

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

**FINAL QUALIFYING PAPER**

on the topic:

**«KHMELNYTSKIY REGION CULTURAL TOURISM PRODUCT  
DESIGN & PROMOTION ON INTERNATIONAL MARKET»**

Student of the 2<sup>d</sup> year, group 12 am,  
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**Task**

**for a final qualifying paper**

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##### **INTRODUCTION**

##### **Part I. INVESTIGATIONS OF CULTURAL TOURISM PRODUCT AND ITS ROLE ON INTERNATIONAL MARKET**

1.1 Cultural and heritage tourism product definitions. Their role on international market

1.2. Specifics and features of cultural tourism product design & promotion

1.3. Metrics and methods of cultural tourism product design & promotion on international market

Conclusions to the part I

##### **Part II. ANALYSIS OF KHMELNYTSKIY REGION CULTURAL TOURISM PRODUCT DESIGN & PROMOTION ON THE INTERNATIONAL MARKET**

2.1. Analysis of tourism potential in the Khmelnytskiy region

2.2. Characteristics of Khmelnytskiy region cultural resources

2.3. Assessment of Khmelnytskiy region cultural tourism product design & promotion

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##### **Part III. IMPROVEMENT OF THE KHMELNYTSKIY REGION'S CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION FOR THE INTERNATIONAL MARKET**

3.1. Methods and directions of Khmelnytskiy region's cultural tourism product design and promotion

3.2. Evaluation of the effectiveness of cultural tourism product design and promotion in Khmelnytskiy region

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Conclusions to the part III

##### **CONCLUSIONS**

##### **REFERENCES**

##### **APPENDICES**



**6. Time schedule of the paper:**

No.	Stages of the final qualifying paper	Terms of the final qualifying paper	
		de jure	de facto
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2.	Preparation and approval of task for the final qualifying paper	05.11.2019 – 05.12.2019	29.11.2019
3.	Writing and pre defense of the 1 <sup>st</sup> part of the final qualifying paper	06.12.2019 – 22.05.2020	22.05.2020
4.	Writing and preparation of scientific article	till 22.05.2020	
5.	Writing and pre defense of the 2 <sup>nd</sup> part of the final qualifying paper	23.05.2020 – 15.09.2020	15.09.2020
6.	Writing and pre defense of the 3 <sup>rd</sup> part of the final qualifying paper	16.09.2020 – 01.11.2020	01.11.2020
7.	Preparation of the final qualifying paper (title, content, introduction, references, appendences), presentation of master diploma paper on the department and pre defense in the committee	02.11.2020 – 08.11.2020	08.11.2020
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10.	Defense of the final qualifying paper in the Examination Board	According to the schedule	

**7. Date of receiving the task:** 29.11.2019**8. Scientific adviser of the research**

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**10. The task received by the student**

Yulia Derykot

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

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

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

In the second part analyzed Khmelnytskiy region tourism potential, cultural resources of Khmelnytskiy region, assessed Kyiv cultural tourism product design and promotion.

In the third part developed the methods and directions to improve Khmelnytskiy region cultural tourism product design and promotion on international market, as well as evaluation of proposed measures of its improvement, forecasted cultural tourism product further designing and promotion in Khmelnytskiy region.

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 \_\_\_\_\_ Hladkyi O.V.

## **12. Resume about a final qualifying paper**

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

Head of educational and professional program \_\_\_\_\_ Tkachenko T.I.

Head of the Department \_\_\_\_\_ T.I. Tkachenko

\_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_

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## INTRODUCTION

**Actuality of research.** In the 21st century, tourism has become a popular economic development strategy adopted by developing countries. Many destinations try to manage with own identity and image to achieve bigger income and other benefits. The poor branding and promotion can lead to the loss of identity of the destination as well as the financial losses. The greatest success can be achieved by emphasizing destination authenticity. It is easier to do with destinations that have cultural heritage. Among various facets of tourism, heritage tourism has been observed as the economically and commercially most viable option. But an oversaturated tourism sector, combined with intense competition leads to degrading the value of the overall tourism product. Therefore, it is crucial to use destination uniqueness and all available modern methods of promotion to avoid all the above consequences.

Ukraine has always been famous for its uniqueness, both historically and culturally. The authenticity of our country is not yet known to the general public but is gradually gaining popularity among tourists from around the world. Globalization has led us to the fact that now even a person from the farthest corner of our planet can see how people live, who are thousands of kilometres away from it. We consider it a great opportunity to tell the world about our uniqueness and show our cultural heritage. Living in a time of total openness and unlimited information, in the heyday of technology, it would be a crime not to use them.

**The purpose of the paper** is study of theoretical and practical aspects of Khmelnytskiy region cultural tourism product design and promotion and development of recommendations for its improvement.

**The objectives of the research are:**

- describe cultural tourism as an object of scientific research;
- define specifics and features of cultural tourism product design and promotion;
- determine potential for the development of cultural and heritage tourism in the Khmelnytskiy region;
- analyse cultural tourism resources of Khmelnytskiy region;

develop and evaluate the effectiveness of the Khmelnytskiy region tourism product on the international market of cultural tourism.

**The object of study** is the process of Khmelnytskiy region cultural tourism product design and promotion on the international market.

**The subject of study** is methodological, theoretical and practical aspects of Khmelnytskiy region cultural tourism product design and promotion on the international market.

**Methods of research.** For the purpose of meeting previously mentioned objectives we have used the number of qualitative and quantitative methods. The process of the scientific research implemented for the writing of qualifying paper comprised the review of the existed literature on this topic, analysis of current state of cultural and heritage tourism in Khmelnytskiy region and its main indicators. In the process of qualifying paper writing, the next research methods were used: analysis, systematization, comparative analysis, generalization and classification. Moreover, the first theoretical part of the paper required the use of deduction, abstraction and observation. In the second part, analytical methods were actively used along with SWOT-analysis. The third part of the paper was created with the usage of methods of tourism product design and promotion and the evaluation of their effectiveness.

**Scientific innovation.** In this scientific work the new cultural and heritage tourism product of Khmelnytskiy region was developed as well as the complex of improvement measures for tourism industry was proposed.

**Practical value.** Implementation of proposed measures will lead to the significant improvement of the tourism industry of the region, popularization of the cultural and heritage tourism and enhancement of the competitiveness of Khmelnytskiy region. Besides, the realization of a developed tourism product will help to diversify the tourism offer of the region, support the economy of heritage sites.

**Paper structure.** Final qualifying paper consists of 3 parts, introduction and conclusions, references (43 titles), 4 appendices and also 5 tables and 2 figures.



## **PART I**

### **INVESTIGATIONS OF CULTURAL TOURISM PRODUCT AND ITS ROLE ON INTERNATIONAL MARKET**

#### **1.1. Cultural and heritage tourism product definitions. Their role on international market**

Nowadays, with the enormous growth of knowledge, increasing mobility and the increased accessibility of travel there is widespread curiosity about other places and a huge demand to visit and personally experience other societies. A crucial role in the tourism industry plays people's inherent desire to see and learn about the cultural identity of different parts of the world. In international tourism, cultural heritage stimulates a respect and understanding of other cultures and, as a consequence, promotes peace and understanding [1].

Cultural heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. Tourism and culture represent today a highly potential pair to improve local development, particularly in less developed countries, in conjunction with traditional activities.

Cultural tourism is motivated by tourists' interest in historical, artistic, scientific or heritage offering by a community, region, group or institution. Tourists have needs and wants to learn other culture, getting a unique tourism experience from cultural tourism and those products can be shaped to satisfy the needs and wants of consumer [9].

Before start talking about the definitions of heritage, let's make it clear. The term is also very complex and will be difficult to be fully defined. Heritage may refer to:

- History, "heritage" refers to events or processes that have a special meaning in group memory;
- National heritage site, a site having a value that has been registered by a governmental agency as being of national importance to the history of that nation;

- Historic site an official location where pieces of political, military, cultural, or social history have been preserved due to their historical importance;
- Cultural heritage, the legacy of physical artefacts and intangible attributes of a group or society: man-made heritage;
- World Heritage Site, as a certified by UNESCO;
- Food heritage;
- Heritage language;
- Industrial heritage, monuments from industrial culture;
- Natural heritage, an inheritance of fauna and flora, geology, landscape and landforms, and other natural resources in a specific geographical area;
- Inheritance of physical goods after the death of an individual; of the physical or nonphysical things inherited;
- Heredity, biological inheritance of physical characteristics [12].

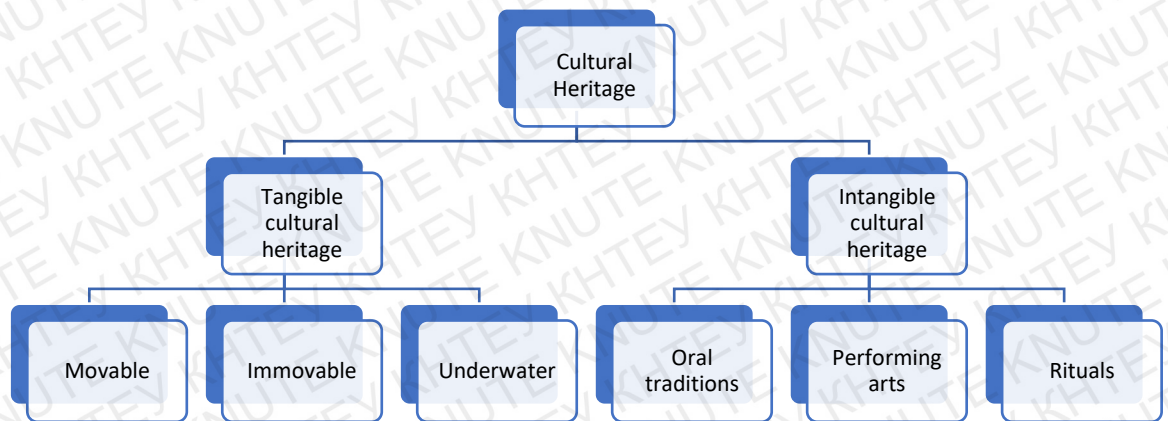
According to UNESCO, the term cultural heritage encompasses several main categories of heritage (figure 1.1):

- Tangible cultural heritage:
  - movable cultural heritage (paintings, sculptures, coins, manuscripts);
  - immovable cultural heritage (monuments, archaeological sites, and so on);
  - underwater cultural heritage (shipwrecks, underwater ruins and cities).

Tangible cultural heritage includes buildings and historic places, monuments, artefacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.

- Intangible cultural heritage: oral traditions, performing arts, rituals. Intangible cultural heritage includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts. Intangible cultural heritage is an important factor in maintaining cultural diversity in the face of

growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue, and encourages mutual respect for other ways of life.



*Figure 1.1 Cultural heritage categories [19]*

Coming back to the term “heritage and cultural tourism” there is no single agreed definition of it. In 1996, Masberg and Silverman expressed the problem in the following terms: “despite the growing interest in heritage tourism, there is a surprising lack of understanding of how visitors define a heritage site and what the activity of visiting a heritage site means to them”. As the term implies, “heritage and cultural tourism” or “cultural heritage tourism” involves visiting places that are significant to the past or present cultural identity of a particular group of people. Cultural heritage tourism provides an opportunity for people to experience their culture in depth, whether by visiting attractions, historical or culturally relevant places, or by taking part in cultural activities. Tourists who are interested in cultural heritage generally want to learn something about the beliefs and practices—and the struggles and successes—that shaped the shared identity of a people. Some of these tourists may share a degree of ancestry with the people whose history they are interested in [25].



A tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

Cultural tourism product is developed as tourism demand generator and in order to attract more tourist, cultural tourism providers always position their products uniquely by focusing on their core cultural element. The attractive elements include cultural tourism destination, cultural environment or cultural events which involve the special cultural themes and unique characteristics.

In recent years, authenticity has become a major factor in tourism. This is not expected to change any time soon. Cultural tourists apply relatively high standards for authenticity. They like aspects of culture that are supported by the local population. There is demand for both authentic and more «packaged» cultural experiences. Cultural Tourism's popularity is continuously increasing on a faster pace than most of the other tourism segments, faster than the growth rate of tourism worldwide [28].

WTO estimates that cultural tourism is growing at a rate of 15% year and that 37% of all international travel includes a cultural component [22]. So cultural and heritage tourism product plays a huge role on the international market and it is evident that every country should develop and promote their cultural heritage sites to attract new visitors.

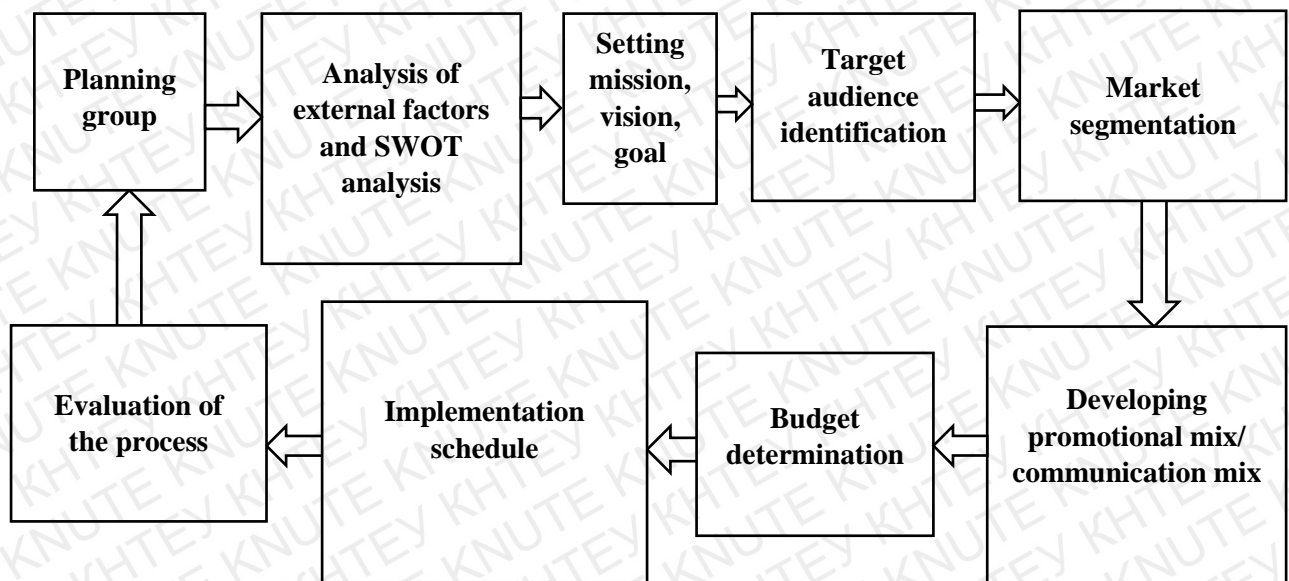
## **1.2. Specifics and features of cultural tourism product design & promotion**

If we see marketing as an approach towards consumer needs, and tourism as a sociological category whose changing trends have become a subject of research, in order to satisfy the mentioned consumer needs based on the application of the social concept of marketing, we turn to those increasingly frequent visitors who expect from

travel and stay abroad not only a pure vacation but also the satisfaction of their creative and cultural curiosity [13].

Such satisfaction may be achieved only by means of an adequate marketing strategy to place tourism value on the cultural heritage monuments as part of the overall tourism offer. In this way, we have become part of new trends in tourism – the realisation of the humanistic aspect of tourism. The process of the development and creation of a marketing strategy is divided into several stages (figure 1.2). Firstly, planning group should be created. It can be tourism related government organizations, business community related to tourism or other stakeholders (local people, media etc). The first stage of creating marketing strategy relates to an analysis of external factors, including an analysis of the environment, the competition, the market, and consumers. In the next stage, a SWOT analysis indicates the strengths, weaknesses, opportunities and threats in a market and is conducted to help bridge any strategic gap between the current and desired market position. This is followed by defining the mission, vision by setting the goals and applying suitable strategies to achieve them. Then the target audience identification should be done through primary and secondary market research. Primary research involves learning about customer buying habits through direct contact, such as: surveys, interviews, focus groups. Secondary research is a type of research that has already been compiled, gathered, organized and published by others. It includes reports and studies by government agencies, trade associations or other businesses in your industry. Next stage should be market segmentation where you aggregate prospective tourists into groups or segments with common needs. Now it's time for a promotional mix which is a set of different marketing approaches that marketers develop to optimize promotional efforts and reach a broader audience. The marketer's task is to find the right promotion mix for a particular brand. Also, the communication mix can be used. Communication mix refers to specific methods used to promote the company or its products to targeted customers. A very important next stage is defining the marketing budget which could be set monthly or yearly. A marketing budget is a guide to ensure that you are staying on target with estimated costs vs. the actual costs. After all actions that we described above, we should create

an implementation schedule where we will set deadlines for all our actions. In the end, we should monitor the results and evaluate the process.



*Figure 1.2 Proposed cultural heritage tourism marketing framework [37]*

The term destination is probably of most significance to marketing professionals and academics, and destinations exist only through the act of marketing. A "place" only becomes a "destination" through the narratives and images communicated. Image is a specific configuration of impressions that is contained in the minds of observers, a set of values by which you can recognize an object, remember it and associate it with other objects. The fact is that in recent years there are more and more brands which are related to destinations, and it is supported by the fact that from year to year the number of tourists is growing worldwide. The number of tourist arrivals has been increasing steadily and tourism trends indicate the growing importance of culture and cultural heritage as a “promotional tool” for destination branding [7].

The tourism marketing for heritage destinations in Ukraine is mainly conducted by private tour operators. Private tour operators do not spend a sufficient amount of their fund for the promotional activities of cultural heritage destinations. They do not conduct any well-planned promotional program for the cultural heritage destinations. Their marketing activities are mainly based on traditional methods of marketing such as publishing advertisements in local newspapers, distributing brochures and providing



some sales promotion. But there is no coordination and creativity in these marketing activities. Only a few of the tour operators use websites and the website contents are inadequate. Tourists from local and foreign countries will not get enough information from these websites. Most of the tour operators do not have a separate marketing department or employee in charge of marketing. They suffer from a lack of fund to invest in marketing activities [34].

Ukraine is rich in historical and architectural wealth. There are many heritage destinations in this country that can attract both domestic and foreign tourists but lack of effective promotional program has made these heritage destinations less attractive than other sites of the world.

Cultural heritage tourism marketing plays a significant role to attract tourists in such destinations. Cultural heritage tourism marketing means convince and communicate with actual and potential tourists so as they pay for a visit to the destination [15]. Cultural heritage tourism marketing is not really place marketing. There is a distinction between cultural heritage tourism marketing and place marketing. In cultural heritage tourism marketing the place or destination is not the only product rather the enriched past of the place is the main attraction. Improving service quality and visitor's satisfaction is very important in cultural heritage tourism marketing. Only advertisements and publicity in mass media and social networking sites is not enough for successful tourism marketing. The marketer should try to provide an enriched experience to the tourists. Successful cultural product development requires innovation. In considering what is possible, think laterally. How can existing cultural products be upgraded to meet market needs? How can existing conventional excursions include a cultural or historical component? What added value could be gained by explaining to tourists' new facts about the origins of what they see or do? How can traditional craft be adapted for modern uses?

Knowledge of the local culture is essential for identifying what product development is possible, and for doing so on a basis of trust and respect. Outsiders' or newcomers' understanding of the culture of an area may be very superficial so a local facilitator, who can also help you to understand the local power issues and politics, can

be very useful. Consider making links with a local museum or with artists and writers who may have a much richer appreciation of local culture. Identify what is – or could be – distinctive, marketable and of high quality in the area. This requires lateral thinking rather than just following blindly what has been done before or elsewhere. It can only be achieved through innovation, collaboration and dialogue with local people.

The key is to find the appropriate combination of:

- Authenticity – local people doing what is truly part of their culture in a way that they would normally do it themselves;
- Spontaneity – tourists able to participate and engage with local people;
- Safety – monitoring of health and safety standards, including the safety of any food provided, cleanliness of facilities, and any physical risk to guests (e.g. from fire, theft);
- Accessibility – a venue that is not too far for tourists to reach, and has to space for a group of tourists to watch or participate;
- Interpretation – explanation in a tourists' language of the product and its significance;
- Scheduling – a product that fits into itineraries, which often means just a few hours is available;
- Compliance – with legal regulations.

And when all conditions described above are met - we can talk about tools for marketing and promotion for the destination that we listed before [8].

### **1.3. Metrics and methods of cultural tourism product design & promotion on international market**

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 Mill and Morrison, the following three types of promotion help to modify the consumer's behaviour in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension. Secondly, persuasive promotions work well at intermediate buying process stages which assist with attitude, intention, and purchase. Finally, after the first visit or usage 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 behaviour by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination [4]. Promotion in tourism helps to draw the attention of the potential tourists, modify the behaviour of the existing buyers and influence them to visit a destination.

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. Destination marketing is identifying what tourists would like to see which means product and the variety methods are used to attract tourist which means promotion [2].

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.

Online promotion can help to familiarize tourists with the destination in advance. Online promotion is a part of the marketing mix, including internet advertising, internet branding, e-mail, direct marketing, sales promotion, and customer support through the internet. Internet provides information to millions of potential clients in the world with cost-effective and labour-efficient way. It is very necessary to use the available tools and innovations to make the promotional activities more attractive and informative. Promotion through internet brings several benefits and profits to the consumers and to the marketers, too. Ethical and legal issues are considered and highlighted while promoting via internet. Internet can provide information as correct and detailed as a brochure, magazine ads and TV commercials. As there is no capacity or space limit on the Web, the site can supply as much information as possible. Through the hyperlinks, for example, the company can provide all the necessary information such as best attractive place, local tradition, weather, exchange rate, prices and time schedule. Moreover, online promotion is much more flexible medium than the traditional media as it can be considered as an electronic billboard, electronic advertisement or electronic catalogue that provides information on a product or a service and at the same time contract information for interested consumers [14].

Digital marketing techniques include the use of social media, blogging, Search Engine Optimization (SEO), Pay Per Click Management (PPC), branding, content marketing, video marketing, and the creation of app.

The website is one of the key communication platforms between business and cultural tourists and it is important part of destination digital marketing strategy. A website should provide information about business and delivered services in order to increase awareness of cultural tourists. Cultural tourists are looking for accurate and detailed information from a website. If a business is related to historical cultural heritage, they are expecting comprehensive and exclusive information about the site. If this is an event-related business, cultural tourists are interested in information about the agenda, setlist, map, accessibility, previous events, and bookings. In general,

consumers want to be excited, entertained, informed, or interested in every section on a site.

Also, it is easier to measure results of online marketing campaign as following metrics exists: conversion rate, click-through-rate (CTR), pay-per-click (PPC), pageviews, website traffic, average time spent on the website, bounce rate, subscriber growth rate, social followers, email open rate, custom acquisition cost (CAC) etc.

Conversion rate is calculated by following formula [4]:

$$\frac{\text{number of conversions}}{\text{number of total ad interactions}} * 100$$

For example, if you had 50 conversions from 1,000 interactions, your conversion rate would be 5%, since  $(50 \div 1,000) * 100 = 5\%$ .

### **Conclusions to the part I**

1. Cultural heritage tourism is travelling to experience the places and activities that authentically represent the stories and people of the past and present. It is an economic development tool designed to attract visitors to an area based on the unique aspects of the locality's history, landscape and culture. This not only boosts regional and local pride but is also a good source of revenue for a community and creates jobs. Historic preservation is a tool for preserving a historic place, incubating small businesses, revitalizing downtowns, generating local jobs, and creating improvements in a community. Cultural heritage tourism is important for various reasons: it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism.

2. Promotion is critical for successful cultural heritage tourism marketing. Emphasis should be given on Internet marketing because this is a cost-effective way to attract both domestic and foreign tourists. Direct marketing tools have become successful in developed countries to promote heritage destinations so Ukraine can also use these tools.

3. Promotional activities play an important role in the development of the tourism industry. 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.

4. 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.

5. Digital marketing and online promotion can help destinations to spread awareness among the tourists about the unknown place that could become next must-see in the traveller's list. It is undeniable that the Internet has large power in destination recognition and it is required, for every place that wants to become successful and visited by many tourists, to build a potent online promotion strategy and to use all digital tools available.



## **PART II**

### **ANALYSIS OF KHMELNYTSKIY REGION CULTURAL TOURISM PRODUCT DESIGN & PROMOTION ON THE INTERNATIONAL MARKET**

#### **2.1. Analysis of tourism potential in the Khmelnytskiy region**

Khmelnytskiy region is located at the junction of two historical and geographical regions - the Right Bank and Western Ukraine. The area of the region is 20.6 thousand sq. km, 3.4% of the territory of Ukraine. The elongation of the region from north to south makes it possible to have several natural and climatic zones in the region. Khmelnytskiy region has a fairly rich natural resource potential and cultural and historical potential, which under appropriate conditions can become normal conditions for further development of the region [36].

In order to analyse tourism potential in the Khmelnytskiy region we can assess the 7 A's of region's tourism industry. Seven A's of the tourism industry are the following: awareness, attraction, accessibility, accommodation, activities, amenities, affordability [5]. The 7 A's of tourism have to be taken into account as part of any tourism destination branding strategy. Successful destinations meet all seven essential requirements namely:

1. Awareness. Awareness is a term commonly used in consumer behaviour literature. This is referred to as the brand or product that first comes to mind measured by the unaided recall. Wilson's (1981) study confirmed that the higher a product is in the consumer's mind, the higher the purchase intention and the higher the last reported purchase of the brand [3]. According to Woodside and Wilson (1985) the higher the position of a product in the consumer's mind, the higher the product preference [21].

Countries, cities and destinations, from a general perspective, face new important challenges. They seek on a daily basis their competitive advantages, thus place branding and place brand management are key to their success. Competitive territories are those who succeed in creating knowledge and facilitating learning, publicly discriminating their differences and their distinctive competencies.

2. Attraction. A tourist attraction is a place of interest that tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or created beauty, offering leisure or amusement opportunities. Places of natural beauty such as beaches, tropical island resorts, national parks, mountains, deserts and forests, are examples of traditional tourist attractions which people may visit. Cultural tourist attractions can include historical places, monuments, ancient temples, zoos, aquaria, museums and art galleries, botanical gardens, buildings and structures (such as forts, castles, libraries, former prisons, skyscrapers, bridges), theme parks and carnivals, living history museums, public art (sculptures, statues, murals), signs, ethnic enclave communities, historic trains and cultural events.

3. Accessibility. Transport is needed to physically move tourists from their home to the tourist destination. Globally, air transport dominates the movement of international visitors. In Ukraine roads and private motor vehicles serve as significant forms of access. Good roads and well-developed bus service are necessary for those tourists who are unable to travel on their own transport. Train connections also playing a significant role in tourist transportation in Ukraine and pretty developed as a way of transportation for tourists.

4. Accommodation. This seems obvious but all destinations need accommodation nearby, otherwise, tourists will have nowhere to sleep. A variety of accommodation options will positively affect the destination because people are more likely to choose a destination where they have alternatives.

5. Activities. Attractions are often supported by a range of activities. For example, a beach attraction may have such a range of activities like windsurfing, sailing, paddle boarding and surfboarding.

6. Amenities. Amenities are the services that are required to meet the needs of tourists while they are away from home. They include public toilets, signboards, grocery stores, retail shopping stores, restaurants and cafes, information centres, telecommunications and emergency services.

7. Affordability. The last but not the least is the seventh "A" which stands for affordability and is crucial for attracting tourists to the destination. Tourists should be

able to afford the trip in terms of transport costs, accommodation charges, entrance fees at attractions and the number of days, which need to be spent on travel and stay; i.e. they should be able to afford the holiday in terms of time and money.

Let's estimate the 7 A's of Khmelnytskiy region's tourism industry. In term of tourism brand awareness, Khmelnytskiy region takes a pretty good position among Ukrainian regions. When people are asked about the Khmelnytskiy region they can remember Kamyanets-Podilsky city and fortress and Medzhybizh castle in the first place. But Khmelnytskiy region has much more to propose and the main aim of the region is to make all other beautiful touristic destinations known to the general public.

Concerning attractions, on the territory of the Khmelnytskiy region in 2013, there are 256 monuments of archeology (of which 11 are of national importance), 347 monuments of architecture and urban planning (of which 232 are of national importance), 126 monuments of art are registered and under state protection. 1 of national importance), 2370 historical monuments (4 of them of national importance) and 3 monuments of science and technology of world importance. The Medzhybizh State Historical and Cultural Reserve and the Samchyky State Historical and Cultural Reserve operate on the territory of the region, the territory of which belongs to the lands of historical and cultural purpose. There are 269 territories and objects of the nature reserve fund in the region, including 8 monumental and park art [41].

In terms of accessibility, there are highways from north to south and from west to east through the regional center pass through the region. The best indicator of Khmelnytsky region in comparison with other regions is the index of development of the transport subsystem [27]. This can be explained by the location of the area at the intersection of many highways and railways.

The largest motor transport hubs of the region are Khmelnytsky, Starokostiantyniv and Shepetivka:

- all district centers of the region are covered by paved roads with the regional center;
- all district centers of the region are covered with paved roads;
- all centers of village councils are covered by paved roads with district centers;



- all rural settlements of the region are covered by paved roads with the centers of village councils;
- all settlements of the region are accessible to the intra-regional road system.

The system of roads within the region is sufficiently provided and such that it can ensure the intra-regional accessibility of all territories and settlements.

All potential centres of economic growth are connected by paved roads with district and regional centres [25].

Regarding accommodation, the number of hotels in the region in 2019 was 74, the number of collective accommodation facilities in 2019 was 31 [32], the number of specialized accommodation facilities in 2017 was 16. Sanatoriums and dispensaries in 2017 were 16 [39].

As for tourist activities, Khmelnytsky region can offer recreation on the banks of the Dniester and Zbruch rivers, including Dniester canyon in Bakota. Also, in the city of Khmelnytsky located aquapark. In the Kamyanets-Podilsky city situated Aeronautical Center Triglav which offers hot air balloon flight [29].

Concerning amenities, we decided to review the calculated indices of infrastructure development which are shown in the table 2.1. According to the table Khmelnytsky region has 21 place among Ukrainian regions for quality of connection component, which is not well for the region and for the average tourist as connection plays important role when you are away from home trying to find places where you never been before and contact your loved ones. In contrast, the Khmelnytsky region has developed medical component which occupies 6 place among all regions. It is viable for every touristic place to have good emergency services. Concerning infrastructure development index, the region has pretty low rating which is unacceptable when you are going to host not only domestic tourists but international ones.

Table 2.1

**The calculated indices of infrastructure development****Source: [26]**

<b>Infrastructure components</b>	<b>Index</b>	<b>Rating (among other regions)</b>
Transport subsystem	1.1116	1
Connection component	0.9592	21
Development of the environmental component	1.0441	20
Development of the recreational component	1.3055	5
Development of the educational component	0.9674	21
Development of the medical component	1.0114	6
Social security component	1.0053	10
Development of the cultural component	0.8832	22
Integrated infrastructure development	1.0410	19

In terms of affordability, when we are looking for accommodation prices in the Khmelnytskiy on the booking.com we see the range from 350 to 1400 UAH for the hotels which has affordable options for average Ukrainian tourist and slightly higher in price but still affordable options for the international tourist [10]. Price for hostels start from 130 UAH which is very affordable for all kind of tourists. One meal in the restaurant can cost on average 100 UAH, in a fast-food restaurant - 90 UAH on average. We can admit that these prices are reasonable. Prices for public transport in the region are on the same level as all Ukrainian regions, which is affordable for both domestic and international tourists, prices for taxi are lower comparing to Kyiv. In terms of prices for entrance fees at attractions, they are also affordable for both kinds of tourists [6].

Khmelnytskiy region has huge resources to provide tourist and excursion services. The region is characterized by low concentration of industry, favourable environmental situation and significant potential of recreational resources. A combination of landscape and historical and cultural resources on its territory creates the necessary prerequisites for intensifying tourism development. The state of affairs

in construction and infrastructure is positively affected by the increase in tourism facilities, the renewal of the hotel industry, which allows to solve employment problems in the region [42].

Important priorities for the development of tourism in Khmelnytsky region are raising its level to international standards, the formation of an effective regional tourism policy, which becomes especially relevant in terms of significant untapped potential of the tourism industry.

Khmelnytsky region has great tourism potential. In total, Khmelnytsky region has 269 territories and objects of nature reserve fund: 39 reserves, including 15 of state importance, 198 natural monuments, 4 of them of state importance, Kamyanets-Podilsky Botanical Garden, 7 protected tracts, 24 parks - monuments of landscape art, including 8 of national importance, one UNESCO monument - the Struve Arc, 3 of the four objects of which in Ukraine are located in the Khmelnytsky region (appendix B). In total, it is one of the five most attractive tourist regions in terms of the number of potential objects for tourism.

Podilsky Tovtry National Nature Park is located in the region. A natural monument is the Smotrych canyon in the valley of the Smotrych river. The famous cave is located in the village.

Promising centers of medical tourism are:

- Sataniv State Resort is located within the largest in Europe National Nature Park "Podilsky Tovtry", with its unique natural phenomenon Tovtrov ridge, combined with the picturesque valley-summer landscape of the river Zbruch. In 1970-1978, one of the largest deposits of mineral water in Europe, such as Naftusya, called Zbruchanska, was discovered and explored here. Its debit is 257 m<sup>3</sup> per day, which allows for a single treatment of about 100 thousand people;

- Resort of local significance "Makiv" with mineral waters such as "Myrhorod", with approved reserves of 60 cubic meters per day and "Oil-like", with approved reserves of 43 cubic meters per day, the actual use of 2 cubic meters per day;

- Sanatorium-type institution with mineral water "Zbruchanska", operating in Volochysk.



It is worth mentioning one of the main sight - Podilski Tovtry National Nature Park. The territory of the National Nature Park "Podilsky Tovtry" is protected by 129 objects of nature reserve fund, among which there are parks and estates of various degrees of preservation and cultural and historical value, grows 2977 species, forms and varieties of plants from different climatic zones, in including 521 species of trees and shrubs, from tree-shrub and herbaceous flora - 395 species of fruit plants, 620 species of tropical, 111 species of useful herbaceous plants of local and wild flora, 19 archaeological sites, more than 302 historical and architectural attractions (in Kamianets-Podilskyi there are more than 200 objects, in Kamyanets-Podilskyi district - more than 63 objects, in Chemerovetskyi - more than 27 objects, in Satanivskyi region - more than 12 objects).

Kamyanets National Historical and Architectural Reserve included in the nomination "Seven Wonders of Ukraine".

Kamianets-Podilskyi is a city that has preserved the spirit of the Middle Ages. The old town functions as a unique town-planning complex with an area of 121 hectares, separated from the rest of the city by a deep canyon of the Smotrych River.

The city has a well-developed tourism industry.

Medzhybizh State Historical and Cultural Reserve has the fortress that is the pearl of Medzhybizh, its most significant monument. The history of the building reaches the depths of centuries, it occupied a prominent place among the medieval fortresses of the world.

Samchyky State Historical and Cultural Reserve situated in the small unnoticed village in the heart of the Khmelnytsky region. In the center of Samchyky tourists can find The Palace and Park Ensemble "Samchyky Estate" that is one of the most brilliant works of architecture and garden and park art of the period of mature classicism in Ukraine. Among the estate ensembles of Ukraine, Samchyky is interesting in that the buildings here have been preserved as they were at the end of the XVIII - beginning of the XIX century.

Visiting Starokostiantyniv, tourists have a great opportunity to visit the historical and cultural center-museum "Staryi Konstantyniv", which operates on the territory of

the glorious castle of the Ostroh princes. Today, this institution is considered the most popular tourist attraction in Starokostiantyniv, as the number of its visitors grows every year. From the beginning of its existence, the castle was used in accordance with prehistoric realities, and the history of its use as a museum institution dates back to the 20s of XX century. Before the Second World War, the museum had exhibits: natural, Cossack, Ostroh family. Before the occupation, the museum ceased its activities. Immediately after the liberation of the city, in 1944, the museum began to operate again. The main tasks of the center-museum: conducting research, exhibition, excursion, information and cultural-educational work to promote cultural heritage and spiritual enrichment of citizens. Every year there are: the opening of tourist seasons, historical quests for children, presentations of historical costumes, exhibitions, fairs of masters of decorative and applied arts, exhibitions of local artists, art open airs, presentations of poetry collections. The museum cooperates with the NGO "Plast".

The castle in Starokostiantyniv (1516 - 1571) was founded by Prince K. Ostrozky to protect the region from Tatar invasions. Withstood the greatest invasion of the enemy (1618), when the surrounding villages were completely destroyed. The complex includes a palace with a defensive tower and a remnant church, a bell tower, an entrance gate. Under the palace are basements with wells-chambers leading to the river. There were warehouses for storing weapons. The church was at the same time a fortification. The monument has preserved the characteristics of the residence of the feudal lord of the sixteenth century in Podillya.

Interesting historical sites are in Sutkivtsi, Antoniny, Gubyn, Izyaslav, Hrytsiv, Zinkov, Starokostiantyniv, Pylyava, Zhvanchyk.

The region has on its territory a number of sanatoriums and health resorts that use the mineral waters of Khmelnytsky region.

on, but which have not yet become visible on a national and international scale.

However, serious problems here are the neglect and destruction of a significant number of potentially historically and architecturally attractive objects, lack of access to them, information and transport infrastructure.

There are also conditions for rural tourism in the region. Today there are 64 agro-villages in Khmelnytsky region. The largest number of them is in Kamyanets-Podilsky, Novoushitsky and Shepetivsky districts. One-time farmsteads of the region can accommodate 747 people.

The potential for the development of segmental tourism in the region is very significant. The presence of a large number of mineral springs, basic sanatoriums, which constantly accommodates a large number of vacationers, as well as the presence of clusters of vacationers in the resorts of Vinnytsia (Khmilnyk), Ternopil (Konopivka, Husiatyn), Lviv (Truskavets, Morshyn) allows them to engage in historical and architectural tourism on objects of area.

The landscapes and nature of Transnistria and Tovtr are promising for leisure tourism. Historical and architectural monuments of the Middle Ages can be included in the network of international tourism.

Khmelnytsky region can use the trend of popularization of rural green, cultural and ideological tourism among the population of Ukraine and Europe. The strengths of the region that contribute to this opportunity are a large number of architectural, historical and cultural heritage sites, low environmental load, the presence of large protected areas, location at the crossroads and the optimal distance from neighbouring regional centers, large reserves of mineral waters, significant the number of entrepreneurs who adapt quickly to new economic conditions. It should also be noted that not the entire territory of the region has a favorable environment for the development of such tourism.

Ukraine is overflowing with a great number of both widely known and completely unknown, but yet of great beauty, tourist attractions.

The emerging economies are contributing larger propositions of travelers and becoming increasingly popular as tourist destinations. With seven attractions being a part of UNESCO World Heritage, Ukraine possesses numerous historical, cultural sights and recreational resources, which open significant opportunities in the tourism sector [20].



Currently, tourism accounts only for 1.4% of Ukraine's GDP, which presents enormous potential for the tourism sector and the economy. In 2019, more than 14 million foreigners visited Ukraine with an average \$526 receipt per arrival.

Since 2017, Ukraine had the fastest rate of Travel&Tourism Competitiveness Index (TTCI) score growth in the Eurasia subregion, rising 10 places to rank 78th globally [17]. In particular, as the country stabilized and recovered economically, Ukraine drastically improved its business environment (124th to 103rd), safety and security (127th to 107th), international openness (78th to 55th) and overall infrastructure (79th to 73rd).

Khmelnysky region can use the chance to be spotted by foreign tourist and can use the opportunity to take a share of fame from a larger cities.

## **2.2. Characteristics of Khmelnytskiy region cultural resources**

The development of the tourism industry is based on the use of tourism resources as a basis for the formation of a tourism product. Tourist resources are everything that can be used in a particular region to organize tourism activities and attract tourists. In the Law of Ukraine "On Tourism" tourist resources - a set of natural and climatic, health, historical and cultural, cognitive and social resources of the territory [33].

Khmelnyskiy region is one of the regions of promising tourism development in Ukraine. This is evidenced by the favorable features of its geographical location, favorable climate, richness of natural resources, historical-cultural and tourist-recreational potential. The main tasks of tourism development in the Khmelnytskiy region are the formation of a tourist and recreational complex to meet the needs of the population in sanatorium treatment, recreation and tourism; formation of a market of internationally competitive recreational services based on the efficient use of available natural and cultural-historical resources and attracting the maximum number of tourists to the region, increasing the amount of funds, including foreign exchange, to local budgets, maintaining the environment and protecting recreational resources area.

Khmelnyskiy region is associated in the tourism sector of Ukraine as a center of innovative types of tourism and is one of the most potentially attractive in terms of tourism because contains a large amount of historical and cultural resources (table 2.2).

*Table 2.2*

**Types of Khmelnytskiy region historical and cultural resources [30]**

<b>Type</b>	<b>Sight</b>
Historical monuments	Museum "Staryi Konstantyniv", Khmelnytsky city history museum, Khmelnytsky regional museum
Architectural monuments	City walls and tower of Kamianets-Podilskyi, Satanivskyi castle, Izyaslav castle, Medzhybizh fortress, Starokostiantyniv castle, church-fortress in Sutkivtsi, Letychiv Castle (Dominican Monastery)
Historical and architectural monuments	Palace and park ensemble in the Maliivka, Palace and park ensemble "Samchyky"
Archeological monuments	Ancient Rus' settlement, remains of the Trojan shaft, remains of a rock monastery chronicle
Cultural heritage	Samchykivsky painting

In particular, on the territory of Khmelnytsky region there are historical and cultural monuments of national importance, the largest number of which are concentrated in the cities of Kamyanets-Podilsky and Starokostiantyniv, as well as the relevant districts and the village of Medzhibizh. It should be noted that the number of historical, cultural and architectural monuments in the region, which are included in the State Register, is 3362 units, including the National Historical and Architectural Reserve "Kamyanets", state historical and cultural reserves "Medzhybizh" and "Samchyky". There are also interesting historical, cultural and cult sites in the settlements of Sutkivtsi, Antonina, Gubyn, Izyaslav, Hrytsiv, Zinkiv, Pylyava, Zhvanets, Sataniv, Chornokozyntsi, Mynkivtsi, etc [41].

The total number of monuments of archeology, history, architecture, urban planning and monumental art in Khmelnytsky region is 2015 units. There are 387 monuments of architecture and urban planning on the state register.

To better understand the tourism potential and to provide characteristics of cultural resources in the Khmelnytskiy region we should do the SWOT analysis of cultural heritage tourism industry in the Khmelnytskiy region (table 2.3).

Table 2.3

**SWOT analysis of Khmelnytskiy region tourism potential**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- Unique history and culture;</li> <li>- Significant architectural, historical and religious tourism products;</li> <li>- Preserved national and cultural traditions;</li> <li>- Favourable climatic conditions and good ecological situation;</li> <li>- Sufficient green areas and water bodies;</li> <li>- Good geographical location;</li> <li>- Not far from the Europe;</li> <li>- Cheap labour;</li> </ul>	<ul style="list-style-type: none"> <li>- The full potential of heritage tourism marketing is not realized;</li> <li>- Inadequate political support;</li> <li>- Lack of sufficient funding;</li> <li>- Shortage of qualified personnel</li> <li>- Lack of tourism marketing skills and experts;</li> <li>- Lack of investment in tourism marketing;</li> <li>- Lack of information and academic work about the heritage tourism industry and the satisfaction of heritage tourists;</li> <li>- A small number of hotel accommodation facilities of tourist class with a modern level of comfort;</li> <li>- Absence of heritage tourism marketing plan and public relations;</li> <li>- A small number of tour operators, the insignificant role of a travel agent;</li> <li>- Insufficient amount of tourist information offered in foreign languages;</li> <li>- Underdeveloped infrastructure for people with special needs;</li> <li>- Lack of infrastructural development;</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- International recognition of the heritage sites;</li> <li>- Easy dissemination of information and access to important global communication media;</li> <li>- Unlocking the economic potential of heritage tourism;</li> <li>- Diversification of tourism product portfolio;</li> <li>- Development, production and distribution of information products on tourism, cultural, trade, etc. potential of the region, its presentation at thematic national and international events;</li> <li>- Arrangement and development of the accompanying infrastructure of the region, including for people with disabilities;</li> <li>- Increasing the government attention to planning;</li> <li>- Incentives for private investment;</li> <li>- Increasing the regional employment;</li> <li>- Avoiding the migration of young people and economic activists to other areas;</li> <li>- A local potential that can be developed into souvenir business today;</li> </ul>	<ul style="list-style-type: none"> <li>- Fierce competition in the heritage tourism industry especially with neighbouring countries;</li> <li>- Lack of synergy among stakeholders;</li> <li>- Lack of conservation effort of heritage sites;</li> <li>- Political instability in the country;</li> <li>- Imperfect legal framework;</li> <li>- Image crisis of the country;</li> <li>- Improper implementation of tourism policy;</li> <li>- Outflow of active and experienced people;</li> <li>- Lack of awareness among stakeholders about the potential of cultural heritage tourism;</li> </ul>



SWOT strategic planning model, in fact, is a method for decision-making and selecting a strategy and order in various affairs, but in scientific discussions, it is one of the decision-making models that have been designed to determine the short-term or long-term strategy and to make the important and key decisions about various problems and issues. This model can be designed for an organization or cooperation or for a certain geographical region or an issue and problem that, in fact, we have typically engaged it, and practically its main task is to determine a strategy to improve efficiency or situation. This model is composed of two matrices of internal and external factors. Internal factors are related to weaknesses (W) and strengths (S) of a set or a region or subject, and external factors are related to opportunities (O) and threats (T) of a region or system [43].

Considering field studies, the analysis of in-depth and theories of SWOT analysis for strengths, then the conclusion of this research are unique history and culture; significant architectural, historical and religious tourism products; preserved national and cultural traditions; favourable climatic conditions and good ecological situation; sufficient green areas and water bodies; good geographical location; cheap labour and the region is located not far from the Europe.

Among the weaknesses, the full potential of heritage tourism marketing is not realized; inadequate political support exists; lack of sufficient funding; shortage of qualified personnel; lack of tourism marketing skills and experts; lack of investment in tourism marketing; lack of information and academic work about the heritage tourism industry and the satisfaction of heritage tourists; a small number of hotel accommodation facilities of tourist class with a modern level of comfort; absence of heritage tourism marketing plan and public relations; a small number of tour operators, the insignificant role of a travel agent; the insufficient amount of tourist information offered in foreign languages; underdeveloped infrastructure for people with special needs; lack of infrastructural development. These weaknesses can reduce the attraction of tourism in the region.

Among the external opportunities, incentives for private investment, also international recognition of heritage sites and the emerging interest of foreign tourists in heritage tourism could become a reality, the component of increasing employment is a priority and the created opportunities for this area can be used to create more employment. After unlocking the economic potential of heritage tourism and development, production and distribution of information products on tourism, cultural, trade, etc. potential of the region, its presentation at thematic national and international events, easy dissemination of information and access to important global communication media is the major leverage in the development of cultural heritage tourism. The other component is local potential that can be developed into souvenir business. Among the internal opportunities, diversification of tourism product portfolio; arrangement and development of the accompanying infrastructure of the region, including for people with disabilities; increasing the government attention to planning; improving living standards; avoiding the migration of young people and economic activists to other areas.

Among the threats, fierce competition in the heritage tourism industry especially with neighbouring countries; lack of synergy among stakeholders; lack of conservation effort of heritage sites; political instability in the country; imperfect legal framework; image crisis of the country; improper implementation of tourism policy; outflow of active and experienced people; lack of awareness among stakeholders about the potential of cultural heritage tourism.

Overall, according to what was mentioned above we can say if cultural heritage tourism sites in Ukraine is going to reach recognition and popularity among the international tourists and the government will pay more attention to planning, incentives for private investors, retention of qualified personnel, infrastructure development and tourism sector development, then Khmelnytskiy region will have a chance to show all potential of their cultural heritage tourism and secure the place of main tourist attraction destination not only in Ukraine but internationally [40].

### 2.3. Assessment of Khmelnytskiy region cultural tourism product design & promotion

In order to assess the Khmelnytskiy region cultural tourism product design & promotion we are going to look on the overall picture of tourist visitors (table 2.4). Starting from the 2000 to 2009 we can see positive dynamic of the incoming (foreign) tourists in the region and good number of domestic tourists coming to the region. Starting from the 2010 amount of foreign tourist are descending and from the 2011 amount of the domestic tourists are descending. This may be due economic crisis and after 2013 due to Dignity revolution and war conflict on the east of the Ukraine which also led our country to the economic crisis. The reason of such reduction may also be due to ineffective tourism policy and insufficient amount of tourism products and its promotion which stops Ukrainian tourists from visiting the Khmelnytskiy region and does not give the opportunity to foreign tourists get acquainted with Khmelnytskiy region tourism product. So, analysing tourism visitors, we have come to the conclusion that Khmelnytskiy region cultural tourism product should be designed and promoted more widely and aggressively to attract the domestic tourists in the first place which will give a good financial ground for development of the tourism industry and it can lead the region to the amplification of number of international tourists.

*Table 2.4*

#### Number of tourists served by tour operators and travel agents from 2000 to 2019 year [31]

Year	Number of tourists served by tour operators and travel agents, in total	Including		
		incoming (foreign) tourists	outbound tourists	domestic tourists
2000	27750	1132	8224	18394
2001	28983	1032	9394	18557
2002	39819	999	8592	30228
2003	44280	1257	8663	34360
2004	44140	1264	9201	33675



*Continuation of table 2.4*

2005	40301	1091	10325	28885
2006	40416	839	11853	27724
2007	56793	752	15386	40655
2008	69508	2461	13385	53662
2009	61032	1270	11390	48372
2010	59806	196	12816	46794
2011	31212	-	13048	18164
2012	32437	2	15410	17025
2013	24402	24	14966	9412
2014	19027	-	12373	6654
2015	25416	-	15227	10189
2016	19885	-	14158	5727
2017	26829	30	14448	12351
2018	25738	1	13720	12017
2019	27613	4	19820	7789

Also, in this part we are going to evaluate and assess the Khmelnytskiy region cultural tourism product design & promotion. For this purpose, we going to have a closer look at the picturesque village Samchyky in the heart of the region that has beautiful Samchykivsky park-monument of landscape architecture and is famous to all Ukraine because of unique Samchykivsky painting craft which has survived to this day.

To better understand our estimation and assessment we should familiarize you with the village history. Samchyky is a village in the Starokostiantyniv district of the Khmelnytsky region. The village was founded in 1545. Until 1620 it was part of the Ostroh ordination, and then belonged to the princely families of Zaslavsky, Lubomyrsky, Sangushko.

At the beginning of the 18th century. Jan Samuel Khojetsky laid the estate-residence of Samchyky over the river Sluch.

In 1754-1843, Colonel Petro Chechel, the head of Haisyn, bought many villages in Starokostiantyniv district of Volyn, including the Samchyky estate, which belonged to Kazimir Khojetsky at the time, and in 1790-1805 created a unique palace and park ensemble with a luxurious residence.

Chechel invites the best architects, gardeners and sculptors. The author of the ensemble was the Polish architect Jakub Kubicki, and the sculptures, sculptures of lions

and high reliefs of the goddesses of the main portal were made by the Italian Jean-Baptiste Tsaghpiano.

The main facade of the palace overlooks the lake, and the park to the lawn with a fountain and a beautiful park, which occupies 16.6 hectares. The park was created by the famous landscape architect Dionysius Mikler.

There is also a stone church of Paraskeva Friday, 1772, in Samchyky

The palace and park ensemble "Samchyky Estate" is a bright example of architecture and garden and park art of the period of mature classicism in Ukraine. The palace, with a clearly symmetrical-axial composition, geometrically expressive and comfortable layout, strict architectural forms and restraint, this is what distinguishes it from others. It was designed by Polish architect Jakub Kubicki. Among the estate ensembles of Ukraine, Samchyky is interesting in that the buildings here have survived as they were at the end of the 18th - beginning of the 19th century.

Attracting attention: stucco decors of the interiors of the Round (Blue), Large (Red), Roman, Rest - ceremonial (representation) halls, where once held lavish balls and secular receptions. The pearl of the palace is the Japanese cabinet, whose monumental fresco painting reflects the orientalist trend in the art of Europe at that time. Painted on the motifs of the Edo era (until 1868) or Samurai - stylized dragons, bright yellow chrysanthemums, samurai, sakura.

The landscape park in the estate was created by a well-known gardener in Ukraine Dionysus Mikler (Dionysius McClair 1762-1853). The park has preserved a modest but very rare building in Ukraine - an open greenhouse "Garden in the Ants" for growing heat-loving and exotic plants and shrubs. The park has more than 167 species and species of trees and shrubs, including unique, relics, exotics, as well as species listed in the Red Book of Ukraine. Today, the Samchyky Estate Reserve is an object of the nature reserve fund of Ukraine, a monument of historical and cultural heritage of our people.

Despite the small size this beautiful village also has an amazing painting style. Samchykivsky painting or Samchykivka is a kind of Ukrainian decorative and applied art. Mostly plot, performed by a large toothed pattern, similar to a tapestry. By the order

of the Ministry of Culture of Ukraine of July 4, 2019 №510 Samchykivsky painting is included in the National list of elements of the intangible cultural heritage of Ukraine. This painting can be seen firsthand back in the fifties of the last century. Over time, the tradition of painting has almost disappeared. In the 1960s, Samchyk's painting began to be revived by the efforts of Ukrainian ethnographer Oleksandr Pazhymsky and his associates on the basis of traditional folk decorative and applied art.

Samchykivsky painting is a colorful decorative painting with mostly floral ornaments, which were used to decorate the walls of houses to protect themselves from troubles. Once this folk-art tradition spread from the village of Samchyky throughout Podillya and Volyn, but today only a few Samchykiv masters work in this technique, including Oleksandr Pazhymsky, Mykhailo Yuzvuk, Serhiy Kasyanov and Viktor Rakovsky.

To evaluate Samchyky cultural tourism product design & promotion I decided firstly to look if this village has a website that represent a village, an estate reserve and Samchykivskyy painting. Unfortunately, Samchyky village didn't have the website. But Samchyky museum has one which contain the history of the palace and all information related to the culture of a village [35]. A website didn't look super modern but at least it contains address, contacts, work schedule and map which facilitate the process of finding a village and palace. The main disadvantage of this website - no one post any material from the 2017 since today, despite the fact that the village is evolving and improving.

Samchyky didn't have any page in a social media, which with evolution of the Internet and social media, in a modern world is unacceptable because almost 4.57 billion people were active internet users as of July 2020, encompassing 59 percent of the global population. Mobile has now become the most important channel for internet access worldwide as mobile internet users account for 91 percent of total internet users.

The global internet penetration rate is 59 percent, with Northern Europe ranking first with a 95 percent internet penetration rate among the population. As of 2019, Asia was the region with the largest number of online users – over 2.3 billion at the latest count. Europe was ranked second with almost 728 million internet users. China, India



and the United States rank ahead all other countries in terms of internet users. China has more than 854 million internet users, and India has approximately 560 million online users [16]. With such statistics it is unwise to not use the Internet for promotional activities.

Despite the fact that we could not find in the social networks page Samchyky, we managed to find Facebook page called "Samchykivka" which dedicated to unique local painting [38]. Unlike the website, the Facebook page is active and recently made a series of posts. This is a good sign because this social media worldwide has over 2.74 billion monthly active users as of October 29, 2020. This is a 12 percent increase in Facebook year-over-year. The "Samchykivka" has more than 1000 followers and regularly post announcements about master classes and examples of work. The only downside is that the page is maintained in only one language. It is not enough if we are talking about audience expansion to the international.

It was a pleasant surprise for us to find another page of Samchykivskyy painting on the website ukrainer.net which is dedicated to ukrainian culture [18]. Ukrainer.net has 165.13 thousand visitors as of October 2020 mainly from Ukraine, but in the top 5 are such countries as Poland, Germany, India and United States. This website contains big article about painting and the interview with artists who still work with this painting style and help spread the fame of Samchykivskyy painting not only in Ukraine but worldwide.

Also, at the end of 2016, the UAMAZE art initiative learned about the existence of the Samchykivka painting and that there were only 4 masters left in Ukraine.

The team of UAMAZE sought to revive the disappearing art, so began to actively engage in its development and promotion, namely:

- created master classes and courses in Samchykivka painting in Kyiv under the guidance of one of the leading masters - Viktor Rakovsky, and later - his followers;
- began to make souvenirs;
- created a page Samchykivka on Facebook;
- in 2018 they won a state grant from the Ukrainian Cultural Foundation (UKF) and made a joint project "New Life of Samchykivka painting".

Within the framework of the project "New Life of Samchykivsky painting" 10 houses, fences, school, village council, bus stops of Samchyky village were painted.

In Kyiv, the facade of the state theater studio (at 76b Velyka Vasylkivska Street) was decorated with Samchykivka paintings.

The UAMAZE art initiative also published thematic textbooks and New Year's calendars, posters, postcards, souvenir plates, which were distributed by art institutions of our country.

Thanks to the media coverage of the project, it was possible to draw attention to the Samchykivka painting both in general and the Ministry of Culture.

The New Life of Samchykivka Painting project, worked on by UKF and UAmaze, became a finalist in the 2019 UN Global Compact Partnership for Sustainable Development in the Economic Development category, as it really changed the economic component of Samchyky village by increasing the number of tourists.

After the completion of the New Life of Samchykivka Painting project, the UAMAZE artistic initiative continued to work towards the development of Samchykivka.

UAMAZE has implemented many social projects:

- painting of a house for single people (Gruzke village, Makariv district, Kyiv region);
- painting of the children's club "Sunflower" in Podil in Kyiv;
- painting of the children's department of the capital's oncology center;
- painting of a boarding school № 11 in Kyiv for visually impaired children (together with the Bee Bee Event Agency);
- painting of the facade of the Sarsky school in Gadyach (together with UkrLandPharming);
- art-therapeutic classes for people with mental disabilities to master Samchykivka painting.

Thanks to the UAMAZE art initiative, Samchykivka painting is really being revived. According to UAMAZE, more followers of the Samchykivka painting appeared. As of February 10, 2020, more than 250 people attended master classes and

courses from UAMAZE. Students of UAMAZE courses are already actively conducting their own classes in different cities, participating in exhibitions [35].

## **Conclusions to the part II**

1. In our country, tourism is based on cultural and historical monuments, natural resources, nature reserve fund. The cultural and cognitive type of tourism aims to acquaint tourists with the modern life of the country, nature, cultural and historical heritage.

2. The tourist potential of Khmelnytsky region mainly includes the picturesque nature (Dniester, Tovtry, forests and lakes in the north of the region), mineral waters (waters of Naftusya, Myrhorod type and radon waters), historical and architectural heritage (Kamyanets-Podilsky, Medzhibizh village, Samchyky village), sanatoriums for medical treatment and rehabilitation.

3. Outstanding tourist places of the region are: Podilsky Tovtry National Nature Park, Kamyanets National Historical and Cultural Reserve, Tovtry and Samchyky State Historical and Cultural Reserves.

4. There are in total 2015 units of monuments of archeology, history, architecture, urban planning and monumental art in Khmelnytsky region. There are 387 monuments of architecture and urban planning on the state register.

5. Khmelnytsky region is one of the regions of promising tourism development in Ukraine. The cultural heritage tourism can bring the international fame to the Khmelnytsky region. Samchyky village in the Starokostiantyniv district confirms this statement because has potential to become well known place for Ukrainian and international tourists. The village contains palace, park and stone church. Also, the village has unique Samchykivsky painting that included in the National list of elements of intangible cultural heritage of Ukraine.

6. In consequence of the UAMAZE art initiative Samchykyvsky painting were considered by government and media. The UAMAZE art initiative spread the information about Samchykivka, also they helped local masters to conduct master



classes all over Ukraine, helped to create local unique souvenirs and continue work towards development of the Samchykivka.

7. The main tasks of tourism development in the Khmelnytsky region are:

- infrastructure development and tourism sector development;
- raising regions' level to international standards;
- to provide tourist information in foreign languages;
- to invest in digital methods of promotion;
- start planning tourist activities;
- to create incentives for private investors;
- to facilitate the retention of qualified personnel;
- diversification of tourism product portfolio.

### **PART III**

## **IMPROVEMENT OF THE KHMELNYTSKIY REGION'S CULTURAL TOURISM PRODUCT DESIGN AND PROMOTION FOR THE INTERNATIONAL MARKET**

### **3.1. Methods and directions of Khmelnytskiy region's cultural tourism product design and promotion**

In Ukraine, the development of tourism industry has traditionally been given insufficient attention at the national level, and the implementation of regional development through the mechanism of subventions for socio-economic development of regions did not and does not allow to get rid of asymmetry in regional development.

A similar situation occurred at the regional level. The lack of system and coordination of all tourism industry development actors in the region has led to a lack of tourism resources and the formation of undeveloped tourism infrastructure. The region needs a system of measures to help develop culture and cultural heritage tourism. Also, it is necessary to create a calendar of events for further promotion of the region and cities separately [37].

The priority activities for Starokostiantyniv are the formation of a brand and a positive image of the city. This could be reached by defining goals, vision and mission, creating a qualitative tourism strategy, marketing actions and PR activities.

To begin qualitative promotion of Starokostiantyniv city tourism product we should set goals and develop vision and mission. After that a qualitative tourism strategy should be proposed.

Our vision is that Starokostiantyniv community are a collaborative, communicative and creative consortium of cultural heritage tourism stakeholders that promote visitation, prolonged stays, and present a unified voice for Starokostiantyniv to foster quality stewardship of local cultural heritage assets, stimulate economic prosperity for local businesses, and enhance resident's quality of life.

Our mission is to enhance the economic and social prosperity of Starokostiantyniv village by promoting and delivering quality cultural heritage experiences to tourists while respecting and protecting the county's unique and diverse ecosystems, environments, history, lifestyles and cultures.

Our first goal is conducting partnership and collaboration:

- Improve collaboration and communication among all cultural heritage tourism stakeholders;
- Strengthen partnerships among all cultural, historical, and historic preservation stakeholder organizations and government agencies to foster greater public access, quality experiences, increased visitation, and stewardship.

Second goal is experience development and product enhancement:

- Encourage providers to expand existing or create new cultural heritage tourism experience (products or programs) to increase non-peak-season visitation and spending in Starokostiantyniv city;
- Develop county-wide interpretive products to share the history and culture of Starokostiantyniv peoples, industry, and place;
- Work with partners to preserve, protect and enhance historic and cultural sites through sustainable policies, stewardship programs, and increased funding.

Third goal is marketing development:

- Establish unified messaging and marketing platform to respectfully promote Starokostiantyniv cultural heritage experiences;
- Cross-market cultural heritage activities and attractions with other like venues (i.e. museums promote visitation to each other) to encourage multi-site visitation throughout the region;
- Cross-market cultural heritage activities with recreation-based experiences to encourage tourists to stay longer in Starokostiantyniv county.

Also, to help the Khmelnytskiy region develop the tourism industry, we have created a strategy for the development of the city of Starokostiantyniv (appendix C). The strategy consists of 4 sections namely:



1. Popularization of tourist and recreational potential of Starokostiantyniv and creation of modern positive tourist image;
2. Development and improvement of tourist and recreational infrastructure of the city;
3. Improving the competitiveness of tourist products of the city;
4. Development of marketing and advertising and information activities of the tourism industry in Starokostiantyniv.

The strategy has a detailed action plan with a deadline for every action. Also, we indicated the funding required in order to implement all actions. As a result, we have come to the sum of 5008000,00 UAH which is needed for our plan implementation.

The purpose of this strategy is to form a comprehensive system of measures that, based on the understanding of the current situation and the level of development of the city of Starokostiantyniv will be able to ensure the dynamics of change in the direction of forming a good tourist infrastructure in the city.

The strategy is structured in such a way that during its implementation it will affect the current formation of tourism industry development, as well as activities within the city for the period before and after 2025 year.

### **3.2. Evaluation of the effectiveness of cultural tourism product design and promotion in Khmelnytskiy region**

After defining how we want to see Starokostiantyniv village in the near future by creating vision and mission, setting goals, and creating a tourism development strategy in order to promote the Starokostiantyniv city on the international market the next step should be the creation of actual tourist products as a part of PR activities. We decided to create the 3-day tour to the Khmelnytskiy region that will include the Starokostiantyniv county. We will start tour from the capital of Ukraine – Kyiv, to satisfy the needs of domestic and international tourists.

The tour route: Kyiv - Starokostiantyniv - Samchyky – Medzhibizh – Kyiv. The program of the tour is listed in the appendix D.

To evaluate the effectiveness of cultural tourism product design and promotion in Khmelnytskiy region we should do the calculation of the proposed tour.

Considering prices for such services, we come to the following costs per person which calculated in the table 3.1.

*Table 3.1*

**Calculation of the tourism product cost**

No.	Cost item	For group (20 people)	For 1 person (UAH)
1	Bus rental, including fuel and driver's salary	15000	750
2	Accommodation (including breakfast)	16000	800
3	Entrance tickets to the museums	3000	150
4	Excursion services	4000	200
5	Participant maintenance costs	2500	125
6	Food (picnics)	4800	240
7	Boat trips on the river	800	40
8	Master class	800	40
9	The cost of production	46900	2345
10	Profit of the tour operator	7035	352
11	Price without tax	53935	2697
12	VAT	10787	539
13	Price after tax	64722	3236

In a total it would be 3236 UAH, which is approximately 95 EUR and it is low price for the international tourist and competitive price for domestic tourist.

It is essential to attract private stakeholders or sponsors to support such an idea and persuade the government agencies to put such an event in the calendar of events. After that, we can entice new tourists who will be interested in a fresh, modern tourist product.

With competent digital promotion, such simple tour can attract new visitors and increase brand awareness among the tourists in Ukraine and abroad.

The tour is suitable for tourists who want to discover new places and new facets of Ukrainian culture. The tour is suitable for guides and travel agencies that can interest their customers in a new tourist route without significant costs. Also, the tour is suitable for heads of HR-departments, who can organize an interesting corporate event at an affordable price.

The Samchyky village definitely should promote their events in the Internet. Such tools as Google Display Ads, Google Text Ads and YouTube Video Ads could be used to advertise the mentioned above events, also if we are talking about social media Facebook Ads could be the great choice. Google Analytics can help to track traffic and size of the advertising campaign. It would be wise to firstly advertise Ukrainian tourism products on the adjacent countries such as Poland, Belarus, Hungary, Slovakia, Moldova, Romania, Czech Republic.

### **3.3. Forecasting of cultural tourism product further designing & promotion in Khmelnytskiy region**

To forecast further cultural tourism product designing and promotion in Khmelnytskiy region we should consider global trends in the tourism industry. It will give us a better understanding of what to expect next and to what we should be prepared in order to quickly catch the latest trend and include it in our marketing strategy and adapt it to our tourist product.

Notable trends in the international tourism market in recent years are increasing diversification of tourism products, search for new tourist destinations, development of technological base (including in the field of information technology), reducing the average duration of trips, expanding the choice of alternative accommodation and transport, and rapid rising prices [11].

The development of the world tourist market is negatively affected by the growing level of political tension between individual countries, the increase in the number of terrorist acts, high prices, economic crisis in some countries and regions of the world.

Experts point to a trend of rapidly increasing the number of trips to neighbouring countries within continents. This is facilitated by the facilitation of visa regimes and the active work of leading tourist countries to promote the national tourist product, especially in neighbouring countries [14].



After our investigation through global tourism trends, we decided to point out some of them.

“Stay like a local” is a key trend among travellers seeking cultural authenticity as they look to have a more real local experience by sharing accommodation with locals, and include creative elements that can provide perspective with the goal of transforming travellers into more rounded human beings. It has been observed that millennials are actively interested in this type of tourism and mingle with local people to experience new cultures.

Peer-to-peer sharing site Airbnb has expanded its offering and created a space for tourists seeking an authentic local experience by enlisting a number of hosts on its website to provide tours. These hosts engage with consumers to provide a real local experience during their travels. It is an excellent opportunity for tourism players to capitalize on these travellers by partnering with local tourism players or guides who can add authentic, local elements to each trip.

Social connectivity is an emerging trend among cultural tourists as travellers show more concern towards social issues and are aware of the positive impact they can have. Tourism players are capitalizing on this segment by providing packages that are more explicitly designed towards social aspects. They are also including volunteer programs in their packages, which focus on giving back to communities as part of a more enriching cultural experience. With the growing interest of travellers in social welfare and developing local communities, it is expected that the social connectivity tourism trend will gain more mainstream popularity in the future.

Exploring local gastronomy enables travellers to hone their culinary skills and experience different aspects of their destination’s everyday life. Players in culinary tourism are attracting cultural tourists by offering a wide range of workshops and courses on gastronomy, enabling travellers to enhance their cooking interests and see a different side of a destination and its culture. It is expected that creativity in gastronomy is likely to grow in the future, due to curiosity among tourists to develop their skills, giving them a distinct link to local cuisines such as ‘how to make Foie Gras in France or pasta in Italy’, and the rising interest in gastronomic tourism more

generally. This is an opportunity for tourism players to engage with food festivals or events and design packages in a way to give both a creative and personalized experience to consumers seeking access to local and authentic culture through gastronomy.

With pilgrimage tourism undergoing continuous transformations in recent years, pilgrimages or religious tourism is considered a subset of cultural tourism. Globally, a pilgrimage or religious tourism is one of the fastest-growing segments. Tourism players in the market are connecting with the arts and cultural communities and offering holiday packages that can provide a religious-cum-cultural itinerary for the travellers. Either through specific pilgrimages such as participating in Hajj in Mecca or through tours that allow a traveller to reconnect with specific aspects of their religion, such as walking the Way of the Cross in Jerusalem. It is expected that pilgrimages and religious tourism will grow in the future as it benefits from being part of both the group and individual tourism trends; being less prone to the economic crisis as it serves a deeper purpose than traditional travel, and can attract travellers of all ages and nationalities. This is an opportunity for tourism players to ensure that the most prominent or compelling religious locations and events are supported by carefully curated packages that give a unique and long-lasting spiritual and cultural experience to their clients.

Changes in the geopolitical environment, socio-economic development, modernization of information technology have significantly affected the dynamics of international tourism, led to the transformation of the tourism industry with a focus on meeting the various individual needs of travellers. Most foreign tourists when choosing a travel route or vacation spot focus on a high level of service, reasonable value for money, as well as the possibility of a safe stay [24].

At the same time, the global tourism industry is facing relatively new challenges, the most significant of which is the growing level of competition between the leading tourism powers. Broad (including aggressive) measures of advertising influence on potential consumers of tourist services have become the norm.

The growth of the level of competition in the world tourist market is due to several factors:

- the emergence of an increasing number of countries that choose tourism and resorts as a priority area of economic development;
- fierce competition at the level of corporate strategies (including cases of rapid price reduction - dumping);
- achieving natural maxima of some forms and types of tourism offered by some countries.

Unfortunately, Ukraine loses in this competition, lagging behind the world's leading countries in the level of development of tourist infrastructure in 5-15 times. The most significant lag is observed in terms of the provision of the population with hotel services, the number of people employed in tourism per 1,000 citizens, the number of labour costs for the purchase of the right to stay in a hotel, etc. The pace and structure of development of tourism and resorts in Ukraine do not meet modern challenges.

### **Conclusions to the part III**

1. The good strategy, correctly set goals and planned actions can contribute in the effectiveness of your tourism product design and promotion.
2. Consumers are expected to be more open to exploring new cultural activities and more likely to experience new local authenticities. Rapid growth in international travel and increasing traveller sophistication is expected to fuel curiosity and the growth in cultural tourism.
3. Organization of tours and tourism events creates opportunity for people to discover new places, helps strengthen the destination brand, increase brand awareness and contributes in the word-of-mouth marketing.
4. Trends such as “stay like local”, social connectivity, cultural gastronomy, and historic culture are expected to remain highly influential within cultural tourism.
5. Destinations must embrace their tangible and intangible resources and incorporate elements in their tourism offerings. In particular, countries with rich



cultural traditions should focus on the development of cultural tourism and provide incentives for local businesses to invest in this segment.

6. It is essential that the authenticity of the destination is not dampened by increased tourism flows; this is a key challenge for locations and the industry.

7. Tourism boards, hotels, and resorts operating predominantly in rural areas must partner with local hosts to create unique cultural experiences. This will have a positive trickle-down effect on both tourism businesses and local hosts. Also, this will create a complete tourism experience, allowing the industry to benefit from word of mouth recommendations.

9. Hotels willing to target cultural tourists must develop a series of highly authentic cultural activities or partner with external providers offering such services.

## CONCLUSIONS

Completed final qualifying work is devoted to solving a scientific problem of defining and describing ways of designing and promoting the cultural heritage tourism product on the international market.

Tourism is an important sector of the economy in many countries. Income and employment effects from the economic impact of tourism are significant and policies that promote and sustain tourism development play an essential role in delivering these economic benefits. Tourism generates benefits and value in many ways across a range of activities in local and national economies.

Cultural heritage tourism is a growing field, both from a visitation perspective and in terms of research efforts.

Cultural heritage strategies in many countries can be used to promote local culture and help to spread the seasonal and geographical aspects of tourism. As tourists begin to become more sophisticated, the need to revive the past increases. First, cultural heritage tours protect the historical, cultural and natural heritage of the city and the country. Second, cultural heritage tours will educate the public and tourists about local and regional history and traditions. By researching and developing cultural heritage destinations, there will be a better expression of local, historical and cultural values which can be shared with the tourists and local residents, creating a closer and stronger community.

Ukraine is rich in historical and architectural wealth. There are many cultural heritage destinations in the country that can attract both domestic and foreign tourists but lack of effective promotional program has made these cultural heritage destinations less attractive than other sites of the world.

The use of professional marketing frameworks and systematic approach can help to design a tourism product that will work for the society and promote it further, not only to domestic but to the international market.

Invention of new relevant tourism products, smart approach to creation and promotion of destination brand are already helping thousands of tourist attractions to

thrive economically. So, we should learn to consider experience of other successful cases and to consider global trends to reiterate the success of other tourist destinations.

Knowledge of cultural heritage provides continuity and community context, which respects housing, strengthens national values, builds community pride and improves the quality of life. The cultural heritage tourism promotes a social, environmental and economic environment for the citizens of a community or region. The cultural attractions help tourism-related businesses.

Cultural heritage manifests itself not only as a spiritual value that should be protected but also as a unique resource that can and should be used for sustainable development, under the rules of the economic game and the laws of the market. As an essential tool for this seems precise to be cultural tourism.

An integration and close economic relationship are provided between culture and tourism. The revenue from cultural tourism can contribute significant funds for the maintenance and preservation of cultural heritage. If cultural heritage is able to stimulate tourism industry, and tourism it, in turn, should assist detection, protection and promotion of their own cultural and historical resources.

The main results and conclusions of the master's thesis can be formulated as follows:

1. Tourism destination analysis should be conveyed before any other step directed on tourism product design and promotion;
2. The strategy brings an element of rationality to the practice of destination management, focuses on market requirements, trends and prospects for its development. That is why strategic management implies a systematic approach to its application, while taking into account the characteristics of the destination and the complexity of its economic activities;
3. Digital promotion is essential nowadays and can save energy and money;
4. The analysis revealed weaknesses, threats, strengths and opportunities of cultural heritage tourism in the region which confirms the need to take measures to neutralize weaknesses and emphasize strengths and also seize all possible opportunities.



5. Cultural heritage tourism not only can bring tourist to the destination but it can strength the local community, earn money for restoration and conservation of cultural heritage;
6. The state of the market of tourist services and global trends confirms the possibilities of its wide development on the basis of the application of cultural tourism;
7. Development of new relevant tourism products can become a driving force in tourist involvement and brand awareness increasing.

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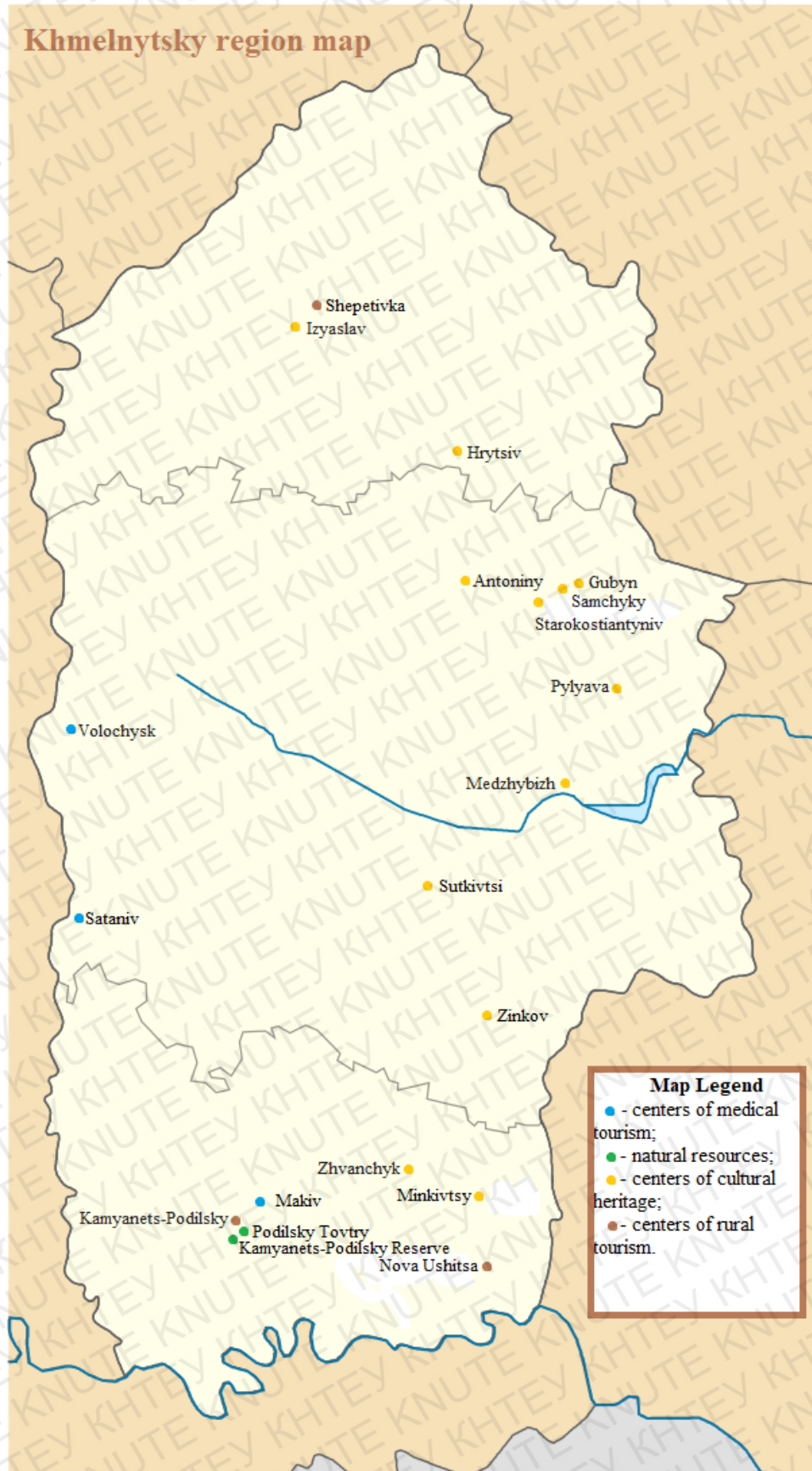


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### Khmelnytskyi region tourism resources





### Strategy of the development of Starokostiantyniv

№	The content of the event	Deadline	Funding required (UAH)
Section 1. Popularization of tourist and recreational potential of Starokostiantyniv and creation of modern positive tourist image			
1.1	Ensuring the city's participation in various tourism exhibitions, forums, conferences, seminars. Carrying out of actions in the city for the purpose of popularization of tourist branch of the city by the organization of presentations, exhibitions, "round tables", etc.	2021	22000,00
		2022	12000,00
		2023	12000,00
		2024	12000,00
		2025	12000,00
1.2	Carrying out of modern actions for the purpose of popularization of excursion tourism - quests, flash mobs, street performances (street performances), tailoring of suits, purchase of the equipment, etc.	2021	6000,00
		2022	7000,00
		2023	4000,00
		2024	3000,00
		2025	3000,00
1.3	Cooperation with sister cities on the implementation of cultural events aimed at the development of joint cultural initiatives and the development of tourism exchanges (Nova Sil (Poland), Tarokko (Portugal), Hobbies (Republic of Georgia), Oleksandrivka	2021	2000,00
		2022	2000,00
		2023	2000,00
		2024	2000,00
		2025	2000,00
Section 2. Development and improvement of tourist and recreational infrastructure of the city			
2.1	Development of tourist routes in different directions	2021 - 2025	25000,00
2.2	Identification and arrangement of places for parking of tourist vehicles near the main tourist and excursion objects (historical and cultural center-museum "Old Constantine", Defense tower, church of John the Baptist)	2021	8000,00
		2022	13000,00
		2023	9000,00
2.3	Installation of informative billboards from three directions of entrance to the city (Zhytomyr, Rivne, Khmelnytsky)	2021	90000,00
2.4	Installation of electronic touch tourist information screens at bus and train city stations	2022	25000,00
		2023	25000,00
2.5	Expanding the network of free Wi-Fi zones in historic places of the city	2021	5000,00
2.6	Training of guides with knowledge of foreign languages	2022	30000,00

## Continuation of appendix C

Section 3. Improving the competitiveness of tourist products of the city			
3.1	Promoting the development and revival of folk crafts and handicrafts by holding fairs, exhibitions, festivals, etc. Creation of a center of traditions, folk culture and art (town of masters)	2021	40000,00
		2022	40000,00
		2023	50000,00
		2024	50000,00
		2025	50000,00
3.2	Introduction and development of promising types of tourism for the city: cultural heritage, natural, religious, sports and health, etc.	2021	5000,00
		2022	5000,00
		2023	5000,00
		2024	5000,00
		2025	5000,00
3.3	Development and implementation of new tourist - attractive festivals in the city	2021	60000,00
		2022	60000,00
		2023	60000,00
		2024	60000,00
		2025	60000,00
3.4	Reconstruction and restoration of architectural objects of the historic city (Castle of the Princes of Ostroh, the complex of buildings of the Dominican Church with the Defensive Tower (museification of underground passages)	2021	350000,00
		2022	670000,00
		2023	780000,00
		2024	890000,00
		2025	1100000,00
Section 4. Development of marketing and advertising and information activities of the tourism industry in Starokostiantyniv			
4.1	Dissemination of information about the tourist potential of the city through the media, all-Ukrainian tourist publications, Internet resources, television channels, etc.	2021	20000,00
		2022	20000,00
		2023	20000,00
		2024	20000,00
		2025	20000,00
4.2	Development of a calendar of interesting events for tourists "Starokostiantyniv invites". Organization and holding of cultural events in accordance with historical and memorable dates	2021	3000,00
4.3	Carrying out of advertising tours for representatives of the tourist companies, mass media of other cities	2021	5000,00
		2022	6000,00
		2023	7000,00
		2024	8000,00
		2025	9000,00
4.4	Ordering and purchasing printing and video advertising and presentation products and souvenirs	2021	90000,00
		2022	
		2023	
		2024	120000,00
		2025	

*Continuation of appendix C*

4.5	Creation of information boards with a short historical reference (near each historical object of the city)	2021	4000,00
		2022	4000,00
		2023	4000,00
		2024	4000,00
		2025	4000,00
	In total:	2021	707000,00
		2022	869000,00
		2023	983000,00
		2024	1179000,00
		2025	1270000,00
		2021-2025	5008000,00



### Program of the tour

Arrival time	Stop duration	Departure time	Location
Day 1			
08:00	15 min	08:15	Meeting near metro station Zhytomyrska in Kyiv, departure
12:00	15 min	12:15	Arriving to the Starokostiantyniv city
12:15	1 hour	13:15	Lunch
13:30	1,5 hours	15:00	Excursion to the castle of the Ostroh princes
15:15	1 hour	16:15	Boat trip on the river Sluch
16:30	1,5 hours	18:00	Excursion to the historical and cultural center-museum "Old Starokostiantyniv"
18:15	1 hour	19:15	Picnic on the river Sluch
19:30	30 min	20:00	Check-in to the hotel «Sluch»
Day 2			
08:00	1 hour	9:00	Breakfast
9:10	30 min	09:40	Check-out from the hotel «Sluch»
09:40	20 min	10:00	Meeting in the hotel lobby, departure to the Samchyky village.
10:00	20 min	10:20	Arriving to the Samchyky village
10:30	1,5 hours	12:00	Excursion of the village
12:00	1 hour	13:00	Lunch in an ethno cafe
13:10	1,5 hours	14:40	Master class with one of the masters of Samchykivka painting
15:00	1,5 hours	16:30	Excursion of the historical and cultural reserve "Samchyky"
17:00	1 hour	18:00	Picnic on the river Sluch
18:20	1,5 hours	19:50	Departure to the Medzhibizh
19:50	10 min	20:00	Arriving to the Medzhibizh village
20:00	30 min	20:30	Check-in to the hotel «Medzhibozh Castle»
Day 3			
08:00	1 hour	09:00	Breakfast
09:00	30 min	09:30	Check-out from the hotel
10:00	1,5 hours	11:30	Excursion to the Medzhibizh Castle
12:00	1 hour	13:00	Lunch
13:30	1 hour	14:30	Excursion to the Holodomor Museum
15:00	1 hour	16:00	Excursion to the ruins of the Trinity Church
16:30	1 hour	17:30	Excursion to the ancient Jewish cemetery
17:30	4,5 hours	22:00	Departure to the Kyiv
22:00	10 min	22:10	Arriving to the Kyiv, finish of the tour