that 37% of global tourism is cultural tourism [8].

The problem of defining culture has been accentuated in recent years by the additional meanings and functions attributed to culture because of the democratization of culture and the increasing convergence of culture and everyday life. The growth of culture is one reason for the colorful assortment of terms that have arisen in the literature and in policy statements in recent years [7].

Since the cultural resources and tourism experiences vastly vary, the typology of subtypes of cultural tourism to the ones that represent the majority of the trips or the ones that represent an interest for developing meaningful experiences and efficient product development for European destinations (figure 1.1).

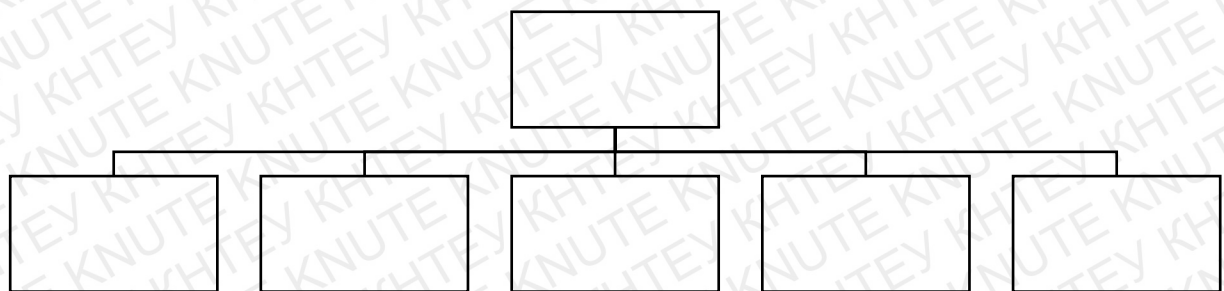


Figure 1.1. Types of cultural tourism [9]

Cultural Heritage & History Tourism: the main motivation for travel is the need for new information and experience of historical or cultural heritage. This historical cultural heritage can be material (monuments, museums, historical sites,

rock complexes, etc.) and intangible (ancient rituals, ancient music, etc.). Cultural heritage tourism itself can have many sub-types:

1. Museum tourism - the main reason for travel is the visit of museums, regardless of their subject.

2. Archaeological tourism - the main motivation for travel is visit to sites that represent archaeological digs or the active participation in excavations.

3. Educational tourism – the main motive is to learn the history of a particular place. Such are usually student and student excursions. This type of tourism should be distinguished from creative tourism and from main type of “Educational Tourism”.

4. Religion Heritage tourism – the main motive for visiting is the art in churches, monasteries, synagogues, and temples of other religions, regardless of the visitor's beliefs. This tourism (in difference from the pilgrimage tourism) satisfies the visitor’s aesthetic needs to receive new information and participate in the cultural experience of the artistic manifestations of religion.

5. Ethno-folkloric tourism - the main motive for the trip is the visit to places with specific interest to learn about the history of folk traditions: folk music and dances, crafts, rituals.

6. Personal heritage tourism - a major travel motif is to visit places where parents, relatives, ancestors or friends of the tourist lived, regardless of the historical age of the destination.

Festival and Event Cultural Tourism - a major travel motif is definitely a cultural event (concert, festival, etc.), which is a definite time.

1. Musical - the main motive is the travel of concerts, opera performances, music festivals and other musical events, regardless of the age in which the music and its style are created.

2. Dance - the main motive for travel is the manifestation of dance arts, regardless of the style and age of the creation of the dance.

3. Theatrical - the main motivation for travel is visited by the manifestations of dramatic arts, regardless of their style and age.

4. Cinema tourism - the main motive for travel is cinema screenings.

Cultural tourism by types of arts is divided into:

1. Fine art tourism - the main motive is the visit of art galleries, installations, sculptures, etc.

2. Musical tourism - the main reason for the trip is the visit to places where there are regular musical events or are known as the birthplace of famous musicians (Salzburg, Vienna, Liverpool, etc.)

3. Literary tourism - the main reason for the trip is the visit to places where writers lived, or literary works or places that have been described in literary works of fiction.

4. Movie tourism - the main reason for traveling is the visit to places where movies have been taken.

5. Architectural tourism - the main motive is the visit of emblematic or unique buildings, regardless of the historic period in which they were built.

Creative tourism - a type of tourism, when major motivation for travel is an active participation in cultural life and the creation of a culture together with local communities.

1. Photographic tourism – the main motivation for travel is to create photographic images – professional or amateur, for personal usage.

2. Arts and Crafts tourism – the main motivation for travel is to create pieces of arts or crafts for personal usage and enjoyment of the process.

3. Writing tourism – the main motivations to create literature pieces and to participate in writing events – classes, workshops, etc.

4. Performance tourism – the main motivation to travel is to participate as performer in various events: theatrical, musical, dance, etc.

By destination location, cultural tourism is divided into:

1. Urban Cultural Tourism - the main motive for travel is the experience of the complexity of urban culture, regardless of the size of the city.

2. Cultural tourism in rural environments - the main motive for travel is the experience of the culture of small villages.

3. Collectible tourism – the main motive for the trip is the search for certain collectibles – from stamps to coins, fossils, shells and antiques.

4. Celebrity hunting tourism – the main motive of the trip is to see live or to get in touch or to visit the places where living famous people in the cultural and creative professions live or create their works – film, theater, writers, architects, etc.

So, modern cultural tourism is an apparent paradox. It is a form of tourism that has become so popular that everybody seems familiar with it and many people are keen to develop it. These trends in the diversification of cultural tourism demonstrate the expansion of the range of motivations within the framework of cultural tourism and the specialization of the interests of international travelers in various aspects of the cultures and cultural heritage of the countries and territories they visit.

1.2. Features of cultural tourism product design and promotion

One of the major challenges of modern cultural tourism is active adaptation to changing human needs in the planning of leisure and recreation. Based on local cultural, historical or natural heritage, more often innovative tourism products are forming, reflecting the creativity of their creators. Urban tourism space in a comprehensive manner combines all sorts of methods in exploring and sightseeing with the elements of regional education, active recreation and the promotion of cultural and historical heritage.

These activities are implemented through new forms of cultural tourism or more classic, but using modern forms of communication and promotion – culinary tourism and events. They often form the core of new culture tourism products shaping the image of the city (town) and increase the sense of identity of its inhabitants.

Cultural tourism is a real economic driver for many countries and all destinations should seek to realize the benefits it brings. The good cultural tourism strategy can add economic impact to different communities and improve the life of many people, creating new jobs positions, businesses, event and attractions that help

diversify the local economy. The good strategy also should be focused on the continued collaboration between cultural and tourism sector partners, that both together can share knowledge and good practice, encouraging community-based economic development [10].

A tourism destination needs a good product portfolio strategy to be able to develop tourism and specialize the existing supply of the destination. The portfolio should be based on attractions and resources, but it should also take into account the essential infrastructures, facilities and services needed to make the development come true.

During the process, other criteria will be needed to help in the accurate evaluation of the real success potential of the different products. These criteria can be economic, social, cultural, environmental or political, among others. Some examples can be the market potential assigned to the product, the image creation and positioning of a destination, the attractiveness of public or private investment, the foreseen level of investment, the expected results, the social cost-effectiveness of the demonstration effect that can mean the creation of new products.

Following this idea, the creation of a complementary supply can help in the definition of an adequate product portfolio for a destination. But, always bearing in mind a clear and coherent development strategy that will try to specialize the services, to be able to be differentiated from the competition, and taking into account the needs of the different actors present through the process of development and creation of new products [10].

A new cultural tourism experience is accepted when the first three phases are performed – explore opportunities, define experience concept, develop experience system and only afterwards, all the involved participants make a decision to launch this new experience [11].

One of the opportunities that can be seen in bringing a marketing concept to a regional level is to create a positive image of the territory. Between main central elements that can create a positive image is the conduct of advertising campaigns.

Effective promotion of the country and its individual regions is needed, which can be defined as image marketing.

Image marketing refers to the process of creating, developing, and disseminating a positive picture of a tourist destination with the help of a marketing program designed for a particular promotion. There are 5 phases of image formation and promotion, which are presented in a table 1.2.

Table 1.2

Phases of image formation and promotion of cultural tourist destination [12]

Phase 1	Awareness of the problem, consultation, decision making, creating structures responsible for creating a positive image of the cultural tourist destination.
Phase 2	Preparatory research activities, database creation, exposure of impact audience.
Phase 3	Working with the population of the cultural tourist destination, creating the conditions for the beginning of systematic activities to create the image of the destination.
Phase 4	Formation and promotion the image of cultural tourist destination at media.
Phase 5	Control over the functioning of the formation mechanism of a positive image of the cultural tourist destination; operative interruption if needed.

For the development of cultural tourism and creation of competitive tourism products in the world market requires market research. These researches, first, should be conducted in the field of professional cultural tourism, based on the following provisions:

- segmentation of tourist flows by basic interests;
- differentiation of the tourist product.

Segmentation of tourist flows by basic interests and differentiation of cultural product are elements of the marketing approach to the formation of cultural tourism product [13].

Today, tourists are offered a unified cultural product that does not fully take into account the specificities, wishes and needs of tourists. The lack of both segmentation of tourist flows and differentiation of the cultural product leads, on the one hand, to the full utilization of the huge cultural potential, on the other hand, to the loss of potential visitors and to the shortening of their stay [14].

It should be noted that not so much increase in number is relevant to the number of visitors of our country, but the duration of their trip and the role of the season factor. From this point of view, it is promising to form and advance to the international tourist market a themed cultural product designed for pleasure of different consumers. Creating a themed product will activate and attract tourism to small museums, narrow-minded museums, municipal theaters, etc [15].

Traditional channels of cultural tourism strategy promotion are tourist exhibitions at which tour operators offer specialized or unified cultural products included in various tours. Cultural institutions rarely come up with offers in the tourist services market (although there are examples of major cultural institutions presenting themselves at international tourist exhibitions as part of city or regional exposures). However, the main channel for promoting services of culture institutions for domestic and foreign tourists is the site of the institution or appropriate regional portal that provides the full range of cultural services in the area. Problem, however, most of these sites and portals do not provide interactive features feedback from potential consumers of cultural goods [14]. So, it will be better to start the improvement of culture tourism promotion from fixing all these necessary canals of communication.

Conclusion to part I

1. Cultural tourism is that type of tourism in which a tourist travels rather far from his residence, looks at what he visits in a systematic way in an attempt to structure what he sees with the help of a set of cultural values to experience what he sees.

2. Cultural tourism is a multifaceted phenomenon: a powerful economic factor, a social institute and a sphere of culture. It allows broadening the outlook and deepening the worldview of the individual, which contributes to the aesthetic development and spiritual enrichment of the person. Cultural tourism makes it possible to turn to the study of the cultural heritage of humankind. Without engaging in state support, it is difficult to maintain a position in the market, so today it is very important to support cultural tourism by the state as one of the most promising destinations.

3. Cultural tourism should develop the way to enrich local economics, rationally and carefully protect natural resources, be useful to the local population through security stable employment, promoting the development of local crafts and more.

4. National and regional authorities and tourist administrations should be the main stakeholders in the sustainable development of cultural tourism. The state itself, through the instruments of control and tax policy, should set boundaries and conditions for cultural tourism development.

PART II

ANALYSIS OF KYIV REGION CULTURAL TOURISM PRODUCT PROMOTION ON EU MARKET

2.1. Characteristics of Kyiv region tourism potential

Kyiv Region is stretched in the center of Ukraine, on both picturesque banks of the mighty Dnipro River (figure 2.1). The archaeological sights of Trypillya, Chernyakhiv, Lebedivska and Sofiyivska cultures testify to ancient history of this land and the settlements of the region gave the proper names to them [16].

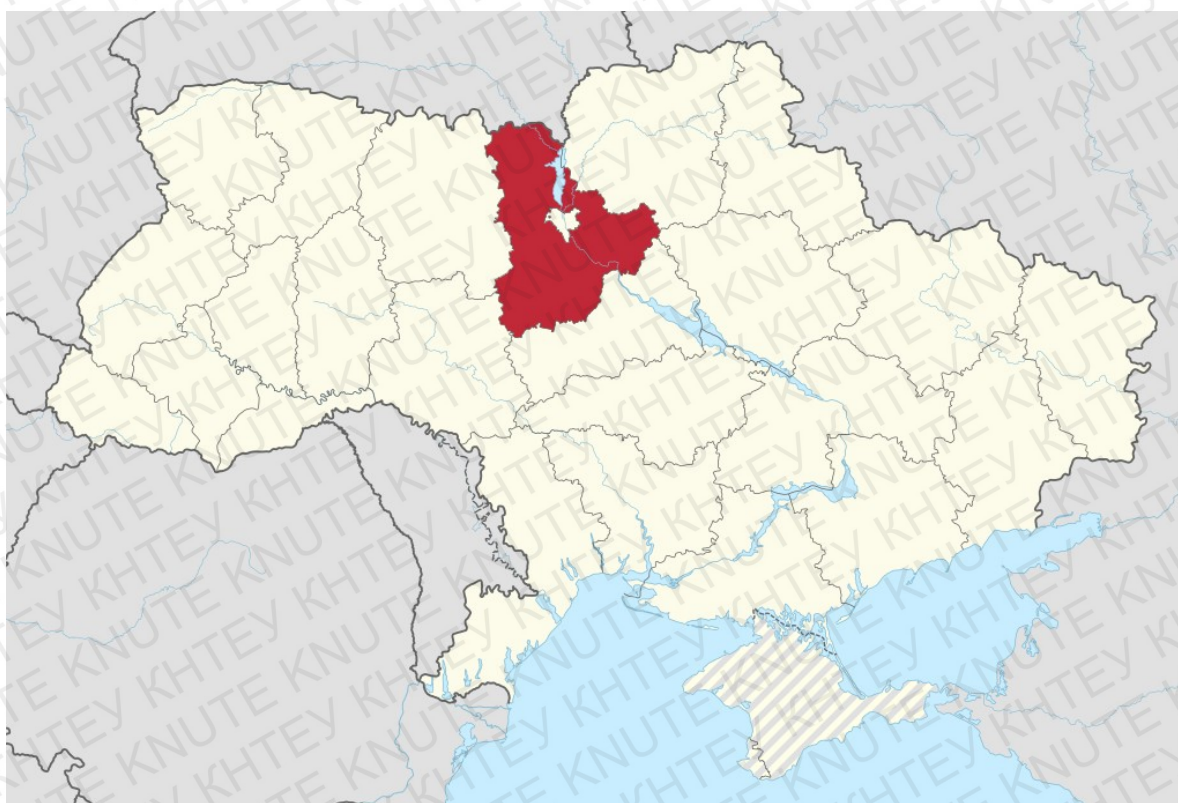


Figure 2.1. Kyiv region location in Ukraine

Kyiv Region was established in 1932. Its territory is 28,4 thousand km² (4,7% of the total Ukrainian area). The number of population is 1810,5 thousand people (3,7% of the total number of Ukraine). The urban population makes 58,9% as well as rural – 41,1% of the total number. Kyiv Region borders with Zhytomyr, Vinnytsya, Cherkasy, Poltava, Chernihiv regions and with Gomel Region of the Republic

Byelorussia. Kyiv Region comprises 25 districts and 24 cities, including 11 cities of regional submission, 30 settlements and 1220 villages (figure 2.2).

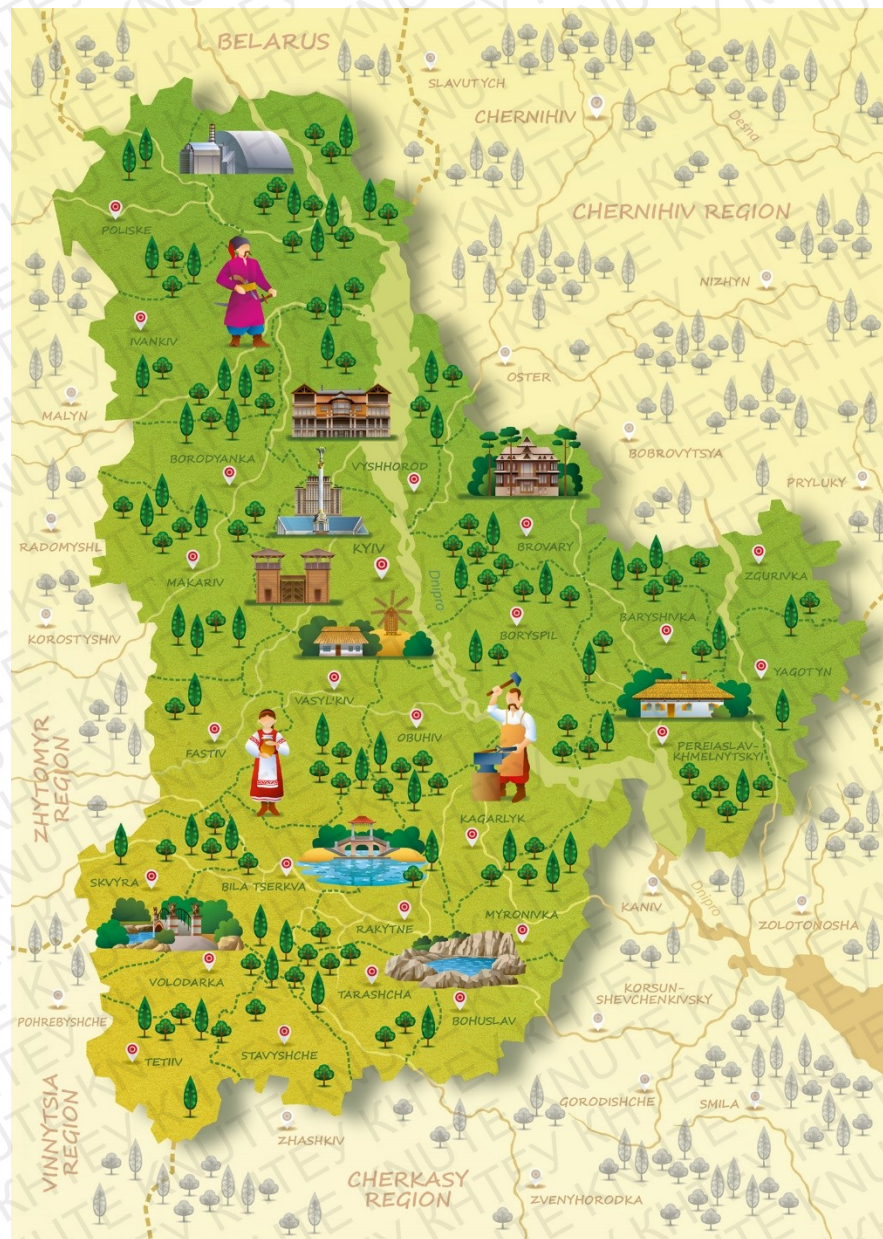


Figure 2.2. Kyiv region tourism map

The landscape of Kyiv land is mainly flat. The northern part of the region lies within the Polissya lowland as well as south-western, western and center – within the Dnipro sublimity and eastern (left-bank) – the Dnipro lowland. The ravines and beams are crossed in southern part of the region's territory. Kyiv Region lies within the areas of mixed forests and forest-steppe. The ground is mainly chernozem-meadow and forestry-loamy (over 60% – agricultural lands). The climate is

moderately continental and soft with sufficient humidity. The middle temperature of January is -6°C and July $+19^{\circ}\text{C}$ [17].

The bowels of Kyiv land are rich in minerals. Following minerals are extracted in Kyiv land such as peat, brown coal, sand for production of glass, limestone, brick and tile clay, granite and gneiss. There is the amber in Kyiv land.

Kyiv Region enters the top 10 highly developed industrial regions of Ukraine. Taking into account the features of placing of productive forces on the region's territory there are three economic sub-districts such as Polissya, Kyiv suburban and South Forest-Steppe.

The machine-building and metalworking, food, electro energy, light, chemical and petrochemical, woodworking, cellulose-paper and construction materials are leading branches of the industry in Kyiv Region. The enterprises of the regional machine-building are specialized on production and repair of machines for agriculture, in particular for stock-raising and fodder-production, chemical equipment, excavators, melioration machines, equipment for food industry, household and other appliances (household lamps, refrigerators, electrical engineering and heating devices, air conditioners and others) [16].

Kyiv Region has highly developed agricultural production. There are more than 2000 agricultural enterprises including peasant (farm) in Kyiv Region. The area of agricultural lands (by all categories of facilities) makes 1675,9 thousand ha, or 4% of the total Ukrainian lands. In the structure of agricultural lands the plough-land occupies 81,6% as well as pastures – 8,1%, hayfields – 6,9%, perennial plantations – 2,4% and fallow lands – 1,0%.

Kyiv Region is the motherland of fundamental scientific researches. The world recognition was won by selection developments of the Myronivka Scientific-Research Institute of Selection and Seeding of Wheat named after V. M. Remesla.

The scientific bases of intensification of technologies of gardening, berry-growing, seedling, saving and processing of fruit and berry products, selection of fruit and berry crops with application of traditional methods and modern properties of the applied genetics and gene engineering are developed by the Institute of Gardening of

the Ukrainian Academy of Agrarian Sciences. The winter-proof, not affecting by scab sorts of pears (Etude, Striyska and Christian), apple-trees of intensive type (Askold and Teremok), apple-trees of column forms (Vertical and Tantsivnytsya), new sorts of blackberry with complex oligogenic firmness to illnesses and wreckers deserve the special attention.

Kyiv Region has a highly developed rail transport system. The total length of the oblast's working railroad lines is 88 km (as of 1985). Through the territory of the oblast pass the Moscow—Kyiv—Lviv, Kyiv—Dnipro—Donetsk and other railroad routes (appendix B).

The biggest air gate of Ukraine is located in Kyiv Region also. The Airport Borispol provides regular flights in more than 30 countries of the world and takes aircrafts of 25 foreign airlines. Except for this airport, there are two air fields in the region, which can take cargo transport aircrafts.

The main gas pipeline "Siberia-Western Europe" passes through Kyiv Region, therefore the dense network of gas pipelines was created in the region. Besides, many fuel pipelines (petrol and diesel) are laid through territory of Kyiv Region.

The regional subjects of management activity perform active foreign economic operation with partners from 99 countries of the world. The enterprises and organizations of the Russian Federation, Turkmenistan, Germany, Great Britain, Turkey and Byelorussia are the most exporters of Kyiv Region production. The tires for cars and agricultural equipment, rubber wares, cardboard and paper, commodities of light industry, production of machine-building, production of food and processing industry, wares from metal and other goods make commodity structure of export deliveries [17].

Most investments in the regional economy were made by investors from Netherlands (71,3% of the general volume of investments), Great Britain, USA and Germany. Following industries of the regional economy as food industry, domestic trade, chemical and petrochemical industry, medical industry, machine building and metalworking industry, agriculture, other industries and spheres of activity have the special interest for investors [18].

Kyiv land since ancient times is famous by works of decorative-trade art, created by talented masters. There are famous names of Catherine Bilokur in the world, Maria Pryymachenko, Hanna Veres and Ivan Prykhodka.

The Park "Oleksandria" in Bila Tserkva is the prominent sight of landscape-gardening architecture of Ukraine and the Park in Kagarlyk – the sight of middle of the XIX century deserves special attention. The hardworking and talented people create glory of the region and Ukraine for many centuries [19].

Many natural, socio-economic and cultural tourist resources attract people to visit Kyiv region. The whole number of tourists amounts: 25008 visitors at 2016, 314 731 visitors at 2017 and 319 200 – at 2018. As it seen, the number of tourists at 2018 is for 1,5% higher than at 2017. However, most of tourists are domestic and the number of inbound tourists in Kyiv region is still not so numerous (figure 2.3).

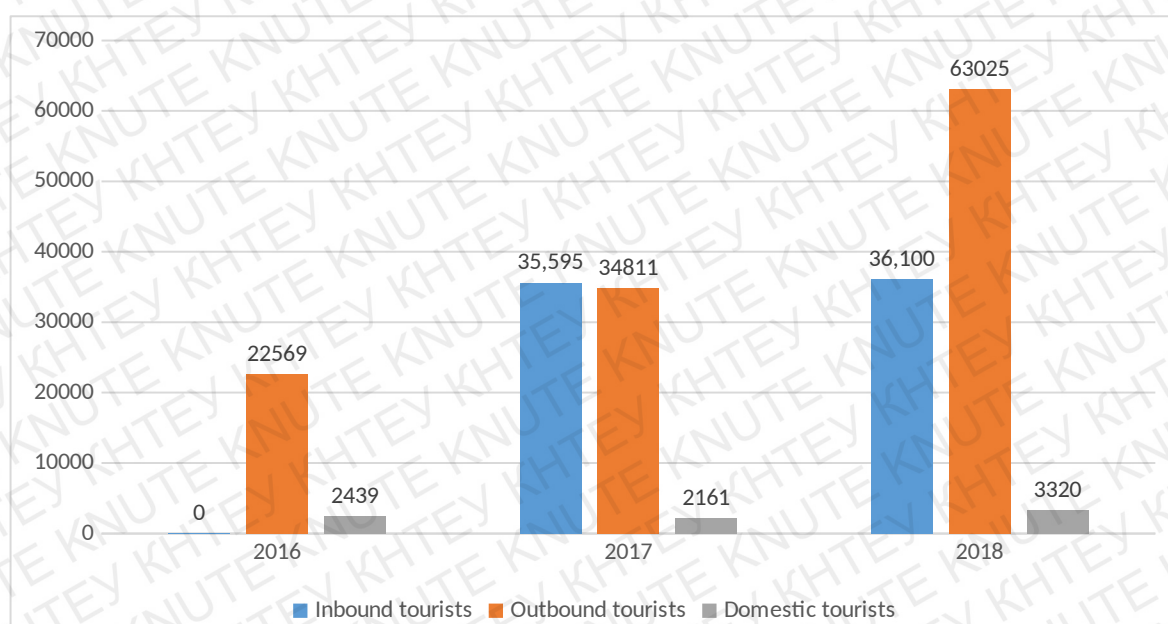


Figure 2.3. Dynamics of tourists' number, served by tour operators and travel agents in Kyiv Region in 2016-2018 [20]

Travel statistics in Kyiv is much better. The whole number of tourists amounts: 1841021 visitors at 2016, 2006088 visitors at 2017 and 3550090 – at 2018. So, the dynamics is positive. But, as well as in Kyiv Region, number of inbound tourists is very small (figure 2.4).

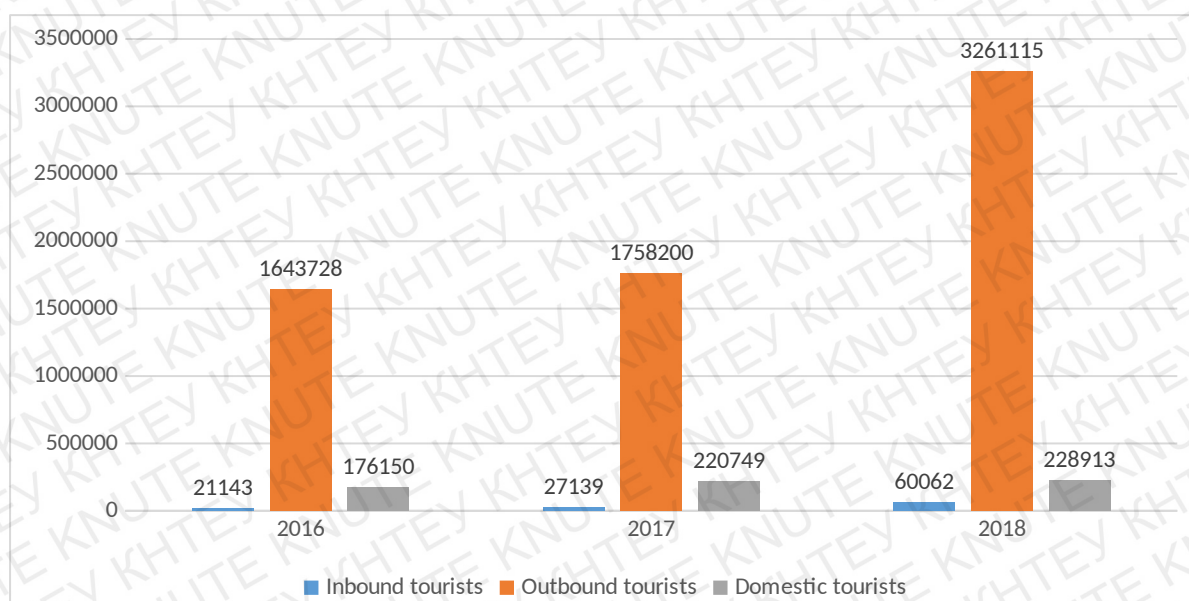


Figure 2.4. Dynamics of tourists' number, served by tour operators and travel agents in Kyiv in 2016-2018 [21]

So, Kyiv region is located in the northern part of Ukraine in the middle stream of the River Dnipro and its tributaries, uniformly on the right and left banks of the Dnipro, in the north it borders with the Gomel region of Belarus. By its configuration the region reminds polygon, which is stretched from north to south. The territory of the region is 28,4 thousand square km or 4,7% of Ukraine. On its territory is situated the capital of Ukraine - Kyiv. The administrative-territorial division of the region - 25 administrative districts, 25 cities, including 11 - of regional submission, 30 towns, 1218 villages. The largest cities are Bila Tserkva, Boryspil, Brovary, Fastiv, Vasilkyv, Pereyaslav-Khmelnytsky. Among the attractions of the Kyiv region there are more than 6 000 monuments of cultural heritage, 8 cities of Ukrainian historical significance that are of interest both for Ukrainian and foreign tourists.

2.2. Analysis of Kyiv region cultural tourism product

A wealth of cultural and historical monuments determine the role of the Kyiv region as an important recreational region. There are up to 6,000 state-protected archeological, historical and art sites, 17 wildlife reserves, 35 nature preserves, 8

gardening monuments and 12 protected areas. The land of Kyiv has given to the world such famous individuals as: Yaroslav the Wise, Ivan Mazepa, Feofan Prokopovich, I.M. Soshenko, P.P. Chubinsky, G.M. Kosinka, I.S. Kozlovsky, A.S. Malishko and many others.

The Oleksandriya Dendrological Park of the National Academy of Sciences of Ukraine is located on the outskirts of Bila Tserkva, near the river Ros. The park is second largest park in Ukraine and has a territory of 400 hectares. It was created more than 200 years ago by the family of the landowner, Count Francis Xavier Branicki, as an object of family pride and magnate magnum. The territory of the park "Oleksandriya" is 200 hectares and has about 2500 species of plants and trees. In addition, there are a lot of ponds and waterfalls [22]. The famous river Ros flows through the park, so it is possible to rent a boat in warm weather. In the middle of the nineteenth century Gavrila Derzhavin, Alexander Pushkin, Taras Shevchenko and others, visited the park Oleksandriya (table 2.1).

Table 2.1

Tourist destinations of Kyiv Region

Location	Tourist destination
Bila Tserkva	Oleksandriya Dendrological Park
Kopachiv	Park "Kyiv Rus"
Pyrohiv	Museum of Folk Architecture and Lifestyle of Ukraine
Pereyaslav-Khmelnitsky	Museum of Folk Architecture and Life of the Middle Dnipro
Buki village	Landscaped Park "Buki"
Prypyat	Amusement park "Prypyat" and Chornobyl Nuclear Power Plant
Bohuslav	Bohuslavsky granite outcrop
Novi Petrivtsi	Mezhyhirya Residence

Location	Tourist destination
Pereyaslav-Khmelnitsky	Museum-diorama "Battle for the Dnipro in the Pereyaslav area and the creation of the Bukrin bridgehead in the autumn of 1943"
Bogdanovka	Museum-estate Kateryna Bilokur
Parhomivka	Church of the Protection of the Holy Virgin
Pereyaslav-Khmelnitsky	Ascension Monastery
Buzova	Ethnographic complex "Ukrainian village"

Park "Kyiv Rus". 34 km from Kyiv there is the center of culture and history, the architectural image of Ancient Kyiv and the atmosphere of Ancient Rus V-XIII centuries. The main object of the park is the Detinets-Kremlin of Ancient Kyiv, which spatial-architectural appearance will be reproduced in full. At present, you can see the defensive wall-pillar, the entrance gate with two three-story towers, the stadium (the place of heroic amusements and medieval tournaments), the princely chamber (the tribune for honorary guests), the watchtower, the camp of the Vikings and the camp of nomads, the felled house of the kyivans of XI -XII centuries [23].

The Museum of Folk Architecture and Lifestyle of Ukraine, belonging to the National Academy of Sciences is situated in the southern outskirts of Kyiv near Holosiyivsky Wood and not far from the old settlement of Pyrohiv. This Skanzen, one of the largest in the world, was founded in 1969 on the initiative of the public and the Ukrainian Society for Protection of the Monuments of History and Culture as a folk culture preserve, as a landscape-architectural complex of historico-ethnographical regions of Ukraine. The museum was opened for visitors on July 17, 1976. On its territory of 147 hectares there are over 300 structures – monuments of folk architecture of the 16th-20th centuries from 25 regions of Ukraine, displaying the material and spiritual culture of different epochs. The museum collection includes over 70,000 works of arts and crafts, icons, paintings, musical instruments, household and farming equipment, tools, etc. The museum is a favorite place of kyivites. Here are held concerts of ethnographic groups, traditional fairs, handicraft master classes,

and holidays in conformity with the folk traditions. Such seasonal works as ploughing, sowing, harvesting and threshing are reproduced here in conjunction with traditional rites. The visitors can also watch the work of the blacksmiths, etc [24].

Pereyaslav-Khmelnytsky, located 85 km from Kiev, is a museum city. The reserved area is 3050 hectares. It includes 371 monuments of history and architecture of the Ukrainian people. In a large park area with ponds wooden residential, economic and religious buildings of the XVII-XIX centuries, as well as reconstructions of earlier eras buildings from various parts of the region are presented. There are a number of museums: the Ukrainian Orthodox Church, folk ceremonies, arts and crafts, Ukrainian rushnyk, the history of beekeeping, bread, land transport, the postal museum, the memorial museum of M. Benardos. Pereyaslav is alike Pyrohiv, but it is more compact and richer in exhibits. The territory is well-groomed, there are not many visitors, but a lot of greenery and flowers [25].

Landscaped Park in the Village of Buki. The park was founded in 1996 in the village of Buki at Skvirsky district, 110 km from Kyiv. Local entrepreneur Ivan Suslov bought 2,7 hectares of land, which was a dump. He was able to turn a dump into a stunning landscape park, which is divided into two parts. The entrance to the first part is free. There is a huge fountain, which before the restoration was located on the Independence Square in Kyiv, and after its recycling, was bought out and brought to the village of Buki. In the same part of the park the bell tower of Daniel and the church of St. Eugene stands. On the territory there is a hotel, a restaurant and summer cafes [26].

"Ukrainian village" is located 15 km from Kiev in the direction of Zhytomyr in the village of Buzova. This is a recreation center consisting of an ethnographic museum, a zoo, a modern and ethnographic hotel, a church, picnic houses, barbecues, a restaurant, and a sauna. The ethno hotel is located on the territory of the complex, which consists of five ancient, authentic huts brought from Polissya [27].

Boguslavsky granite outcrop. In 123 km from Kiev, on the river Ros, there is a small town Boguslav, founded in 1032 by Prince Yaroslav the Wise. The famous natural monument – the Boguslav granite outcrop, or the so-called granite "pit" is

located there. Scientists suggest that the age of these rocks reaches 2 billion years. Chaotically scattered boulders form a whole granite island, washed by the river Ros.

Above all, Boguslav is a great place to relax. The city is known as the center of decorative art, there are the museum-estate of the artist I.Soshenko, who played a huge role in the ransom of releasing T. Shevchenko from slavery. Also there are two museums of local lore, a museum of fine art, a museum of Marco Vovchok, a regional landscape park and many monuments [28].

Amusement park "Prypyat". Non-functioning due to the Chernobyl nuclear power plant accident city park in the abandoned city of Prypyat. The most famous object in the park is the Ferris wheel, which later became one of the symbols of both Prypyat and the entire Chornobyl exclusion zone as a whole [29].

The large natural complex Mezhyhirya with the area of 137 hectares is "must visit" for many Ukrainians. The residence was found in 1935 on the site of the ancient Mezhyhirsky Spaso-Preobrazhensky monastery, known from the XII century. Since year 2002, Mezhyhirya became the residence of Viktor Yanukovich [30].

Kyiv as a capital of Ukraine and one of the most fascinating historical cities of country has a big amount of cultural tourist sites. Main of them are represented in table 2.2.

Table 2.2

Main tourist cultural destinations of Kyiv

Tourist destination	Location
Kyiv-Pechersk Lavra (Monastery of the Caves)	15 Lavrska St
Saint Sophia Cathedral	24 Volodymyrska St
St. Michael's Golden-Domed Cathedral	8 Tryohsvyatytska St
St. Nicholas' Kostel	77 Velyka Vasylkivska St
Vydubychi Monastery	40 Vydubyska St
National Museum of Great Patriotic War of 1941-1945	24 Lavrska St
Mariyinsky Palace	5A Mykhayla Hrushevskogo St

Continuation of table 2.2

Tourist destination	Location
Golden Gate	40A Volodymyrska St
A.V. Fomin Botanical Garden	1 Simona Petliury St
House with Chimeras	10 Bankova St
Klovsky Palace	8 Pylypa Orlyka St

In the Orthodox world there are only 5 Lavras. Kyiv-Pechersk Lavra is the oldest of them. It is a world-famous place for Orthodox Christians pilgrimage. The caves of the Kyiv-Pechersk Lavra represent two underground labyrinths, divided by a deep ditch heading to the Dnipro River. The distance between the Near and Far Caves is 400 metres. Buried in the caves are such prominent figures of the times of Kyivan Rus as Nestor the Chronicler, Ilya Muromets, painter Alypius, medico Agapitus, the Chernihiv Prince Svyatoslav (Nicholas the Pious), and Bishop Simon – one of the authors of The Kyiv-Pechersk Paterikon [31].

St. Sophia Cathedral is a national shrine and world-famous monument of history, architecture and wall painting of the Kyiv Rus period. Being built during the reign of Yaroslav the Wise, the cathedral was a significant spiritual, political and cultural centre. Inside the cathedral, 260 m² of the wall mosaics and about 3000 m² of frescoes have remained intact. In particular, the mosaic portrayal of the Virgin Mary Orant (5,45m high) in the central apse has been preserved quite well; below is a large composition The Eucharist and images of the Church Fathers. Of special value among the frescoes is a group portrait of Yaroslav the Wise's family. He was buried here in the marble sarcophagus [32].

St. Michael's Golden-Domed Cathedral was laid in 1108 by Kyiv Prince Sviatopolk Iziaslavich, grandson of Yaroslav the Wise, in the centre of the princely St. Demetrius Monastery known from the 11th century. Its sky blue exterior and glittering golden domes add a stunning layer to a cityscape. A sobering reminder of Stalin's inhumane policies stands to the right as you exit the church grounds. This is a monument to the victims of Holodomor (starvation): A famine orchestrated in part by the Soviet leadership in an attempt to squash the peasantry, as many as 10 million

Ukrainians perished from 1932-33. Keeping watch over the square are the reconstructed statues of Princess Olga, Apostle Andrew, St. Cyrill and St. Mephodius [33].

The Memorial Complex “National Museum of History of Great Patriotic War of 1941-1945” dedicated to the heroic struggle against the Nazi invaders is situated on the picturesque slopes of the Dnipro River where once were the structures of the Kyiv fortress. The war memorial was festively opened on May 9, 1981. The complex includes the central lane displaying the 76-mm guns of the war period, the exhibition of the military equipment, the gallery of statues of the heroes of war and home front, the bowl “Flame of Glory” (16 m in diameter), and the main square with pylons of the hero-cities and topical sculptural compositions. The dominating point of the memorial is the monument “Motherland” [34].

Mariyinsky Palace, intended for reception of regal persons, was erected by decree of Russian Empress Elizabeth in 1750–1752, to the design by Bartolomeo Rastrelli. It is a Baroque palace on the hilly bank of the Dnipro River [35].

The Golden Gate was the main entry to the ancient Kyiv in the times of Grand Prince Yaroslav the Wise. At that time, the Upper Town was surrounded with massive defensive works and had three gates. Now the Golden Gate is situated in Zolotovoritsky public garden at the crossroads of Volodymyrska, Yaroslaviv Val, Zolotovoritska and Lysenko Streets [36].

The A.V. Fomin Botanical Garden is one of the oldest botanical gardens in Ukraine. The botanical garden is 22,5 hectares (0,225 km²), with 8000 plant species, including 143 recorded in the Ukraine's Red Book of Rare Species. The Garden is famous for its exotic plants: it has the biggest collection of succulents among the countries of the former Soviet Union. The greenhouse, which was built for the largest and the oldest palm trees in Northern Eurasia, is among the highest in the world [37].

During last decades, Kyiv region has the most dynamic development of cultural tourism. Its peculiarity is that Kyiv gave the enormous part of the indicators of museums activity. For comparison, if the number of the state museums is almost

the same as in the other regions: city of Kyiv - 40, Cherkassy region - 29, Chernihiv region – 35 (figure 2.5).

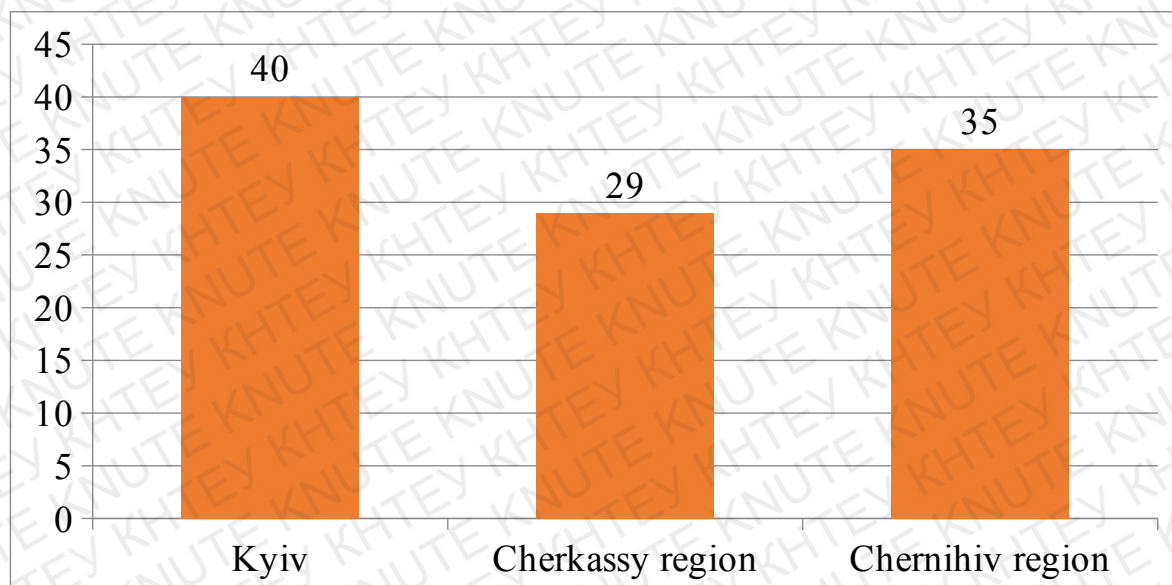


Figure 2.5. Number of the state museums in city of Kyiv, Cherkassy region and Chernihiv region in 2018 [38]

Then the number of museum collection of the main fund is significantly more: city of Kyiv – 2,2 million units; Cherkassy region – 0,6 million units, Chernihiv region – 0,5 million units (figure 2.6).

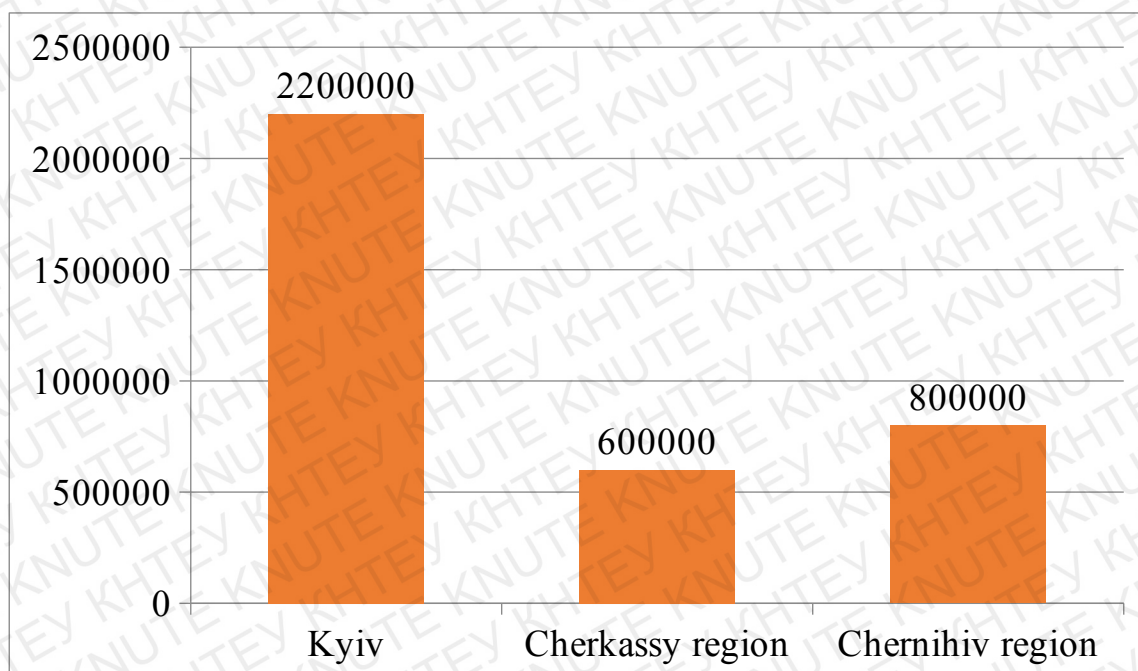


Figure 2.6. Number of museum collection of the main fund in city of Kyiv, Cherkassy region and Chernihiv region in 2018 [38]

As a result, the number of visitors is significantly higher: city of Kyiv – 3,5 million visitors, Cherkassy region – 0,8 million visitors, Chernihiv region – 0,9 million visitors (figure 2.7).

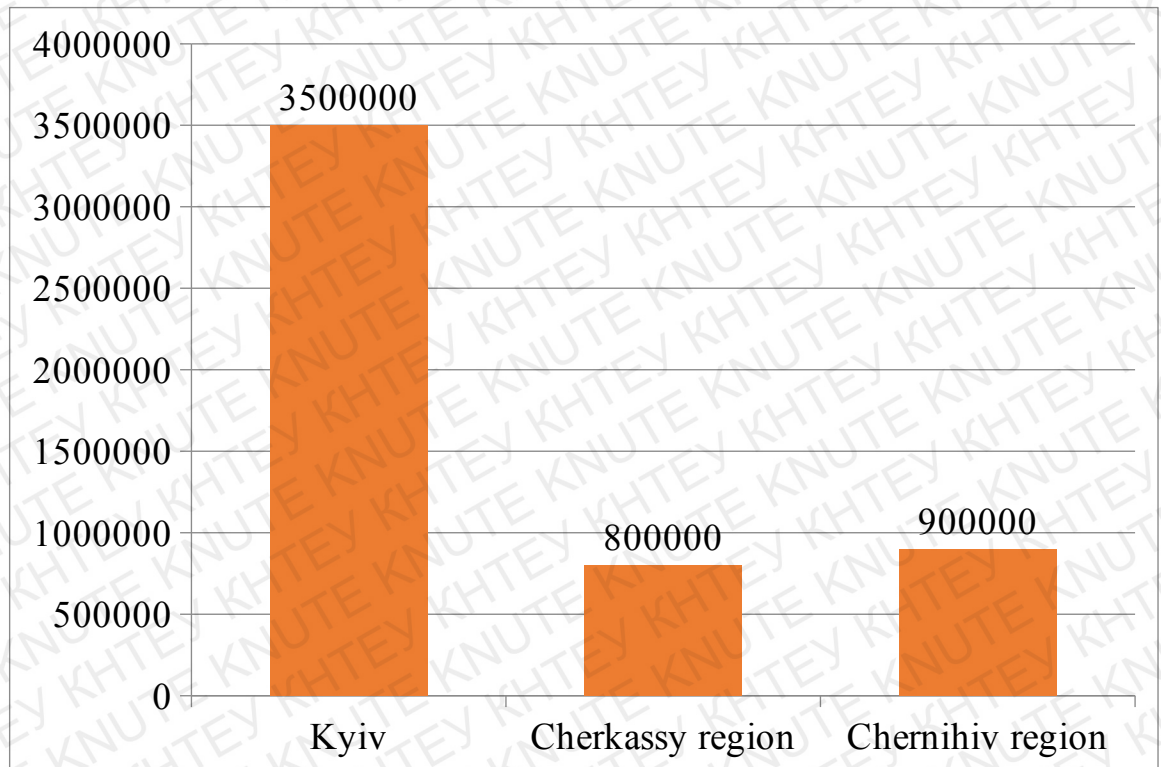


Figure 2.7. Number of visitors in city of Kyiv, Cherkassy region and Chernihiv region in 2018 [38]

So, recreational and cultural complex of Kyiv region has significant possibilities for development. This is due to the availability of resource potential, the effective use of which one is a main need for the development and creation of a powerful recreational and tourist base. Much of the natural potential is made up of recreational landscapes (forest, water), wellness resources (mineral waters), nature reserves (national historical and ethnographic reserves, national natural and regional landscapes, parks and monuments of landscape gardening), territories of historical and cultural purpose (architectural monuments and town planning, historical and architectural reserves).

The analysis shows that Kyiv, as the administrative and political center of Ukraine, remains as the object number one in the cultural tourism of region.

Referring to the methodological and material aspects of the museums functioning, it should be noted, that Kyiv region is a leader for that matter. The main role in this case plays again Kyiv. Once who visit it, will receive many offers from the classical excursions to the excursions where will be served by the tourist guides dressed in ancient clothes, and the exhibit items will not be hidden behind the glass.

2.3. Assessment of Kyiv region cultural tourism product promotion

The problems of tourism development of Kyiv region are patronized by the regional state administration, within a special unit, which has been created – Department of culture, nationality and religion (figure 2.8).

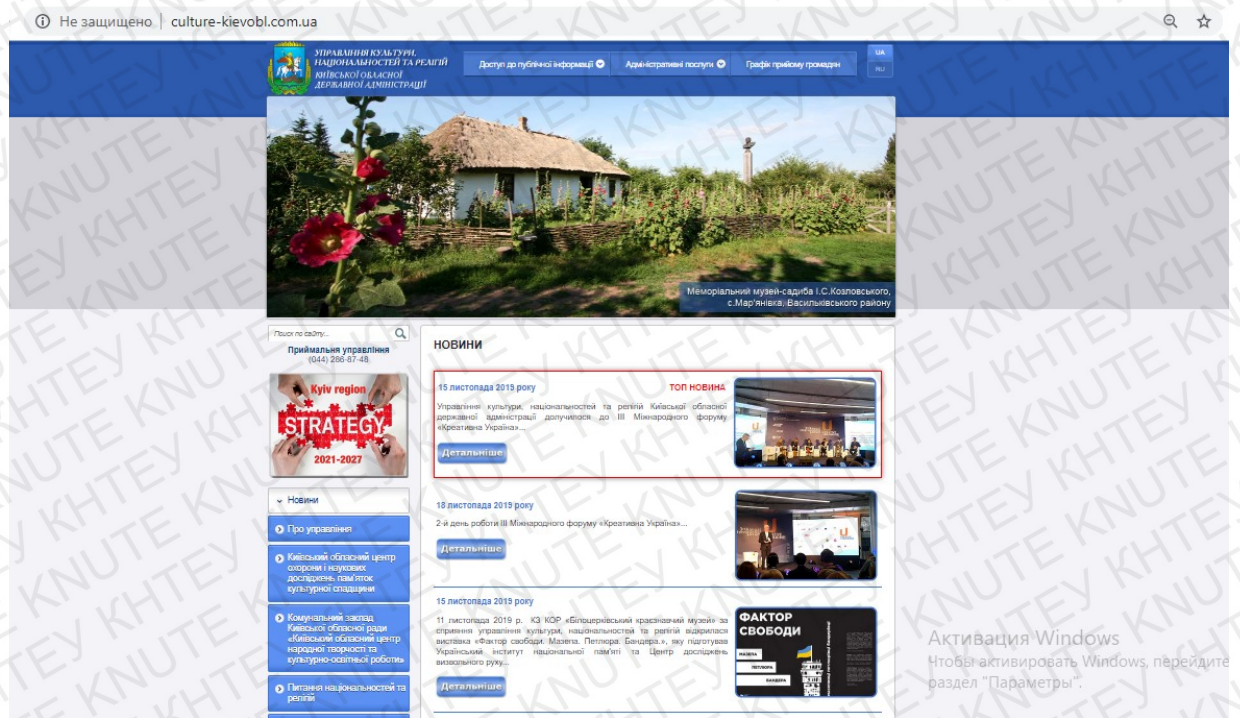


Figure 2.8. Official site of Department of culture, nationality and religion of Kyiv region [39]

The main tasks of Department are:

- implementation of state policy in the field of culture and protection of cultural heritage in the territory of Kyiv region;
- providing free development of cultural and artistic processes;

- participation in the implementation of international culture projects and programs, national museum policy, library and club affairs, protection of cultural heritage;
- taking part in the organization of national and international exhibitions, trade fairs, methodological and scientific seminars and conferences;
- promoting national cultural consolidation of society, formation of a holistic cultural and information space, protection and promotion of a high quality diverse national cultural product;
- promoting the preservation and development of the ethnic, cultural, religious identity of indigenous peoples and national minorities, and meeting their national and cultural needs [40].

During the first half of 2019, the main chain of cultural institutions was maintained in the Kyiv region. 839 club establishments, 875 libraries, 61 schools of aesthetic education, 41 state museums, 2 parks of culture and recreation, 2 centers of culture and leisure, Academy of Arts, advanced training courses, Regional Center for Folk Art, Cultural and Educational Work, Center for the Protection and Scientific Research of Cultural Heritage Sites. The professional art is represented by the Kyiv Academic Regional Music and Drama Theater named after P.K.Saksagansky, the House of Organ and Chamber Music, the Symphony Orchestra "Academy". Total amount is 1826 cultural institutions of the Kyiv region.

Government expenditures for the maintenance of regional cultural institutions for the first half of 2019 at the plan of 50841,1 thousand UAH was financed by 47494,7 thousand UAH, which is 93% of the plan. The scope of paid services provided by the cultural institutions of the region during the first half of 2019 increased by 10% and is 18750,0 thousand UAH (in 2018 amounted to 16928,0 thousand UAH).

The network of museums in the Kyiv region consists of 41 museums. Two of them are reserves and six are museums of regional subordination. More than 180 thousand people visited museums of the Kyiv region in the first half of 2019, the

number of objects of the main fund increased by almost 9 thousand, 20,5 thousand excursions were hold and 1300 exhibitions were organized [40].

Increasing number of exhibitions and fairs, holding international competitions and expanding number of their participants positively influence the development of cultural tourism in the region. Department of culture, nationality and religion in Kyiv region held many interesting cultural events. Main of them are shown in table 2.3.

Table 2.3

Main cultural events, held by Department of culture, nationality and religion in Kyiv region [39]

Date	Event	Location
14-15 November	III International Forum "Creative Ukraine"	ArtHall D12 (Kyiv)
2-3 November	Scythian International Martial Arts Festival	Kyiv Rus Park
31 October	Museum guide «Ukrainian wedding. Rites. Traditions»	Rzhyschiv Archaeological Museum
26-29 October	The 7th International Festival of Dramaturgy and Fine Arts «A M P L U A»	Theater Laboratory (Kyiv), Kyiv Academic Theater Arts Workshop “Suzir’ya”
27-30 September	"25 + 1" International Festival of Children's Democracy, Television, Press and Creativity «Golden Autumn of Slavutych - 2019»	Palace of Children and Youth (Slavutych)
17 August	International Festival “HrechkaFest”	National Museum of Folk Architecture and Life of Ukraine (Pyrohiv)

Kyiv Tourism Association – “unites for the sake of success”. KTA is a community of people, who love Kyiv. They believe that by combining their own experience together with the most successful practices of other European cities they can successfully develop the travel industry of Kyiv, cherishing positive memories of

guests. Modern innovations, resources and support of the most active ambassadors of city discover opportunities for the cultural and economic benefits of the capital city (figure 2.9).



Figure 2.9. Logotype of Kyiv Tourism Association [41]

In collaboration with many tourism organizations, KTA became the main organizer of Kyiv Tourism Forum – innovative forum of tourism industry in Ukraine. This forum highlights next problems and questions:

- secret tips to be successful in tourism industry in 2020;
- what a company should do to find new partners;
- data and analytics for hospitality business;
- case studies and real stories: how a destination can attract more tourists;
- how decision makers choose destinations for international events;
- all you need to know about collaboration with bloggers;
- new trends of tourism industry.

Between the audiences of Kyiv Tourism Forum are DMC, tour operators and travel agencies, hotels, airlines, event managers, transfer services, destination managers, marketing specialists and other tourism industry professionals. “Kyiv Tourism Forum 2019. World cases” was already held on 4 October 2019 at KLITSCHKO EXPO in Kyiv [41].

In general, tourism is an industry that allows providing cost-effective use of "local resources" - historical and cultural heritage, traditions and nature - with minimal investments. Therefore, it is legitimate for the Kyiv region to choose tourism as a priority direction for the development of the national economic complex.

The level of tourism organization is mostly determined by the development of the most significant types of tourism from the socio-economic point of view, ensuring the proper conditions of accommodation and local infrastructure. The tourism industry of the region for five years has been characterized by positive and sustainable dynamics [42]. The steady growth of tourists and the amount of provided services, complex approach to the development of tourism and resorts at the local level and government support for small and medium-sized businesses in the tourism sector have created a new image of the tourism product in Kyiv region.

Conclusion to part II

1. Kyiv region is located in the northern part of Ukraine in the middle stream of the River Dnipro and its tributaries, uniformly on the right and left banks of the Dnipro, in the north it borders with the Gomel region of Belarus. By its configuration the region reminds polygon, which is stretched from north to south. The territory of the region is 28,4 thousand square km or 4,7% of Ukraine. On its territory is situated the capital of Ukraine - Kyiv. The administrative division of the region - 25 administrative districts, 25 cities, including 11 - of regional submission, 30 towns, 1218 villages. The largest cities are Bila Tserkva, Boryspil, Brovary, Fastiv, Vasilkyv, Pereyaslav-Khmelnytsky.

2. Rich natural resources are suitable for various types of tourism: sport, wellness, cultural. The Dnipro, Dniester, and Pripyat rivers have a great tourist importance, which allows using Kyiv river transport. Forests of Kyiv region also have a particular recreational value. Health resorts that treat different types of diseases, such as cardiovascular, nerve and others are important for analepsy.

3. There are 3961 monuments of cultural heritage in the Kyiv region, of which: archeological - 2067, historical - 1571, monumental art - 166, architecture and urban planning - 53, landscape gardening - 15, science and technology - 89. 236 of them need restoration works. 38 objects of cultural heritage of national importance and 197

objects of cultural heritage of local importance are listed in the State Register of Immovable Monuments of Ukraine.

4. A wealth of cultural and historical monuments determine the role of the Kyiv region as an important recreational region. There are up to 6,000 state-protected archeological, historical and art sites, 17 wildlife reserves, 35 nature preserves, 8 gardening monuments and 12 protected areas.

5. All problems of tourism development of Kyiv region are patronized by the regional state administration, within a special unit, which has been created – Department of culture, nationality and religion. This organization hold many cultural events at the region during the whole year, which attract tourists' attention not only to Kyiv, but also to most of destinations.

PART III
IMPROVEMENT OF KYIV REGION CULTURAL TOURISM
PRODUCT DESIGN AND PROMOTION ON EU MARKET

3.1. Ways to improve Kyiv region cultural tourism product design and promotion on EU market

To improve tourism development of Kyiv region, government and leading local companies have to use a cooperative approach to regional marketing. To-do list consists of next proposals:

- establish a dedicated and experienced marketing committee as part of the overarching destination management structure to guide and inform decision-making for destination marketing;
- develop a strategic tourism marketing plan to guide marketing efforts;
- employ experienced marketing staff to coordinate destination marketing efforts;
- encourage the support of leading commercial tourism and business operators to contribute and invest in destination marketing initiatives;
- seek the support of local government for marketing activities;
- partner with neighboring regions to develop stronger campaigns;
- source adequate funding to ensure all levels of industry can participate in marketing campaigns.

Table 3.1

Plan of marketing strategy for Kyiv region's cultural tourism development in 2020

Action	Period of realization
Creating a list of most attractive tourist destinations of Kyiv region	January
Creating a slogan of Kyiv region as a destination	February

Continuation of table 3.1

Action	Period of realization
Creating destination brand and image	March - April
Creating logotype of Kyiv tourism region	May
Creating promotional materials	June - July
Developing innovative advertising and sales strategies	July - August
Creating radio and television advertisements	August
Creating social media advertisements	September
Promotion of Kyiv region tourism brand	September - November

First step of marketing strategy means considering what makes Kyiv region unique and attractive for tourists. One way to do this is to make a list of all the activities and attractions currently available in the region. Often, tourists are interested in things they can do and see in a town, more than the location of the town itself. They will search online for an activity or event first and then a location. For example: fishing at the Dnipro river or boating in Kyiv region.

It is impossible to reach all segments of visitors, but in order to attract as much as possible, a good idea is to determine target-marketing segments. Define market areas that will draw the most visitors, like a well-known Olexandria dendrological park, an important historical site, or an open-air museum near Pyrohiv. Then, divide these areas into trip length categories, and define the clientele that will be attracted to the community (figure 3.1).



Figure 3.1. Categories of target segments of cultural tourism in Kyiv region

Creating a slogan of destination is the next step of its promotion strategy. It is better to avoid common buzzwords and try to make something extraordinary, like Las Vegas' "What happens here stays here", New York's "The City That Never Sleeps" or Calgary, Alberta's "Heart of the New West". They work because they are unique and avoid generic terms or phrases. Since Kyiv region does not have a slogan, the proposed one can be "Green Heart of Polissya".

Then, it should be established an effective and consistent destination brand and image that is used to position and promote the destination to attract appropriate visitor markets and guide the development of appropriate tourism product. What should be done:

- consult with government, business and community stakeholders to consider and establish a strong and consistent destination brand and image;
- identify and focus on the competitive strengths of the destination;
- promote iconic features and attractions of the destination and their linkage to the EU region;
- communicate the brand and image to industry operators and ask them to consider the destination brand when developing product and their own marketing (e.g. develop brand toolkits);

- ensure consistent delivery of the brand through associated advertising, sales and promotional strategies;
- use realistic images and messages to support the brand and image;
- regular review and refresh the brand.

Since Kyiv region still does not have any logo, it is important to create something fresh and modern in order to represent the destination as better as possibly (figure 3.2).



Figure 3.2. Proposed logo of Kyiv region

Of course, after that promotional materials should be created. These can be promotional t-shirts, hats, stickers, and flags with the region slogan and branding. Sell these promotional materials at local gift shops located close to popular attractions. No promotional materials are of any use without lots and lots of photographs. Every region has a different tourist season, so it is important to choose the right time of year to take photos.

Therefore, the next step in tourism product promotion is developing innovative advertising and sales strategies to support the destination brand and image.

This level includes such actions:

- promote the unique attributes of the destination and link to the diversity of visitor attractions and experiences within the destination/region;

- develop creative promotional and advertising images that are used consistently across all media and Internet;
- develop tactical campaigns to even out seasonality or raise awareness of destination product and experiences;
- develop opportunities for public relation events (e.g. an opening of new infrastructure development, or creating competitions to attract attention);
- encourage the support of leading tourism operators that act as ambassadors to showcase the destination;
- develop e-marketing strategies;
- develop promotional strategies for EU visitor market.

One of the best ways to promote the destination is to create radio and television advertisements, focusing on the slogan for the site and the points discussed in the marketing plan.

Another great way to promote the destination is to create a detailed map for tourists and place them in local malls, restaurants and bars. The map can include a brief description of key attractions and sites, as well as activities tourists can do at these locations.

Promotion is the part of marketing that specifically involves communicating company or product information to targeted customers. Advertising, public relations and personal selling are three staple methods of promotion, though some new techniques have emerged in the 21 century.

The evolution of the Internet and related technologies has given rise to digital and interactive promotional methods. Email marketing, online advertising and mobile advertising have all become common components of promotional campaigns. These methods are often relatively affordable for small businesses and offer direct connections to tech-savvy consumers who spend significant time online. Social media portals such as Facebook, Instagram and YouTube also provide inexpensive ways to interact with customers in real time.

In our current digital age, getting tourists to pay attention to a specific place is more possible than ever. Developing a marketing plan and using tools social media

and other promotional materials, it is effective to promote Kyiv region through the inhabitants of Ukraine and European Union as well:

1. Make a website and keep a blog. Since Kyiv region still does not have a good tourist website (unlike Kyiv city itself with many different travel sites), it is urgent to create it with a simple, easy to use template. Be sure to use high quality images and graphics on the site so it looks professional and inviting. A good way to get more traffic to the website is to create a blog section on the site and make sure it is updated regularly. Conduct interviews with locals and post the interviews on the blog, or do a post on the best activities to do in the town based on the season.

2. Create a Facebook page and post something every day. Creating a Facebook page is easier to do than building a website and allows making friends quickly. Posting a new image of the destination or a few words about an upcoming event will also ensure visitors notice the page on their Newsfeeds. And one of the main advantages of social media marketing is that it does not have any limits within the country, so foreign travelers can be attracted as well (appendix C).

3. Make an Instagram account. Promoting the region on other social media platforms like Instagram is one of the most effective ways of advertising nowadays. Post regularly and follow users with lots of followers or a high profile. In addition, a good idea is to create a hashtag that uses the slogan for the destination and use it often at the end of every Instagram post. This will help to track if the tourist sight is trending among users and improve posts to get more attention on this platform (appendix D).

4. Do collaborations and make promotion within bloggers. Nowadays there are many travel bloggers, which job is to visit a new destination and make a review on it in social media. Offering them all necessary conditions at one of the Kyiv region destination (like hotel, restaurant and some kind of activities), travel bloggers can make a great promotion. Often tourist destinations make common giveaways and presents with influencers. Sometimes it is a great way to attract new visitors. The same way, foreign bloggers can be involved in such collaborations and it will draw more tourists from abroad (appendix E).

5. Start a YouTube page. YouTube is another great way to promote a location and attract visitors all over the world. Keep the page professional and use easy to search terms in the titles of the videos, such as the name of the town and the activity or event in the video.

6. Use an app to promote events and attractions. Collaborate with a developer to create a smartphone app and promote local events through the app. The app can be programmed to display hotels, restaurants, shopping and events, as well as other important tourism information like directions, the location of information centers and public restrooms, and suggested itineraries (appendix F).

In conclusion, the tourism industry is unlike any other because, instead of a product, it is selling a place and all the things it has to offer. Competing with the entire world every time we promote tourism in a given destination, and this high level of competition demands a creative and unique approach. To be successful, marketing should constantly put forth the best possible image of destination, while creating interest on a broad scale in as many ways as possible. There are many steps of promotion strategy of Kyiv region, which should be done to create a new popular tourist destination on travel map of Ukraine for domestic and foreign visitors.

3.2. Effectiveness of the proposed measures to improve Kyiv region cultural tourism product design and promotion

In order to analyze the effectiveness of the proposed measures to improve Kyiv region cultural tourism product design and promotion, it will be rational to show this on the example of cultural event, taking place in this region. One of the most common types of cultural event is a folklore festival.

Folk-fairs and festivals, unlike museum exhibitions, are often temporary, set up for special purposes and disbanded after the event. If they perpetuate themselves, they do so not continuously but periodically. Secondly, the curatorial hand is less evident in “displays” produced for folk-fair and festival settings. Thirdly, and more importantly, since the “objects” on display are usually not objects but mostly live

performances, folk-fairs and festivals frequently act as primary agents of cultural conservation, and stages for the construction and consolidation of national identity formation.

Scientists argue that the specific “display” of cultural traditions presented in folk-fairs and festivals, unlike museum exhibitions, are settings for unrestrained and sensually unrestricted experience, since they do not limit interaction between audience and objects. Hence, in folk-fairs and festivals, there is no physical barrier between the audience and the “display” or warning about violating space. Instead, folk-fairs and festivals invoke pleasurable, sensual experiences that more totally involve the person.

The Folklore Festival “New is Well-Forgotten Old”, which is organised every year in summer near the village of Pyrohiv in the Kyiv region. It is held in the open-air Museum of Folk Architecture and Lifestyle of Ukraine (figure 3.3).

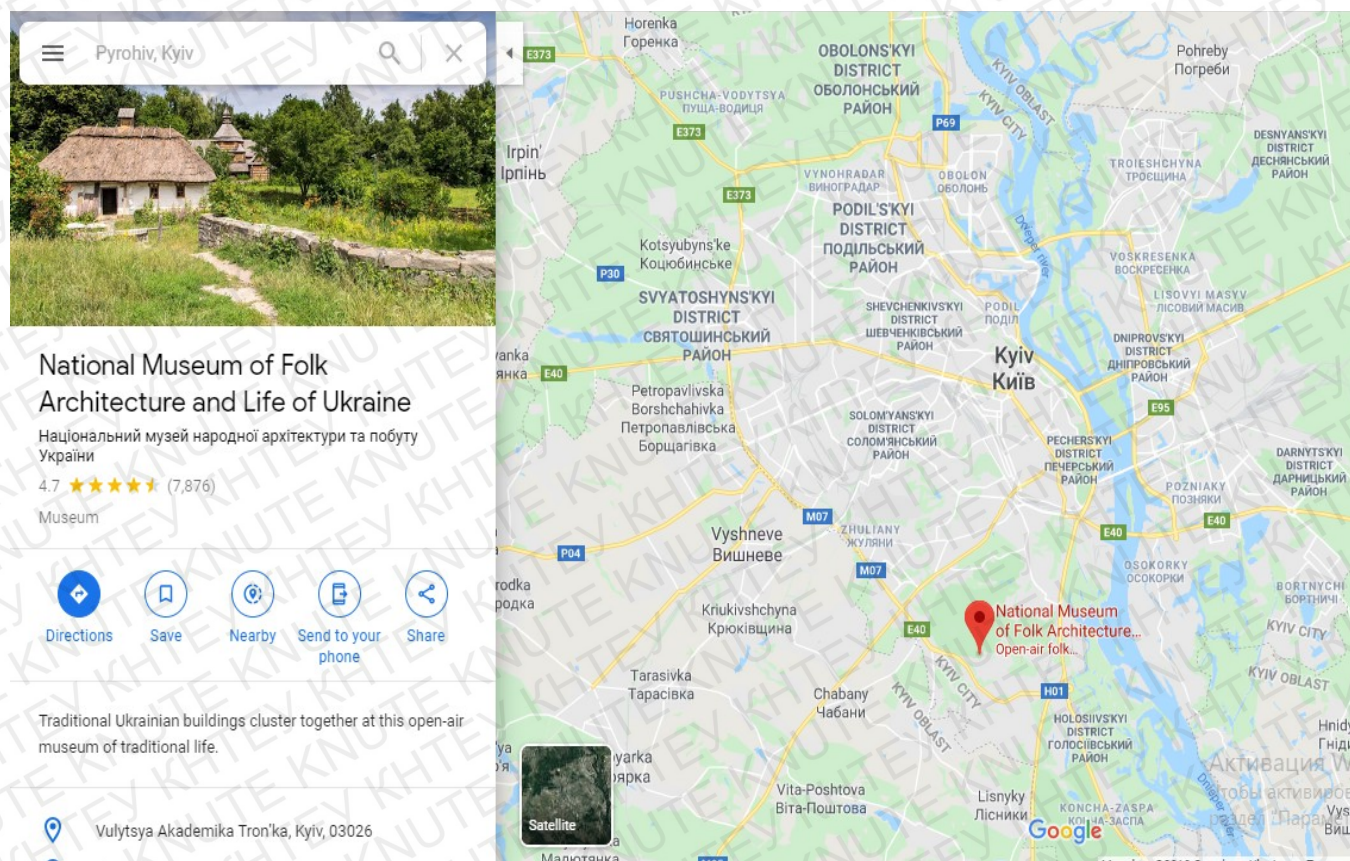


Figure 3.3. Location of National Museum of Folk Architecture and Life of Ukraine

The way to the National Museum of Folk Architecture and Life of Ukraine is extremely simple. Visitors can go by bus 507 from Holosiivska Street straight to the location, which is the final stop of the bus. All the way to Pyrohiv will last around 50 minutes (figure 3.4).

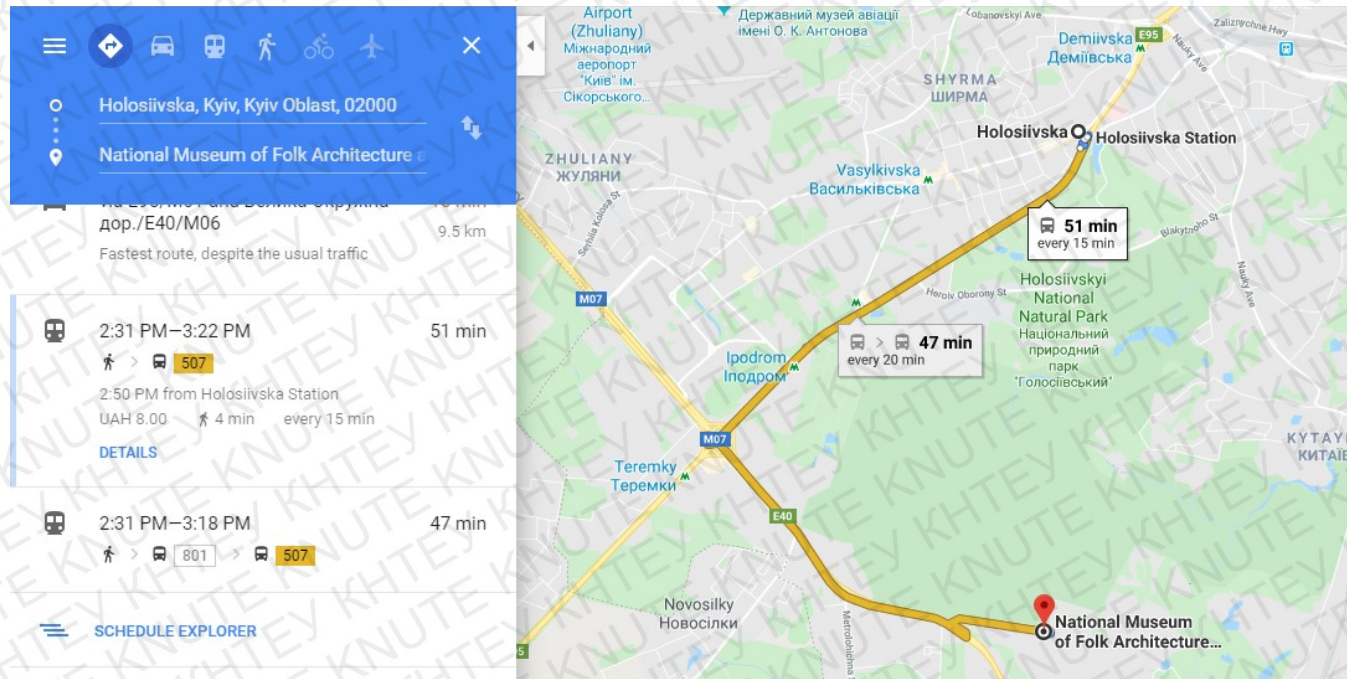


Figure 3.4. “How-to-get map” to National Museum of Folk Architecture and Life of Ukraine from Holosiivska

The event, which lasts the whole day, is organised on 24 August – The Independence Day of Ukraine. It is a presentation of Ukrainian modern and folk culture, including national music, singing, dances, clothes, craft accessories and other attributes from different regions of Ukraine.

The main purpose of this event is to show people that folk culture can be closely connected with fresh trends in fashion and art. People do not have to forget about their national roots, features, language and traditions. So, to prolong Ukrainian culture life expectancy, this festival should be created.

One of the most interesting features is a fashion show from Ukrainian designers with their limited collections dedicated to national symbolics. Modern trends vs folklore prints and details - that is what will interest the public. After the show, people will have an opportunity to buy all of these clothes. Moreover, part of

the proceeds from this festival will go to the maintenance of tourist destinations of Kyiv region.

Visitors can also choose from many accompanying events such as dance school, pottery lessons, traditional fair of folk crafts, carving presentation, ethnographic exhibitions, visual art and photography exhibitions, etc.

Event info and schedule of the Folklore Festival “New is Well-Forgotten Old” is represented in the table 3.2 below.

Table 3.2

Program of festival “New is Well-Forgotten Old”

Main Stage	Stage “Union”	Fair Stage
10:00 - Opening ceremony		
11:00 – 13:00 Ukrainian new wave pop-singer Artem Pivovarov	11:00 – 14:00 Folk Group “Zanedbantsi” (Kyiv, Ukraine). Workshop on traditional Ukrainian dances	11:00 – 12:00 Theater on stilts
13:00 – 16:00 Modern theatre performance “Kaidasheva family. Nowadays”	14:00 – 17:00 Family entertainment and game program “Cossacks-Robbers”	12:00 – 15:00 Workshops on hand craft (pottery, chasing, weaving)
17:00 – 20:00 Fashion show “New is Well-Forgotten Old”	17:00 – 20:00 Modern Ukrainian indie-band “Odyn v Kanoe”	17:00 – 20:00 Sale of Ukrainian designers’ limited collections wear.
20:00 – 21:00 - Closing ceremony		

Entrance to the festival is paid. However, there are some categories, which have special offers. For example, standard price for adult is 100 UAH, for students – 50 UAH and it is free enter for children under 12 and retirees (figure 3.5).



Figure 3.5. Price range of festival “New is Well-Forgotten Old”

Every culture event, like any other local events, needs a good promotion to get more tourists all over Ukraine and guests from other countries. In order to attract audience from different segments of society, it is necessary to use many canals of promotion.



Figure 3. Ways of promotion of the festival “New is Well-Forgotten Old”

First, tourism trade shows and exhibitions. Trade shows provide a destination with access to every travel and tourism supplier in the region and beyond, every travel seller and company who sells or wants to sell this destination and the public who has an interest in what company is offering. Whether company attend existing trade shows around the country and the world, or organize its own to bring attention and forward motion to its destination, the results can be beneficial.

Trade shows bring together every aspect of the travel industry in one place and allow time for meetings, interaction and new deals. They also draw media attention, public attendees and, if they are large enough, national travel agencies and their millions of customers.

The folklore festival “New is Well-Forgotten Old” can be presented at any tourism exhibition, such as UITT (Ukraine International Travel and Tourism Exhibition), UITM (Ukraine International Travel Market) or Fair Travel. Next year, UITT will be on 25-27 March. It is a perfect time to take part and promote the festival until 5 months to its date. The exhibition, as usual, will take place at new International Exhibition Center in Kyiv [43].

Then, advertising in trade or non-trade publications. Take out ads in trade publications to get the eyes of travel sellers around the country onto your product. Placing ads in a smart and targeted manner is the final piece in the puzzle. For example, to attract more foreign visitors, it is a good idea to advertise this festival at the official in-flight magazine for Ukraine International Airlines (UIA) – “Panorama”.

Of course, social media marketing is one of the best ways to promote. Leveraging social media, blogs and online videos allows destinations to connect with a target market by leveraging brands the end consumer already loves. For example, to attract visitors to the folk festival, it will be rational to collaborate with a mommy-blog influencer from Kyiv, who tells her followers all the advantages of such an event for citizens. Cause this event is close to Kyiv, child-friendly and interesting to all family members, from 6-years-old boy to 60-years-old grandmother.

In addition, one more way of promotion is a tourism partnership. Partnerships help maximize financial benefits and reach a broader and more desirable audience when promoting tourism for a given event. Instead of attempting to create a broad base of followers and a reach that extends throughout the world, piggyback with a partner who already has that reach in a way that benefits both parties.

For example, enter into a marketing contract with a national travel agency. Grant the agency special deals and promotions for its customers in exchange for nationwide access to the customer base. Company will have to pay for the privilege, of course, but the return can far outweigh the expense, and the alternative of building its own national network is often unrealistic.

So, every cultural event as a purpose to visit a tourist destination 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. Following all the previous steps of marketing strategy and using all canals of promotion, such a cultural event could make a great profit for Kyiv region and, of course, to attract foreign customers to Ukraine.

Conclusion to part III

1. Destination promotion is unlike any other type, because it is selling a place with all the activities – not the product itself. There are many ways of promotion of Kyiv region and a big amount of steps, which should be done to attract tourists' attention. Nowadays the region still does not have any design of a destination and promotion, as well. So, all the needed measures have been proposed.

2. Promotion of Kyiv region includes such important steps as establishing a marketing committee, who will develop a strategic marketing plan; employing marketing staff, encouraging support from leading companies and government.

3. Marketing strategy includes analysis of Kyiv region as a tourist destination, its target audience and segments. The logotype, slogan and brand image should be created. And, as a result, propose promotional materials and ways of advertising at media/Internet.

4. In order to attract more visitors to the region, a tourist event has been proposed – folklore festival “New is Well-Forgotten Old”. It is a good combination of traditional Ukrainian folk event and modern case for young audience. Such festival can unite different generations and give them a unique chance to spend a day together. Moreover, this event will do some charity function too, spending a part of costs to the development of regional tourist sights.

CONCLUSIONS

1. Cultural tourism is that type of tourism in which a tourist travels rather far from his residence, looks at what he visits in a systematic way in an attempt to structure what he sees with the help of a set of cultural values to experience what he sees. Cultural tourism is a multifaceted phenomenon: a powerful economic factor, a social institute and a sphere of culture. It allows broadening the outlook and deepening the worldview of the individual, which contributes to the aesthetic development and spiritual enrichment of the person. Cultural tourism makes it possible to turn to the study of the cultural heritage of humankind. Without engaging in state support, it is difficult to maintain a position in the market, so today it is very important to support cultural tourism by the state as one of the most promising destinations.

2. Cultural tourism should develop the way to enrich local economics, rationally and carefully protect natural resources, be useful to the local population through security stable employment, promoting the development of local crafts and more. National and regional authorities and tourist administrations should be the main stakeholders in the sustainable development of cultural tourism. The state itself, through the instruments of control and tax policy, should set boundaries and conditions for cultural tourism development.

3. Kyiv region is located in the northern part of Ukraine in the middle stream of the River Dnipro and its tributaries, uniformly on the right and left banks of the Dnipro, in the north it borders with the Gomel region of Belarus. By its configuration the region reminds polygon, which is stretched from north to south. The territory of the region is 28,4 thousand square km or 4,7% of Ukraine. On its territory is situated the capital of Ukraine - Kyiv. The administrative division of the region - 25 administrative districts, 25 cities, including 11 - of regional submission, 30 towns, 1218 villages. The largest cities are Bila Tserkva, Boryspil, Brovary, Fastiv, Vasilkyv, Pereyaslav-Khmelnitsky.

4. Rich natural resources are suitable for various types of tourism: sport, wellness, cultural. The Dnipro, Dniester, and Pripjat rivers have a great tourist importance, which allows using Kyiv river transport. Forests of Kyiv region also have a particular recreational value. Health resorts that treat different types of diseases, such as cardiovascular, nerve and others are important for analepsy.

5. There are 3961 monuments of cultural heritage in the Kyiv region, of which: archeological - 2067, historical - 1571, monumental art - 166, architecture and urban planning - 53, landscape gardening - 15, science and technology - 89. 236 of them need restoration works. 38 objects of cultural heritage of national importance and 197 objects of cultural heritage of local importance are listed in the State Register of Immovable Monuments of Ukraine. A wealth of cultural and historical monuments determine the role of the Kyiv region as an important recreational region. There are up to 6,000 state-protected archeological, historical and art sites, 17 wildlife reserves, 35 nature preserves, 8 gardening monuments and 12 protected areas.

6. All problems of tourism development of Kyiv region are patronized by the regional state administration, within a special unit, which has been created – Department of culture, nationality and religion. This organization hold many cultural events at the region during the whole year, which attract tourists' attention not only to Kyiv, but also to most of destinations.

7. Destination promotion is unlike any other type, because it is selling a place with all the activities – not the product itself. There are many ways of promotion of Kyiv region and a big amount of steps, which should be done to attract tourists' attention. Nowadays the region still does not have any design of a destination and promotion, as well. So, all the needed measures have been proposed. Promotion of Kyiv region includes such important steps as establishing a marketing committee, who will develop a strategic marketing plan; employing marketing staff, encouraging support from leading companies and government.

8. Marketing strategy includes analysis of Kyiv region as a tourist destination, its target audience and segments. The logotype, slogan and brand image should be

created. And, as a result, propose promotional materials and ways of advertising at media/Internet.

9. In order to attract more visitors to the region, a tourist event has been proposed – folklore festival “New is Well-Forgotten Old”. It is a good combination of traditional Ukrainian folk event and modern case for young audience. Such festival can unite different generations and give them a unique chance to spend a day together. Moreover, this event will do some charity function too, spending a part of costs to the development of regional tourist sights.

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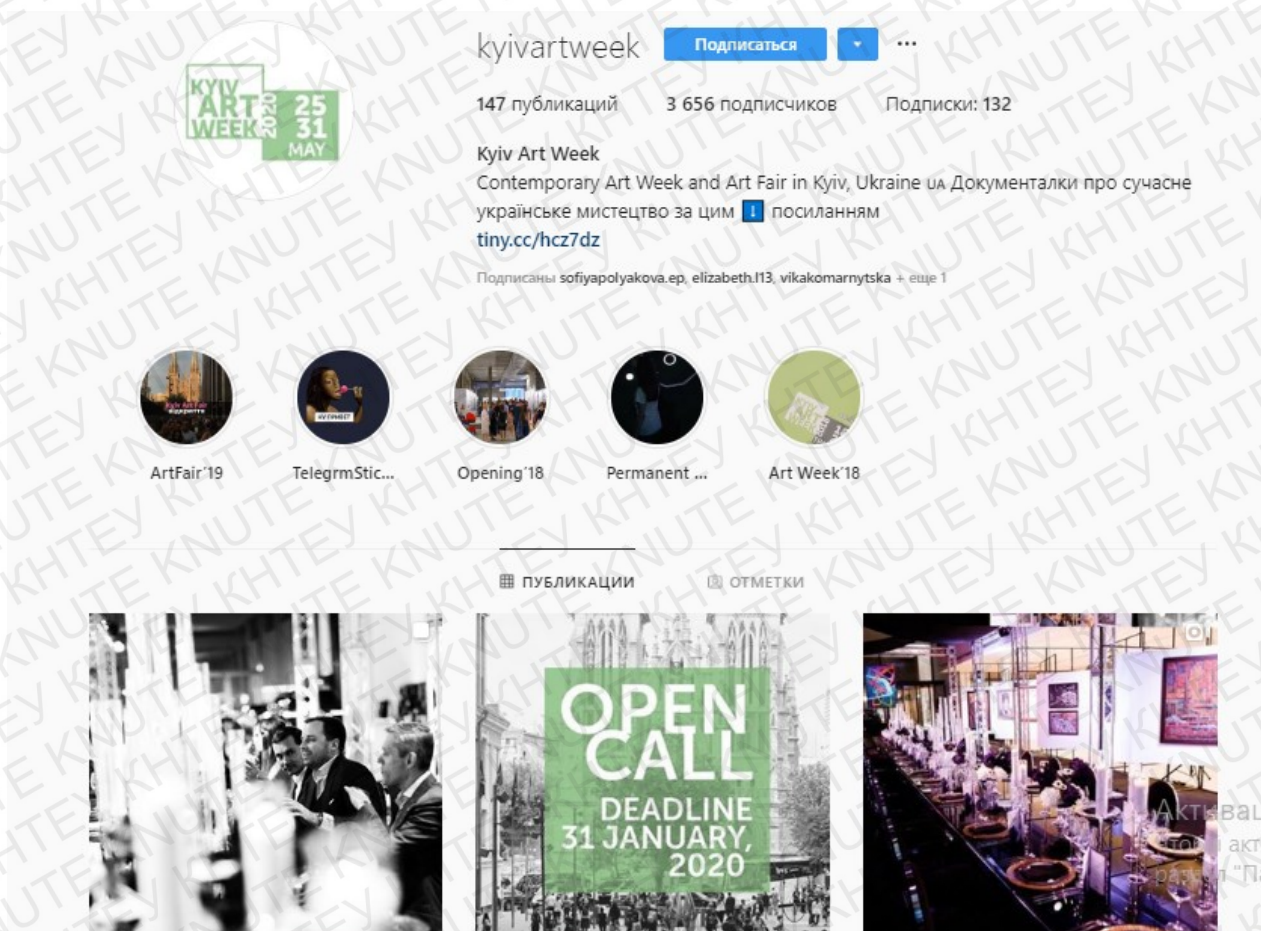


Simplified map of the major railway lines in Kiev Oblast

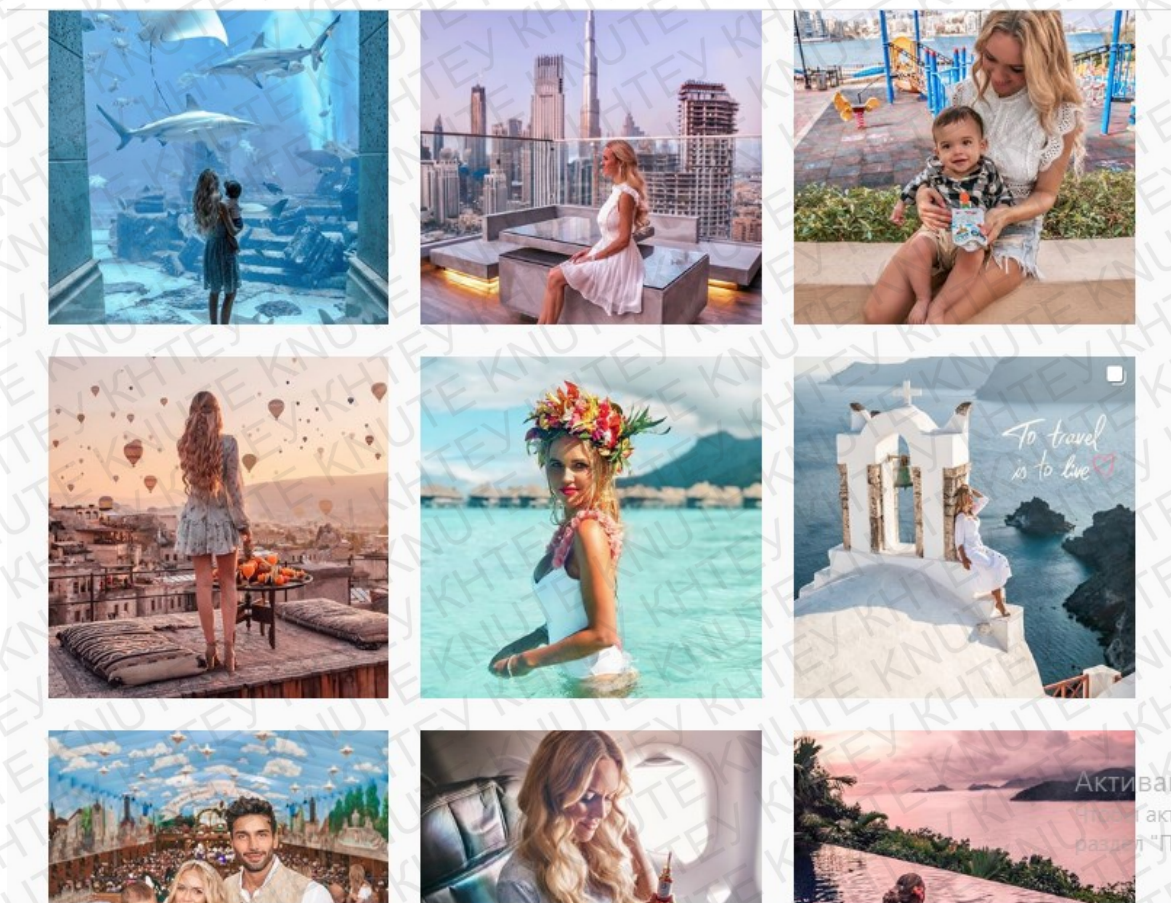


Example of a Facebook page of a tourism company

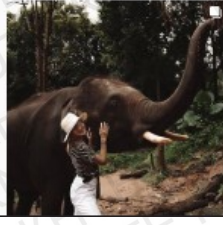
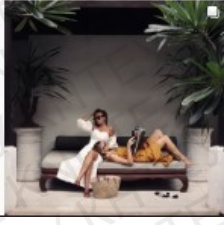
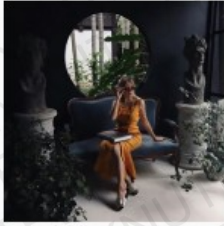
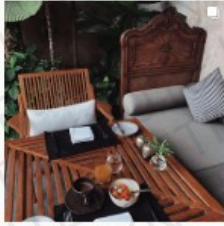
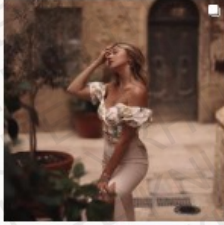
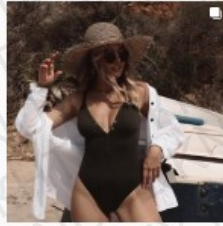
Appendix D



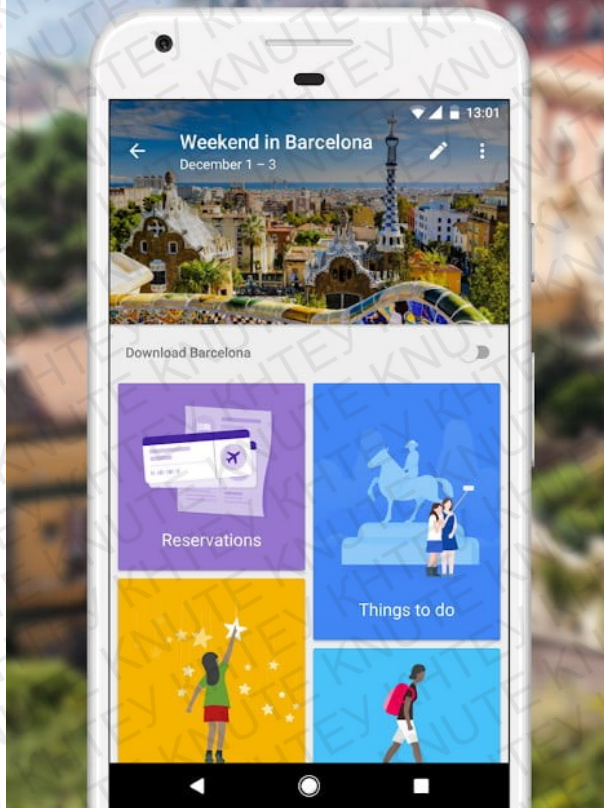
Example of an Instagram page of a company



Example of a travel blogger collaboration



Get offline
access to travel
info and maps



Find and compare
thousands of **hotel** and
car rental deals

