

Kyiv National University of Trade and Economics

Department of Tourism and Recreation

FINAL QUALIFYING PAPER

on the topic:

**“MANAGEMENT OF CONSUMER BEHAVIOUR OF VISITORS
TO ZHYTOMYR REGION AS THE TOURIST DESTINATION”**

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**Task
for a final qualifying paper**

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Introduction

PART 1. CONCEPT MODEL OF CONSUMER BEHAVIOUR IN TOURISM

1.1. The essence of consumer behavior and its stages

1.2. Methodological basis of managing consumer behavior

Conclusions to Part 1

PART 2. ANALYSIS OF CONSUMER BEHAVIOR WHEN VISITING ZHYTOMYR REGION

2.1. Resource potential of Zhytomyr region tourism destination

2.2. Tourist flows and infrastructure of Zhytomyr region tourism destination

2.3. Consumer behavior of visitors to Zhytomyr region tourism destination

Conclusions to Part 2

PART 3. THE MODEL OF CONSUMER BEHAVIOR MANAGEMENT IN ZHYTOMYR REGION

3.1. Branding as a tool for managing consumer behavior in Zhytomyr region

3.2. The brand development program of Zhytomyr region tourism destination

3.3. Cost-effectiveness of consumer behavior management measures in Zhytomyr region

Conclusions to Part 3

Conclusions

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6. Time schedule of the paper:

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		de jure	de facto
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7. Date of receiving the task «_____» _____ 20__.

8. Scientific adviser of the research

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9. Guarantor of the educational program

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(last name and initials, signature)

10. The task received by the student

Lypovetska A.S.

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11. Response of scientific adviser of final qualifying paper

The thesis is focused on the problem of consumer behaviour management in tourism destination.

The main purpose of this scientific work is to study of the theoretical and methodological principles of consumer behaviour management in Zhytomyr region as a travel destination and practical recommendations for its optimizing.

The submitted thesis consists of Introduction, four other parts, and Conclusion. The inner parts are focused on general principles of consumer behaviour.

The first part gives a concept of the consumer behaviour management looked through the big quantity of literature where consumer behaviour was the main theme of research. In the second part of this paper the author also analyses the tourism potential and level of consumer behaviour management of Zhytomyr region as the tourist destination, which is our main object of the scientific research. The brand development program and action plan to manage a consumer behaviour of Zhytomyr region destination`s visitors is the core part of this work.

The submitted thesis is written in English and thesis fulfil all general formal requirements.

I appreciate that the author successfully integrated tools and knowledge from several areas connected to behaviour management processing and I recommend the submitted thesis for the defence.

Scientific adviser of final qualifying paper

(signature, date)

Pre-protection check mark

(last name and initials, signature, date)

12. Conclusion on the final qualifying paper

Student`s final qualifying paper

(last name and initials)

may be admitted to the examination board.

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Head of the Department

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« ____ » _____ 2020.

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INTRODUCTION

In the final qualifying paper we will study the consumer behavior of Zhytomyr destination`s visitors, analyze the resource potential, tourist flows and existing consumer behavior in the destination and form a model of consumer behavior management, using branding as a tool. Besides, we set a goal to create a brand development program and analyze cost-effectiveness of measures of consumer behavior management in Zhytomyr region.

Actuality of theme. Nowadays, in highly competitive market for travel services, consumer behavior management has become one of the most important aspects for every business entity. All tourist organizations and destinations have the urgent need to compete for each potential consumer and develop ways to attract visitors to their destinations. Today in the activities of tourism enterprises there is a tendency to create formally a system of consumer behavior management without defining specific tools, methods, strategies, perspective business opportunities, ways to implement planned activities, levers of influence and control. In this regard, there is a need to form an effective strategic program for the formation of the system of consumer behavior management, which would be adapted to the practical activities of tourism entities. To do this, it is necessary to study a specific tourist destination, which in our case is Zhytomyr region, analyze the condition of tourist resource potential, consumer behavior of visitors to the region and, based on the data, identify a long-term action plan to turn weaknesses into strong and effective actions.

The purpose of the final qualifying paper. The main purpose of this final qualifying paper is a study of the theoretical and methodological principles of consumer behavior management in Zhytomyr region as a travel destination and practical recommendations for its optimizing. We will discuss consumer behavior of Zhytomyr region`s visitors, its main functions and results of influencing on the tourist destination development. Besides, the final qualifying paper will consider models and methods how to manage consumer behavior of Zhytomyr destination`s visitors.

Objectives of the research. To achieve purpose of the final qualifying paper we need to solve the following main tasks:

- to consider the comparative characteristic of definitions of consumer behavior;
- to identify the main models of consumer behavior and justify their practice appropriateness in real market conditions;
- to analyze the actual tourist potential available for development tourism industry in Zhytomyr region;
- to explore the indicators of tourist flows and analyze the condition of infrastructure of Zhytomyr region tourist destination;
- to conduct a study of consumer behavior of Zhytomyr destination`s visitors and evaluate existing methods of managing it;
- to consider branding as a tool for managing consumer behavior on the example of Zhytomyr destination`s visitors;
- to develop a brand development program of Zhytomyr region and justify its feasibility;
- to assess the cost-effectiveness of the introduction of measures to manage consumer behavior in Zhytomyr region.

The object of the study is a process formation of the modern and efficient concept of the consumer behavior management for the tourism destination.

The subject of the study is a methodological, theoretical and practical base of formation of the consumer behavior management for Zhytomyr region tourism destination.

The level of research. In consequence of the works of many scientists, a theoretical basis for the analysis of consumer behavior and the process of its formation has been created. The methodological basis is the theoretical provisions and developments of domestic and foreign scientists in the field of consumer behavior management, general scientific principles of comprehensive research. In the final qualifying paper were used works of Icek Ajzen, John Swarbrooke and Susan Horner, Abraham Pisam and Yoel Mansfeld, Robert Woodrow Mackintosh, Victor T. C. Middleton, Alain Decrop, Jost Krippendorf, Anthony James Will, Joan

Connell, Stephen Page, Colin Michael Hall, Edward Inskip, Martin Moufort, David J. Telfer, Richard Sharpley.

The scientific novelty of the research of the final qualifying paper is as follows:

- theoretical and applied provisions for the formation of consumer behavior of tourist destination`s visitors, as one of the most important factors for successful activities in the market of tourist services are generalized;
- the assessment and systematization of the factors determining prospects of consumer behavior management of tourist destination`s visitors is carried out;
- the resource potential of the tourist destination is analyzed and the factors influencing the formation of the model of effective consumer behavior management are determined;
- the system of recommendations on increase of efficiency and competitiveness of consumer behavior management of Zhytomyr destination`s visitors in modern conditions of fierce competition in the market of tourist services is substantiated;
- the program of brand development of Zhytomyr region as a tourist destination is offered and cost-effectiveness of measures of consumer behavior management is formed.

The practical significance of the results. Scientific and methodological provisions and practical recommendations developed in the final qualifying paper are the basis for organizing the work of the tourism department and tourism organizations of the region to ensure increasing efficiency of consumer behavior management, to eliminate existing problems in its creation and implementation, as well as to improve the current model of consumer behavior management of Zhytomyr region tourist destination`s visitors. The results of the final qualifying paper were presented at a student conference (Appendix A).

Work structure. The final qualifying paper is presented on 53 pages of computer text, consists of an introduction, three sections, conclusions, 54 references and 5 appendixes, contains 12 tables, 9 figures.

PART 1

CONCEPT MODEL OF CONSUMER BEHAVIOUR IN TOURISM

1.1. The essence of consumer behavior and its stages

Consumption of a tourist product is a process that includes a number of separate processes: the choice of a tourist product, purchase, using. In modern tourism there is an overload from the supply of tourist products, the main social task is not the production and supply, but their sale. The scientific and technological revolution has caused a new sharp impetus to the development of society, in Western countries the era of mass highly organized safe tourism to both European and exotic countries has begun. As a result, the offer of tourist products increased more than the population could consume. Under these conditions, gradually in one country or another, the problem of promotion and sale of tourist products becomes central. This leads to the fact that travel companies begin to compete for each tourist, convincing him through advertising to buy a travel product of this company.

We took into account that many scientists have studied consumer behavior and suggested their own definitions to interpreting the term “Consumer behavior” (table 1.1).

Table 1.1

The definition of “Consumer behavior” by different authors

Author	Definition
James F. Engel, Roger D. Blackwell, Paul W. Miniard Consumer behavior, 2001	Consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption
David L. Loudon, Albert J. Della Bitta Consumer Behavior: Concepts and Applications, volume 1. 1993	Consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services
Kotler, P. and Keller, K. (2006) Marketing Management. 12th Edition	Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants

Source: create by the author according to the data [1, 2]

Consumer behavior is a process of forming consumer demand for various goods and services, which determines the development of their production and consumption in the market [3]. According to this definition, we can prove that production is based on consumption, and that is why the travel service provider must pay special attention to consumer needs, study demand to expand the range of regular customers and take a strong competitive position in the tourism market [4].

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions [5].

Consumer behavior when buying a travel product is difficult to study, because the decision to buy has an emotional significance and involves the consumer in a wide range of problems and issues [6]. Consumers are influenced in their decision-making processes by many internal and external motivational determinants. Buying a travel product requires a smarter approach and meticulous choice, especially if the purchase of a tour costs a high proportion of income [7].

Consumer research, identification of the main motives for purchasing and analysis of consumer behavior while buying a travel product equips managers and specialists of a travel agency with a powerful arsenal, without which successful operations are impossible in today's tourism market [8].

The study of consumer behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. Based on this, scientists identify five main approaches to the definition of "Consumer Behavior", such as cognitive, behaviorist, psychodynamic, economic man and humanistic, which we presented in the table 1.2.

Table 1.2

Modern approaches to the definition of “Consumer Behavior”

Cognitive	Environment and social experiences provide individuals with abundant information to be processed, and the outcome of information processing results in individuals behaving in certain ways as consumers. According to the approach although the forecasted economic downturn has not happened yet, nevertheless consumers may reduce levels of their spending budgets as a response to the stimulus.
Behaviorist	This approach is related to the influence of external events and assumes that consumers may not be fully aware of the impact of the external environment. That is, in the approach, the goal of the company's marketing strategy is to form a certain model of behavior among the target consumer segment.
Psychodynamic	This approach includes all theories of psychology, which see the functioning of man on the basis of the interaction of driving forces and forces within man, especially the unconscious, and between different personality structures. In particular, within consumer behavior, the psychodynamic approach to some extent relates to the behavioral approach, but the former approach covers greater scope compared to the latter.
Economic man	Consumer would have to be aware of all the available consumption options, be capable of correctly rating each alternative and be available to select the optimum course of action. These steps are no longer seen to be a realistic account of human decision making, as consumers rarely have adequate information, motivation or time to make such a ‘perfect’ decision and are often acted upon by less rational influences such as social relationships and values.
Humanistic	They seek to explore concepts introspective to the individual consumer rather than describe generic processes. This approach is seeking to understand and address the gap between consumer’s stated purchase intentions and their actual final purchase behavior by understanding the volitional stages to decision making.

Source: create by the author according to the data [9]

Consumer behavior analysis has emerged as an important tool to understand customers. By looking into consumer psychology and the forces behind customer buying behavior, travel companies can create new tourism products, marketing campaigns and increase profitability [10].

From our point of view, proper understanding of consumer behavior provides travel company the following opportunities:

- to forecast their needs;
- to identify tourism products that are most in demand;
- to improve relationships with potential consumers;

- to gain the trust of consumers by understanding their needs;
- to understand what the consumer is guided by when deciding to purchase a travel product;
- to find out the sources of information used in making a purchase decision;
- to understand who and how influences the development and decision-making on the purchase of a tourism product;
- to develop an appropriate strategy for tourism marketing and specific elements of the most effective marketing mix;
- to create a feedback system with consumers of tourism products;
- to establish effective work with clients [11].

Research of consumers of tourist services, their consumer behavior is a difficult, complex process that involves assessing the services they receive, their actions and intentions related to choosing the most attractive tourist product, consumer decision-making, identifying their satisfaction or dissatisfaction with the purchase or service provided.

In classical cases, the process of consumer behavior consists of five consecutive steps, presented in *Fig. 2*.

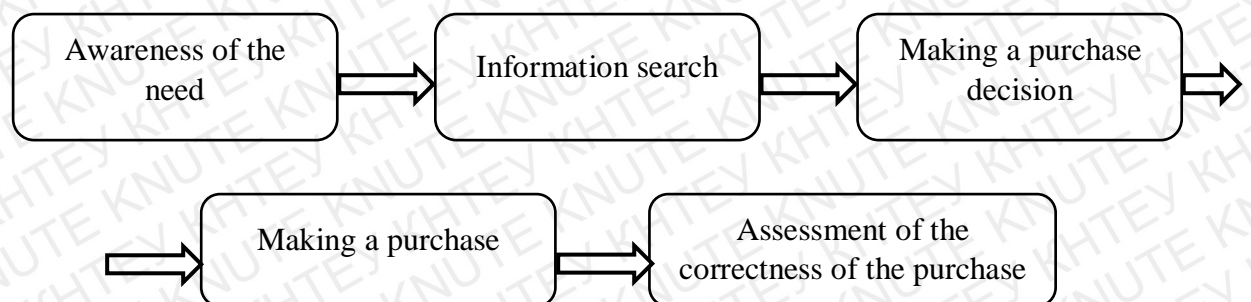


Fig. 1.2. General model of consumer behavior

Source: [12]

Marketers in the field of tourism expect that by understanding what causes the consumers to buy particular travel product, they will be able to determine – which products are needed in the marketplace, which are obsolete, and how best to present the services to the consumers [13]. The consumer's decision to purchase is the main element in the context of marketing.

In our opinion, carrying out of marketing actions at each of these stages provides satisfaction of the consumer with purchase, transformation of the primary buyer into repeated, and repeated – in constant and committed to a brand or tourist organization. Understanding the consumer behavior of tourists allows tourist organizations of the destination to conduct business effectively, promote their own tourist products on the market, win the favor of potential consumers and motivate them to use their tourist service.

1.2. Methodological basis of managing consumer behavior

The study of consumer motivation and behavior in the process of choosing and buying goods and services is carried out using modeling. Scientists divide models of consumer behavior into three groups: traditional, economic-behavioral and generalized (modern) models of consumer behavior. In *Fig. 1.3.* we see clear characteristics of each group of consumer behavior models.

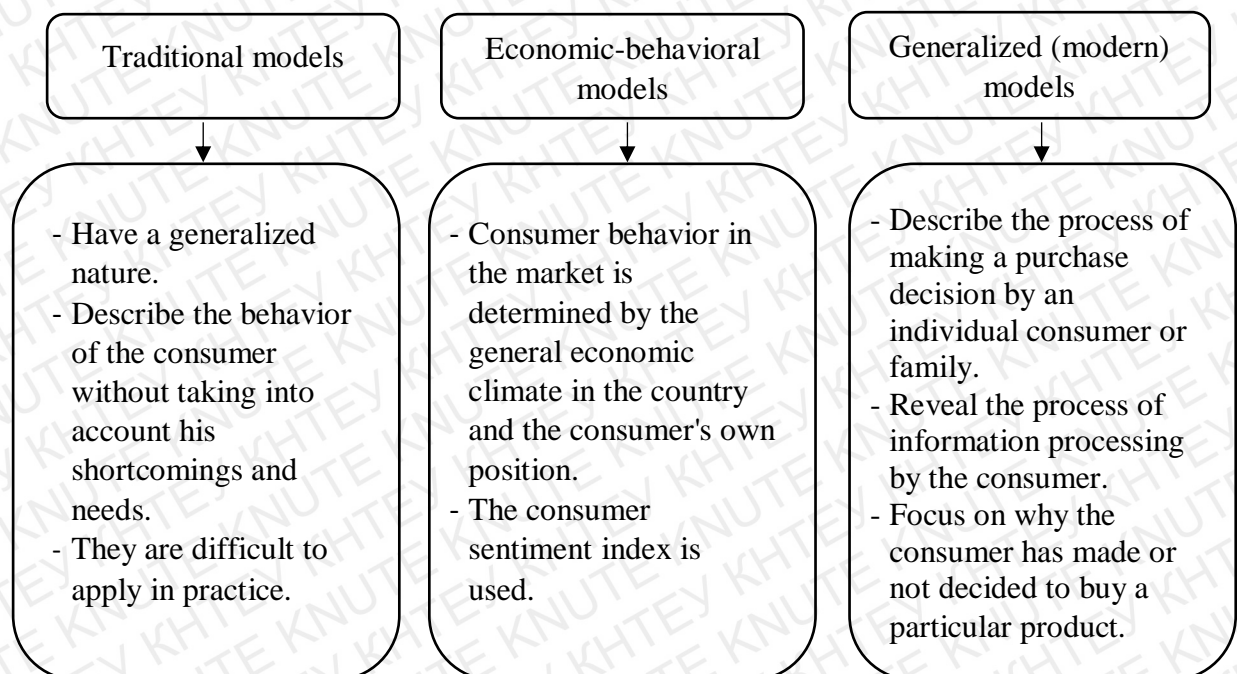


Fig. 1.3. Groups of consumer behavior models

Source: create by the author

The consumer market is a capacious and rapidly developing structure. With a large number of potential buyers, their behavior is quite difficult to model [14].

Goods and services can be accepted or rejected by the consumer to the extent that they meet his requests [15].

We highlighted different factors that influence consumer behavior of tourist destination's visitors, such as:

1. Personal factors: personal external characteristics, age, family life cycle stage, gender, education, income level, occupation, lifestyle, type and self-image.
2. Psychological factors: buying motives, perception of the product, attitudes towards the product.
3. Social factors: distribution policy, social structure of society, social status, reference groups and family.
4. Cultural factors: a specific society that forms the basic views, values and norms of behavior, religion, social class, consumption culture, fashion, aesthetic tastes.
5. Situational factors: physical surroundings at the time of purchase, social surroundings and time factor.
6. Economic factors: the size and distribution of national income, monetary income and their distribution by consumer groups, the volume and composition of the supply, the level and ratio of retail prices, the degree of provision of the population with certain consumer products, the level of trade services and more [16].

In order to influence consumer choice, market participants must take into account that the model of consumer behavior demonstrates certain stages that the consumer goes through to meet their needs, such as awareness of needs, search and analysis of consumer information, purchasing decisions and forming a reaction to consumer choice [17].

The researchers proposed several models of consumer behavior that took into account the influence of numerous external variables, as well as the buyer's personality on his decision to buy [18]. The main provisions of these models are embodied in an integrated model of consumer behavior (*Fig. 1.4.*).

In the integrated model, the "black box" is considered individual factors due to the characteristics of the buyer. This component of the model has a major impact on how a person perceives stimuli and responds to them in the process of making a

purchase decision. It is the most difficult to study and determine the relationship with other factors, such as marketing variables, social factors and situational factors [19].

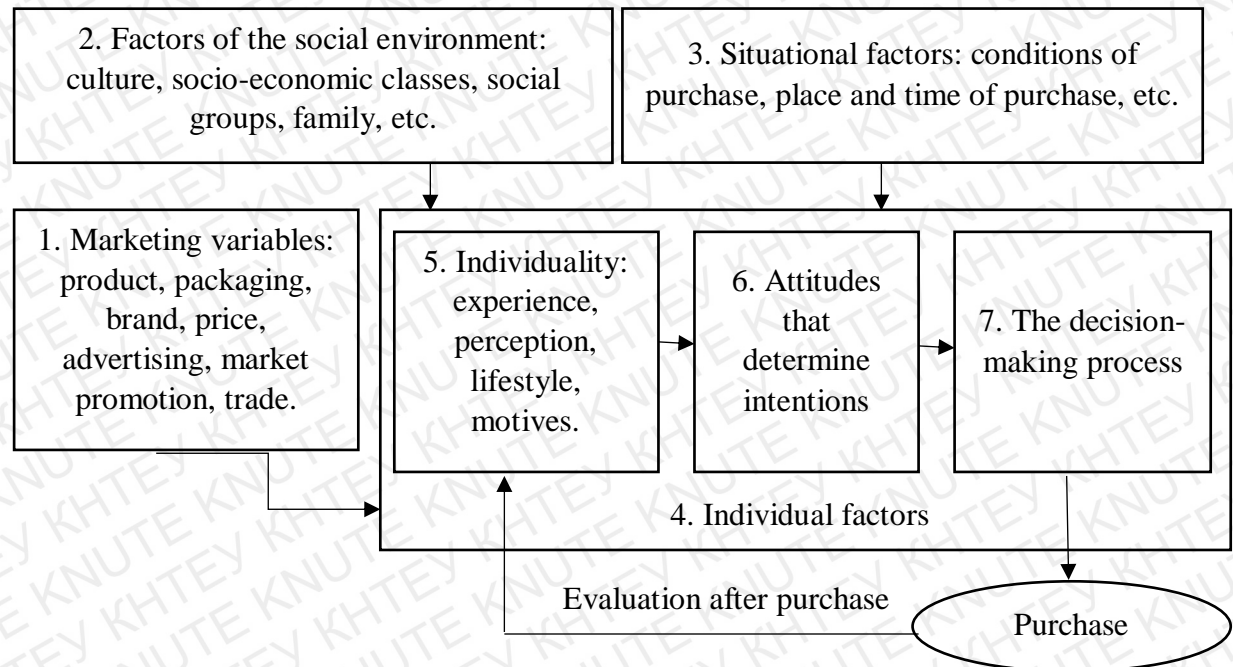


Fig. 1.4. Integrated model of consumer behavior

Source: [20]

We are convinced that to understand consumer behavior of tourist destination's visitors, it is necessary to analyze the model of interaction of marketing incentives and customer feedback. The task of marketers – to understand what happens in the minds of consumers in the period between the moment of influence of external factors and the decision to buy, how consumer characteristics affect his consumer behavior and how the consumer makes a purchase decision [21].

For a more detailed study and analysis of consumer behavior when visiting a tourist destination, we also took into account another model proposed by American scientists – a conceptual model of consumer behavior (*Fig. 1.5.*). This model of consumer behavior represents the relationship between the process of consumer decisions about the purchase and the factors that determine it and is based on three assumptions:

1. The starting point of consumer behavior is the lifestyle (organizational style) or lifestyle of the consumer.

2. The consumer has a dual essence: on the one hand, he is a member of certain social groups and therefore exposed to a number of social or external factors; on the other – the consumer is individual, so a number of internal psychological factors influences his lifestyle.
3. The desire to maintain or improve their lifestyle shapes the attitude and needs of the consumer. In a given situation, the consumer is aware of the need (need or opportunity to improve or maintain their lifestyle), thus starting the purchase decision process [22].

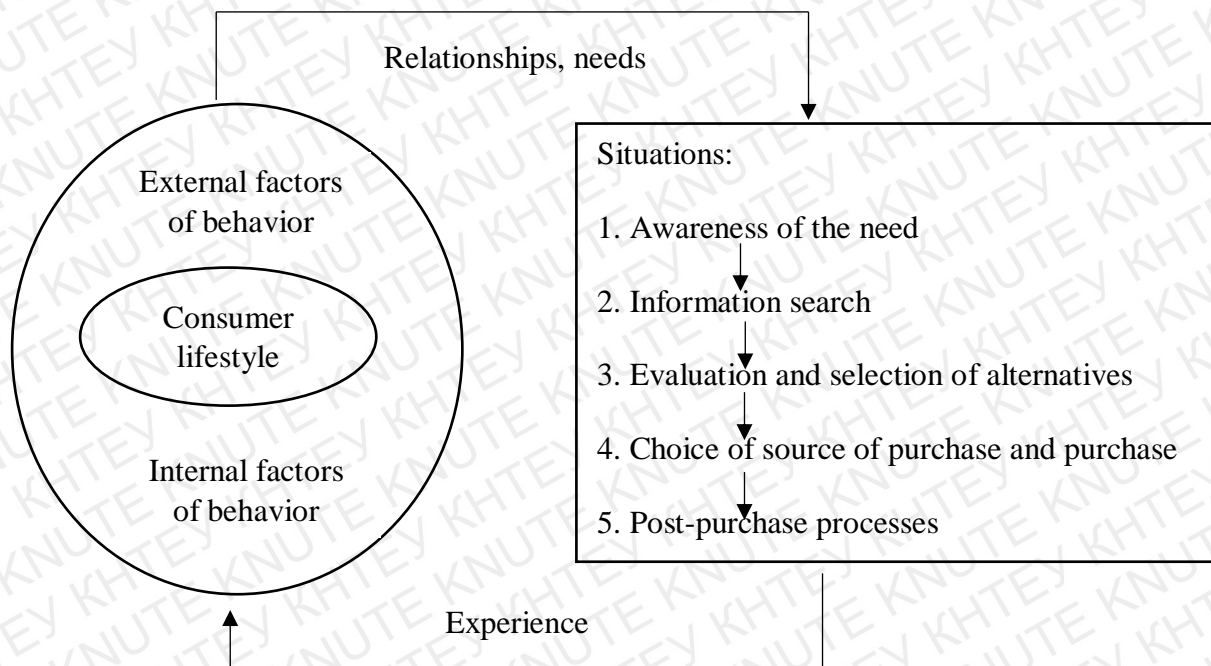


Fig. 1.5. Conceptual model of consumer behavior

Source: [20]

The consumer, by his individuality, determines the formation of tourist services in accordance with his needs. In this regard, there is a need to manage consumer behavior in the process of choosing and providing tourist services. The use of marketing tools in tourism makes it possible to cooperate with the consumer effectively, but it is necessary to take into account the specifics of providing tourist services [23]. That's why, we have developed the model for managing consumer behavior when choosing travel services, presented in Fig. 1.6.

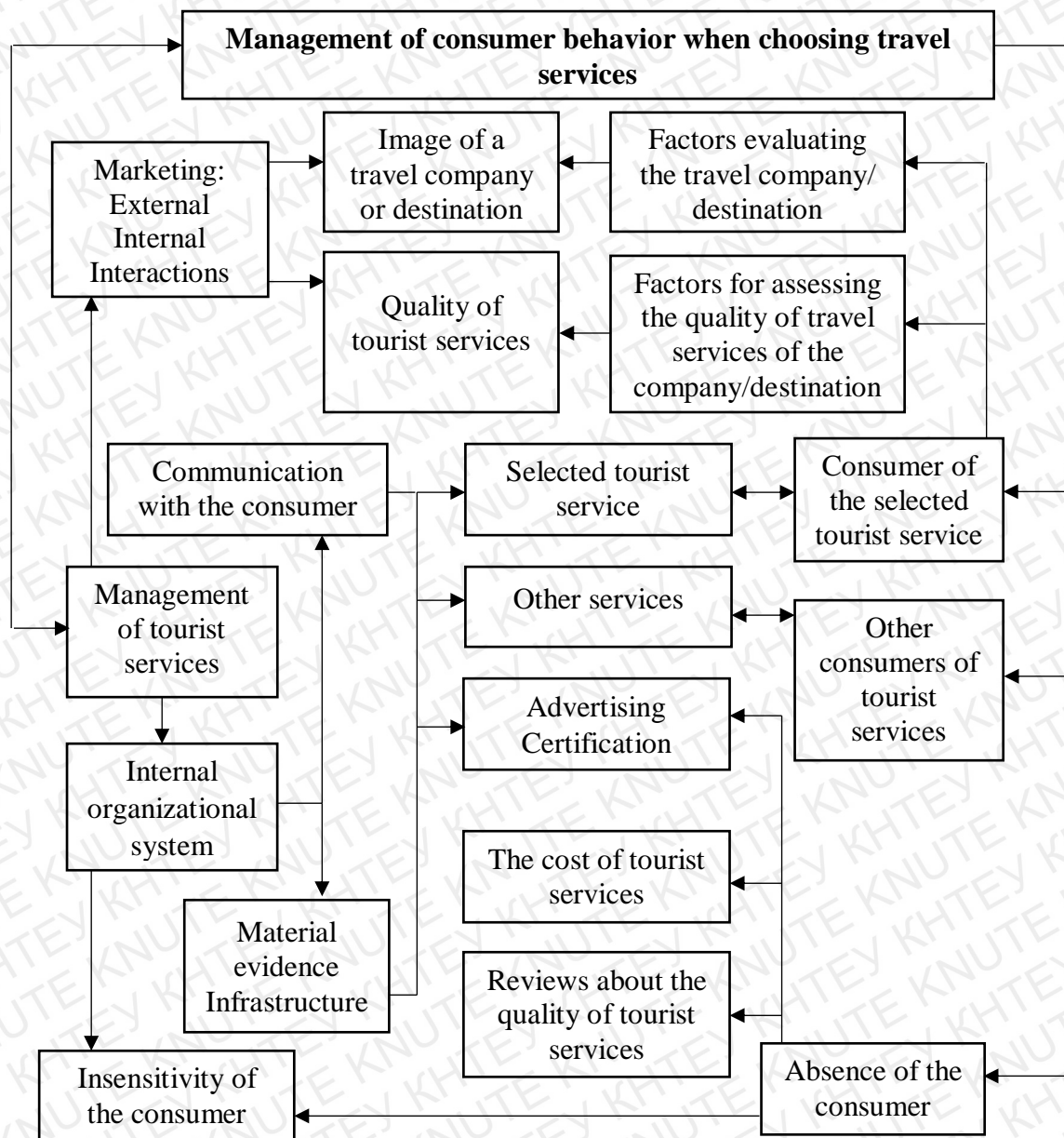


Fig. 1.6. Structural and logical model of consumer behavior management in the choice of tourist services

Source: create by the author according to the data [24]

To succeed in the process of selling a tourist product, it is important to interest the potential consumer in exclusivity and uniqueness or, conversely, the wide popularity of the proposed tourist product. The field of tourism services requires both external marketing, internal and marketing of interaction. External marketing determines the work of tourism enterprises in the preparation, distribution and supply of tourism services to consumers and determine their price. Internal marketing is aimed at training and motivating employees of tourism organizations,

aimed at improving the quality of tourism services. Interaction marketing determines the ability of staff to work with the consumer, who evaluates the quality of the service provided not only by the perfection of its implementation, but also by functional quality [25]. The result of work in the field of tourism services and the consumer's propensity to make the appropriate decision depend on many variables. The developed structural and logical model of consumer behavior management in the choice of tourist services allows tourist organizations of the destination to interact with the consumer based on the use of marketing and to organize effective management of consumer behavior – potential customers.

We found that in order to promote and gain a leading position in the domestic and international markets of tourist services, a tourist destination must form its own image, improve the quality of tourist services in accordance with consumer demand and attract them with its competitiveness among other destinations.

Conclusions to part 1

The modern consumer is changing and evolving, perhaps faster than ever before and his requirements are becoming more complex. This direction leads to a new development of the offer of services in tourism.

We can sum up that the study of consumer behavior, its clear understanding and ability to manage it are important tools for successful providing a business activity in the tourism market in the conditions of great competitiveness, wide range of offers from other participants of the market and growing demands of tourists.

In our opinion, the problem of studying consumer behavior in tourism is that while many general patterns of consumer behavior have been "advanced," little empirical research has been conducted to test these tools in practice compared to actual models of behavior. Understanding patterns of consumer behavior makes it possible to determine when intervention is needed to get the desired results: to increase the tourist flows to the destination, to get strong position on the tourism market and to develop and improve the tourist product.

PART 2

ANALYSIS OF CONSUMER BEHAVIOR WHEN VISITING ZHYTOMYR REGION

2.1. Resource potential of Zhytomyr region tourism destination

Tourism is one of the main components of socio-economic development of the economy of any region and the country as a whole. It contributes to the improvement of the economic condition of the state, its social livelihood, optimal use of tourist resources, infrastructure development, as well as international cooperation, respectively, the attraction of foreign capital.

The development of the tourism industry of Ukraine is still in the process of formation, although its complex tourist potential consists of interesting and significant objects of the tourist and recreational environment of individual regions [26, 27]. Zhytomyr region is no exception, as it has a diverse resource potential for tourism development and attracting a large number of both domestic and foreign tourists (table 2.1). To analyze the diversity of tourist resources in Zhytomyr region, we applied a substantive approach to classification. According to the approach, there are three categories of tourist resources:

- 1) natural and recreational – components of the natural environment that can be used for the organization of ecological, health, sports and adventure tourism and recreation;
- 2) cultural and historical – a set of monuments of material and spiritual culture, created in the process of historical development of society in a certain area, have cognitive value and can be used for tourism activities;
- 3) Infrastructural – resources represented by the territory, population with its traditional ethnic culture (clothing, handicrafts, folk traditions, etc.) and tourist organizations, which ensures the functioning of the tourism industry as

part of the socio-geographical complex of the territory through the development of industrial and social infrastructure [28].

Table 2.1

Constituent objects of resource potential of Zhytomyr region as a tourist destination

Category of tourist resources	Type of tourist resources	Total number	Name of the most famous tourist resources
1	2	3	4
Natural and recreational resources	Parks	16	Ostrovsky Park in Korosten; Botanical Garden of the Agroecological Academy; Gagarin Park of Culture and Recreation; Verkhivnyansky; Gorodnytsky; Ivnytsky; Troshchansky; Andrushivsky; Bondaretsky; Vysokivsky; Grabchakovy forest; Kmytivsky; Korostyshiv; Turchyniv; Ushomyr; Kutuzov Park.
	Reserves	10	Geological reserve "Stone village"; Polissya Nature Reserve; Slovechansko-Ovruch ridge; Tuganivsky Forest State Reserve; Gorodnytsky Botanical Reserve; Landscape reserve "Plotnytsya"; Kazyava Zoological State Reserve; Tracts "Modryna", "Krynnychenka", "Korniev".
	Mineral springs	2	Peat healing waters in the village of Zarichany. Sapropel therapeutic mud in the village of Vilshany.
	Picturesque landscapes	More than 12	Canyon in Denishi village; Korostyshevsky quarry; Love Island in the center of Stary Solotvin.
Cultural and historical	Architectural monuments	30	Radomysl Castle; Zviahel Fortress; Tereshchenko Palace; Orzhevsky estate; Palace of Ghana and Honore de Balzac.
	Religious monuments	40	Carmelite monastery-fortress; Neo-Gothic Church of St. Clara; St. Michael's Church; Cathedral Church of St. Sophia; Seminary church; German church; Church of the Exaltation of the Cross; Trinity Monastery; Church of St. Varvara: St. Vasil's Monastery.
	Theater	3	Music and Drama Theater of Ivan Kocherga; Puppet theater; Zhytomyr Regional Philharmonic of Svyatoslav Richter.
Cultural and historical	Museums	28	Zhytomyr: Sergei Korolev Museum of Cosmonautics; Museum of Nature and Mineralogy; Local lore museum and art gallery; Literary museum. Korosten: Local history museum; The remains of Iskorosten. Museum of Local Lore in Berdychiv; Museum of precious and decorative stone in Volodarsk-Volynsky; Literary Memorial Museum of O. de Balzac

Continuation of the table 2.1

1	2	3	4
Infrastructural	Handicrafts		The famous Baranovsky porcelain; Drevlya embroidery; Making reeled dolls; Weaving; Blacksmith art; Iconography; Wood carving; Weaving household items from willow; Tableware from a pine root.
	Folk traditions		Festival “Kupalski rosy”; Flax Festival; International Potato Festival; Art June holiday
	Travel agencies and tour operators	150	Poyekhali s name; Coral Travel; TUI; Patriot.
	Tourist information centers	2	Regional Tourist Information Center in Zhytomyr; Tourist Information Center in Korosten.
	Local governments in managing the regional tourism industry	2	Department of Culture and Tourism of Zhytomyr Regional State Administration; Zhytomyr Tourist Association

Source: create by the author

Thus, we can conclude that in Zhytomyr region the wide range of monuments of archeology, history, monumental art, and architecture are registered on the state accounting. Zhytomyr region is attractive for tourists because it has more than 160 historical and cultural monuments, 28 museums, 3 theaters, 40 religious buildings, the Zhytomyr regional tourist information center and the tourist information center in Korosten, which provide exclusively excursion services and train guides [29, 30]. In Zhytomyr, at the initiative of specialists in the field of tourism business and with the support of the Department of Culture and Tourism of the Zhytomyr Regional State Administration, there was established a travel company “Patriot”, specializing exclusively in tours in Zhytomyr and Zhytomyr region [31]. In the museums of Zhytomyr region, there are numerous treasures of Polissya: ethnographic, natural, historical, artistic, scientific exhibits. Some of them have no analogues in Ukraine. There are a large number of natural resources to involve them for improvement the tourist condition of the region; especially they may serve as a very powerful basis for the development of eco-tourism. The natural resource potential of Zhytomyr region is characterized by a sufficient amount of recreational resources, which

occupies a leading position in the country and, under certain conditions, can become extremely attractive for tourists of different travel purposes (appendix B). In addition, interesting folk crafts and traditions of Zhytomyr region attract tourists and can implicate even more visitors to the region as a tourist destination. Despite its strong potential, Zhytomyr region does not belong to the leaders among the regions of Ukraine in terms of tourism development.

In order to provide a more detailed description of the tourist attractiveness of Zhytomyr region, we decided, in addition to the analysis of available resources, to conduct a SWOT- analysis of the tourist potential of the region (table 2.2).

Table 2.2

SWOT-analysis of tourist potential of Zhytomyr region

Strengths of tourism development (S)	Weaknesses of tourism development (W)
<ol style="list-style-type: none"> 1. Availability of resources for the development of various types of tourism: sightseeing, green, ecological, sports and adventure, pilgrimage. 2. Strategic geographical position of Zhytomyr region. 3. Diverse natural resource potential. 4. A significant number of cultural and historical heritage sites, including archeological monuments. 5. Availability of recreational resources. 6. Favorable climatic conditions. 7. Availability of international transport connections. 8. Availability of collective accommodation facilities. 9. Availability of developed food infrastructure. 	<ol style="list-style-type: none"> 1. Lack of effective information policy of local authorities on the tourist potential of Zhytomyr region (insufficient branding of the region). 2. Lack of advertising materials about the market of tourist services of Zhytomyr region at the national and international levels. 3. Insufficient cooperation between Zhytomyr and its separate districts on tourism issues. 4. High price of a tourist product on the national and international markets. 5. Insufficient investment resources. 6. Low effective demand for tourism products. 7. Inconsistency of tourist services with international ones quality standards. 8. Low quality of collective accommodation. 9. The need for reconstruction of tourism facilities. 10. Insufficiently developed infrastructure on the highways of Zhytomyr region. 11. Low quality roads. 12. Lack of qualified specialists in the tourism industry. 13. Adverse demographic processes. 14. Seasonality of tourist services. 15. Adverse environmental situation in some areas of the region. 16. Insufficient promotion of folk crafts.

Continuation of the table 2.2

Opportunities (O)	Threats (T)
1. Existence of international relations.	1. Imperfection of the regulatory framework in the field of tourism.
2. Development of the services market: hotel and restaurant business.	2. Lack of state support for tourism enterprises.
3. Sufficient potential for the development of several types of tourism.	3. Further deterioration of the infrastructure of the region.
4. Decentralization of power.	4. High level of competition in tourism.
5. Implementation of the new Law of Tourism», Strategy development of Zhytomyr region until 2027.	5. Difficult political and economic situation in the country.
6. Improving the transport industry.	
7. Development of financial institutions.	
8. Development of civil society.	

Source: create by the author

Concluding the SWOT-analysis of tourist potential of Zhytomyr region, we can refer to its opportunities such factors as new types of tourism, because the market of tourist services is developing very fast, at the same time the demand of tourists is growing and the formation of new types of tourism in the region is an opportunity to attract new tourist flows; the possibility of decentralization which can provide citizens with the ability to take part in the activities of local governments of the region; compliance with the law makes it possible to clearly follow the rules and norms of state regulation of the tourism industry at the regional level; international relations provide an opportunity to attract additional funds for tourism development, working on joint projects with the authorities of other countries and participation in international tourism events; support of enterprises by local governments opens opportunities for long-term and effective cooperation, participation in joint projects and attracting additional funds from the private sector for tourism development. Considering threats of the tourism potential of Zhytomyr region, we can highlight financial development, because in the region insufficient funds for the development of tourism are allocated from the state budget; low level of regulatory framework threatens the region with a lack of standardization of tourist services; the infrastructure of the region is a threat for the development of tourism, because its condition is not at all satisfactory; the service sector in the region is developing slowly and is not a priority in contrast to industry and construction, which also create

a threat. As for the strengths of Zhytomyr region, we identified the following factors: the presence of a large number of tourist facilities; significant natural resource potential, namely good geographical location, availability of recreational and water resources, a large number of forests, rivers and lakes, as well as favorable climatic conditions at any time of year; international transport connections, because the territory of the region is a lot of international roads, roads of regional and district importance; availability of developed infrastructure of accommodation and food establishments. Unfortunately, we also found enough weaknesses of tourism potential in Zhytomyr region: insufficient investment, as investors do not see the prospect of investing in tourism, as well as the lack of a sufficient level of innovative development; the price of a tourist product remains a weakness due to too high prices for some tours; service standards in the region are unsatisfactory and need to be improved; advertising of Zhytomyr region is on a low level because the region doesn't represent itself at international and national events in full, there is no information on Internet resources; the unpleasant ecological condition of the region due to the operation of many industrial enterprises.

In conclusion, Zhytomyr region has a strong resource potential for the development of the tourism industry. Nature-recreational, health and historic-cultural resources have reason to believe that the industry has every chance to become advanced and have a significant impact on the overall development of the region. However, it is important to pay attention to the condition of tourist resources of Zhytomyr region, because most of them need urgent reconstruction and renewal.

2.2. Tourist flows and infrastructure of Zhytomyr region tourism destination

At the present stage of the economic relations development, globalization processes have covered all sectors of the economy of Ukraine, including the market of tourist services. On the one hand, there is an increase in the levels of integration

of tourism industries and individual enterprises in different regions of the country, but on the other – we see intensification of competition between regions for the distribution of tourist flows, especially in decentralization and withholding tax revenues on local level.

Globalization processes pose a threat to the tourism industry of Zhytomyr region, as it has lower competitiveness of enterprises, unformed market mechanisms and imperfect regional tourism policy [32]. As a result, we see not enough promising indicators of tourist flows in Zhytomyr region for the last 10 years, presented in the table 2.3.

Table 2.3

Tourist flows of Zhytomyr region tourism destination for 2010-2019

Years	Number of tourists served by tour operators and travel agents, total	Of the total number of tourists:		
		inbound (foreign) tourists	outbound tourists	domestic tourists
2010	15875	-	5474	10401
2011	10694	9	6079	4606
2012	12878	30	7242	5606
2013	9613	2	7290	2321
2014	6060	3	4693	1364
2015	6283	-	3771	2512
2016	8615	-	5101	3514
2017	9516	-	6954	2562
2018	17957	1	14597	3359
2019	21594	20	19203	2371

Source: create by the author according to the data [33]

Analyzing the data of the table “Tourist flows of Zhytomyr region tourism destination for 2010-2019”, we can make the following conclusions:

1. Positive dynamics of increase in the total number of tourists served by tourist enterprises of the region for the last two years.
2. The population of the region prefers outbound tourism, compared to domestic.
3. Negative indicators in terms of the number of foreign tourists who visited the region. These tables show that four years out of ten (2010, 2015-2017), Zhytomyr region was not visited by any foreign tourists. In other years, we

see a very small number of foreigners who visited the region: most tourists from abroad were in 2012 and 2019 – 30 and 20 people, respectively.

4. The number of outbound tourists significantly exceeds the number of domestic tourists during last nine years. Only in 2010, we can observe that the number of domestic tourist was higher on 4927 people than outbound.
5. In 2019, the number of inbound and outbound tourists have increased, but the number of domestic tourists has decreased compared to the previous year.

Considering the indicators of the state of tourist flows in Zhytomyr region, it is necessary to pay attention to one of the most important elements of their analysis, namely the tourist balance between inbound and outbound tourists (Table 2.4). Calculating the tourist balance of Zhytomyr region as the difference between the number of inbound and outbound tourists, we obtained results with a minus sign for all 10 years studied. As follows, the number of tourists-citizens of Ukraine who went abroad exceeds the number of foreign tourists who visited the region.

Table 2.4

Tourist balance of Zhytomyr region for 2010-2019

Years	Foreign tourists served by tourism entities of Zhytomyr region	Tourists-citizens of Ukraine who went abroad, served by tourism entities of Zhytomyr region	Tourist balance of Zhytomyr region
2010	-	5474	- 5474
2011	9	6079	-6070
2012	30	7242	-7212
2013	2	7290	-7288
2014	3	4693	-4690
2015	-	3771	-3771
2016	-	5101	-5101
2017	-	6954	-6954
2018	1	14597	-14596
2019	20	19203	-19183

Source: create by the author

The negative trend of excess of outbound tourists over foreign ones has a bad effect on the condition of the region's economy in general, especially leads to the

lack of a source of funding for the development of tourist infrastructure in local level. Besides, this means that the tourist potential of Zhytomyr region remains untapped.

One of the most important indicators of condition of the tourism industry in Zhytomyr region is the volume of tourist flows in terms of major groups of tourists. The dynamics of tourist flows in Zhytomyr region during 2010–2019 is presented in the table 2.5.

Table 2.5

Dynamics of tourist flows of Zhytomyr region during 2010-2019

Year	The number of tourists served by tourism entities of Zhytomyr region	Absolute gain, units		Growth rate, %		Increment rate, %	
		Basic	Chain	Basic	Chain	Basic	Chain
2010	15875	x	x	x	X	x	x
2011	10694	-5181	-5181	67.4	67.4	-32.6	-32.6
2012	12878	-2997	2184	81.1	120.4	-18.9	20.4
2013	9613	-6262	-3265	60.5	74.6	-39.5	-25.4
2014	6060	-9815	-3553	38.2	63.0	-61.8	-37
2015	6283	-9592	223	39.6	103.7	-60.4	3.7
2016	8615	-7260	2332	54.3	137.1	-45.7	37.1
2017	9516	-6359	901	59.9	110.5	-40.1	10.5
2018	17957	2082	8441	113.1	188.7	13.1	88.7
2019	21594	5719	3637	136.0	120.6	36.0	20.6

Source: create by the author

The dynamics of tourist flows analysis during 2010-2019 shows that the largest number of tourists was observed in 2018 and 2019 (17957 and 21594 tourists, respectively). This corresponds to the highest growth rate compared to 2010 year: + 13.1% and 36.0%. However, it should be noted that these are low enough growth rates to support the sustainable development of tourism sphere. The smallest absolute increase was 9815 people in 2014 compared to 2010. This means that we have a negative growth rate -61.8% compared to 2000 and -37% compared to 2013. Having received unfavorable indicators as a result of studying the dynamics of tourist flows

in Zhytomyr region, we also decided to analyze the factors that contributed to the decline of the tourism industry in the region over several years:

- imperfection of regulatory and legal support governing the conduct of tourism business;
- unstable political situation in the country, which primarily limits the interest of foreign tourists;
- deterioration of the economic situation in the country, which led to a decrease in the purchasing power of the population, and as a consequence, declining of demand for tourism product;
- insufficient advertising measures to promote the domestic tourist product both in Zhytomyr region and abroad;
- ineffective state regulation of tourism by local authorities;
- insufficient awareness of the population about the natural recreational potential of Zhytomyr region;
- lack of adequate state funding for the restoration of prominent architectural monuments and tourist infrastructure of the region.

In contrast to the negative indicators, we noted that during the last 2 years, the total number of tourists served by tourist entities of Zhytomyr region has increased significantly, as evidenced by growth rates of + 13.1% in 2018 and + 36.0% in 2019 compared to 2010. In general the positive trend of the dynamics of tourist flows in Zhytomyr region was revealed in 2018, compared to the previous 5 years. We observe the highest growth rate of + 88.7% compared to 2017.

The development of the tourism industry of Zhytomyr region is directly related to the condition of its infrastructure, because in addition to visiting places of interest and objects of the show, a tourist needs to meet his basic physical needs during the trip, for example, well-established transport system, comfortable accommodation, food facilities on the way, etc. We have provide the research of infrastructure objects available in Zhytomyr region and presented them in the table 2.6.

According to the data of the table, we can conclude that there are enough number of infrastructure objects for their use in tourism industry of Zhytomyr region.

Table 2.6

Infrastructure of Zhytomyr region tourist destination

Category of tourist infrastructure	Type of tourist infrastructure	Total number	Location
Accommodation facilities	Hotels	26	Zhytomyr, Khorosten, Korostyshiv, Novohrad-Volynskyy, Tsarivka, Stanishovka, Malyn, Berezovka, Luhyny
	Apartments	18	Zhytomyr, Strizhevka, Khorosten, Novohrad-Volynskyy, Berdychiv
	Hostels	2	Zhytomyr
	Hotel and restaurant complex	2	Zhytomyr, village Moshchanitsa
	Rest houses and homestead of green tourism	12	Vyshpol, Bila Krynytsya, Teterivka, Radomyshl, Luchin, Korostyshiv, Rudnya Vorobivska, Lyubar, Khorosten
Sanatoriums and health facilities	Sanatoriums and boarding houses with treatment	4	Zhytomyr, Irshansk, Denishi, Korostyshev
	Sanatoriums-prophylaxis	3	
	Bases and other recreation facilities	6	
Food services facilities	Restaurants	36	Zhytomyr, Kmitov, Khorosten, Berdychiv, Tsarivka, Korostyshev, Novohrad-Volynskyy
	Coffee houses	4	Zhytomyr, Radomyshl
	Food delivery	4	Zhytomyr, Korostyshev
Entertainment facilities	Cinema	7	Zhytomyr, Berdychiv, Khorosten
	Hydropark	1	Zhytomyr
	Quest rooms	4	Zhytomyr, Teterivka
	Entertainment centers	5	Zhytomyr

Source: create by the author

First of all, accommodation facilities count sixty establishments, including 26 hotels, 18 apartments, 2 hostels, 2 hotel and restaurant complex and 12 rest houses and homestead of green tourism [33, 34, 35]. Mainly, they are situated in large cities of the region such as Zhytomyr, Khorosten, Novohrad-Volynskyy, Berdychiv,

Korostyshiv and in countryside near popular tourist destinations. As the Zhytomyr region has a great resource potential for recreational tourism, there are 4 sanatoriums and boarding houses with treatment, 3 sanatoriums-prophylaxis, 6 bases and other recreation facilities. Considering food services facilities, we analyzed there are about 40 restaurants and coffee houses, but in contrast to accommodation establishments, they are mainly concentrated in large cities. It should be noted, that Zhytomyr region has a significant amount of entertainment facilities: 7 cinema, 4 quest rooms, 5 entertainment centers and 1 hydropark placed in the biggest cities such as Zhytomyr, Berdychiv and Khorosten. To sum up, Zhytomyr region has a great number of infrastructure facilities, which can be also implement in tourism industry, but, frankly speaking, not all of them respond to standards and high service quality. Accommodation and sanatoriums facilities, especially need to be reconstructed and improved in hospitality providing.

The road infrastructure of Zhytomyr region provide travelers with access to the region's tourist attractions and sites. A great number of the most visited tourist sites in the region are located near highroad. Three international highways pass through the territory of Zhytomyr region:

1. The motorway M 07. Kyiv – Kovel – checkpoint "Yagodyn" (state codon with Poland, direction to Lublin). Within Zhytomyr region, the route crosses Malynsky, Korostensky, Luhynsky and Olevsky districts. The length of the motorway within the region is 166.3 km.

2. The motorway M 06, which connects Kyiv and Chop – state border with Hungary. Within Zhytomyr region it crosses the following districts: Brusyliv, Radomyshl, Korostyshiv, Zhytomyr, Pulyn, Novohrad-Volynskyi. The length of the road within the region is 190.0 km.

3. The motorway M 21. From the checkpoint Vystupovychi (Belarus) connects Zhytomyr with Mohyliv-Podilskyi (checkpoint with Moldova). The total length within the region is 243.9 km [36].

The railway transport infrastructure of the region includes 67 railway stations that provide freight and passenger transportation. Public joint stock company

Ukrzaliznytsia manages the transportation process [37]. The operational length of the public railway in the region is 1017 km. There are 6 railway junction stations in the region: Korosten, Zhytomyr, Berdychiv, Novograd-Volynsky-1, Ovruch and Bilokorovychi. In general, the railway connection contributes to the formation of tourist flows from the cities of Kyiv and Lviv. Korosten as the largest railway junction, Berdychiv and Zhytomyr have the most favorable railway connection.

Moreover, the transport infrastructure of Zhytomyr region includes air travel – International Airport “Zhytomyr” named after Sergei Korolev [38]. Zhytomyr can serve both domestic and international flights.

Thus, we can conclude that Zhytomyr region has a strong potential for infrastructure for use in the tourism industry. Accommodation, food and entertainment facilities are available for tourists. In addition, the region has a developed transport network: the presence of roads, railways and airports.

Taking into account the above, the main activities of public authorities and local governments should be aimed at further development and improvement of existing infrastructure by attracting both public and investment funds, implementation of joint projects with European partners, introduction of innovative approaches to development, improvement and modernization of social and production infrastructure.

2.3. Consumer behavior of visitors to Zhytomyr region tourism destination

In the conditions of dynamic development of economic activity and considerable aggravation of competition in the internal market, the intensity of influence of the separate consumer on business activity grows. In addition, the gradual formation of the information society has led to the emergence of the so-called new consumer, which has such features as market awareness, demanding and

capricious, rigid individualism, mobility of consumer decisions, critical attitude to market offers and others.

In order to improve the image of Zhytomyr region as a tourist destination, intensify its tourist flows, encourage locals to travel to their homeland, it is necessary to manage consumer behavior properly and effectively. There exists different ways to inform potential tourists about the destination, its attractiveness and peculiarity, and motivate consumers to visit the region (Fig. 2.1.).

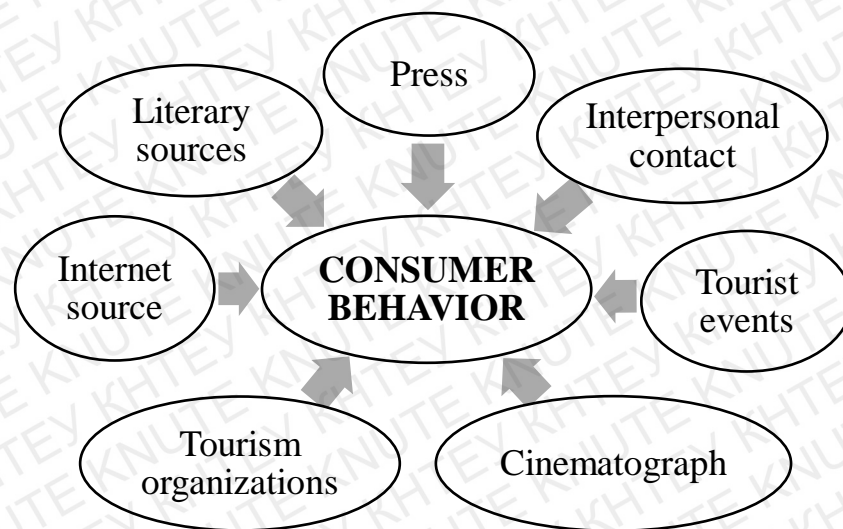


Fig. 2.1. Information sources that influence consumer behavior

Source: create by the author according to the data [39]

Modern society is in close contact with information resources, so the most important mechanism for controlling the behavior of potential consumers is the use of various communication channels and the mass media [40]. We conducted research and found that Zhytomyr region is quite widely represented on tourist information platforms and in various public sources (table 2.7).

According to the data of the table, many sources of print mass media spread information about Zhytomyr region, which can stimulate local residents to travel around it and engage the tourists from all country. There are also numerous mentions of Zhytomyr region in literary sources, for example famous writers Lesya Ukrainka and Valeriy Shevchuk, who are natives of Zhytomyr region, described it in their works and used its images. An outstanding Ukrainian writer Taras Shevchenko wrote the poem "Haidamaki" during a trip around Zhytomyr region and described

its beauty in the work. Besides, the prominent writers Mykhaylo Klymenko and Valentyn Grabowskyi also glorified the beautiful landscapes of Zhytomyr region in their works.

Table 2.7

Presentation of Zhytomyr region in various sources of information

Type of mass media	Source of information	Chanel of information
1	2	3
Print mass media	Press	1. Newspapers: Zhytomyrshchyna, Echo, Interes, Ukrainian Tourist Newspaper.
	Literary sources	1. Lesya Ukrainka 2. Valeriy Shevchuk 3. Mykhaylo Klymenko 4. Valentyn Grabowskyi 5. Taras Shevchenko
Audiovisual mass media	Documentaries	1. Zhitomir 1983, studio "Ukrtefilm", directed by Vasil Viter. 2. Monologue of my city, folk studio "Polesie", directed by Leonty Skibinsky.
	Movies, that were made in Berdychiv	1. Sto pervyy, 1982. Directed by Vadim Kostromenko. Odessa Film Studio. 2. Savraska, 1989. Directed by Vladimir Voloshin. Dovzhenko Film Studio.
	Movies, that were made in Zhytomyr	1. Savraska, 1989. Directed by Vladimir Voloshin. Dovzhenko Film Studio. 2. Duma o Kovpake, 1975. Directed by Timofey Levchuk. Dovzhenko Film Studio. 3. Logkaya voda, 1972. Directed by Vyacheslav Vinnik. Odessa Film Studio. 4. Olesya, 1971. Directed by Boris Ivchenko. Dovzhenko Film Studio. 5. Ryzhik, 1960. Directed by Ilya Frez. Gorky Film Studio.
	Television	1. Orel i Reshka. Home is best. Zhytomyr. 2. Novyy Kanal. Le Marshrutka. Issue 7 – Zhytomyr region.
Electronic mass media	Internet source YouTube	1. Zhytomyr.info – News of Zhytomyr. 2. Kinokhronika Zhytomyr. 3. Mir putestestviy i istorii. 4. Tomchukrakov pro. About Zhytomyr. 5. Numerous videos by different bloggers.
	Internet magazine	1. Zhitomir Journal
Tourism organizations and events	Tourist Information Centers	1. Regional Tourist Information Center in Zhytomyr. 2. Tourist Information Center in Korosten.

Continuation of the table 2.7

1	2	3
	Travel companies	1. "Patriot", exclusively tours in Zhytomyr and Zhytomyr region. 2. Tourbaza, a wide range of offers for tours in Zhytomyr region [41]. 3. Etnosvit, offer various tours in Zhytomyr region [42]. 4. Kraina-ua, original tours around Zhytomyr region [43].
	Tourism exhibition	1. All-Ukrainian Tourism Exhibition ZT-EXPO 2019, 2020.

Source: create by the author

Audiovisual media has an influential role in consumer behavior and we can note that this channel is also used to disseminate information about Zhytomyr region, namely documentaries and feature movies that were shot in the cities of the region. In addition, such entertainment TV-programs as "Orel i Reshka. Home is best" and "Le Marshrutka" have releases about Zhytomyr region. Today, the most popular information channel is the electronic mass media – the Internet, through which each consumer can find the information he needs about the tourist destination in the process of choosing and planning a trip. A positive fact is that Zhytomyr region is represented on many channels of the Internet source YouTube. It is worth paying attention that tourist organizations also have an impact on consumer behavior, because they disseminate information about Zhytomyr region on tourist sites, on various Internet platforms, organize, and participate in tourist exhibitions, where the participants present the benefits of Zhytomyr region as a tourist destination and create original tours around it.

The behavior of consumers of services in the tourism market has its own outstanding characteristics. We conducted the study of consumer behavior of visitors to Zhytomyr region tourist destination, as well as analyzed the behavior of its potential consumers.

As the objects of research, we chose individual consumers from various target audience, different in age, gender and occupation. The sample was 250 respondents. The subject of research – the motivation of consumer behavior in the tourism market and its determining factors. From our point of view, the most effective tool for the

research of consumer behavior is a survey as the most common and simplest method of obtaining the necessary information.

First of all, we have analyzed the awareness of consumers about tourist potential of Zhytomyr region (Fig. 2.2.). It is important to understand at this stage whether Zhytomyr region appears in the minds of potential consumers as an attractive tourist destination as must have to visit. The results showed that the vast majority of respondents – 53% hold information about the tourist potential of Zhytomyr region, but only 11% of them visited the region for tourism. We also noted that a specific percentage of respondents – 13%, position Zhytomyr region as an industrial center, so they do not consider the destination for tourism.

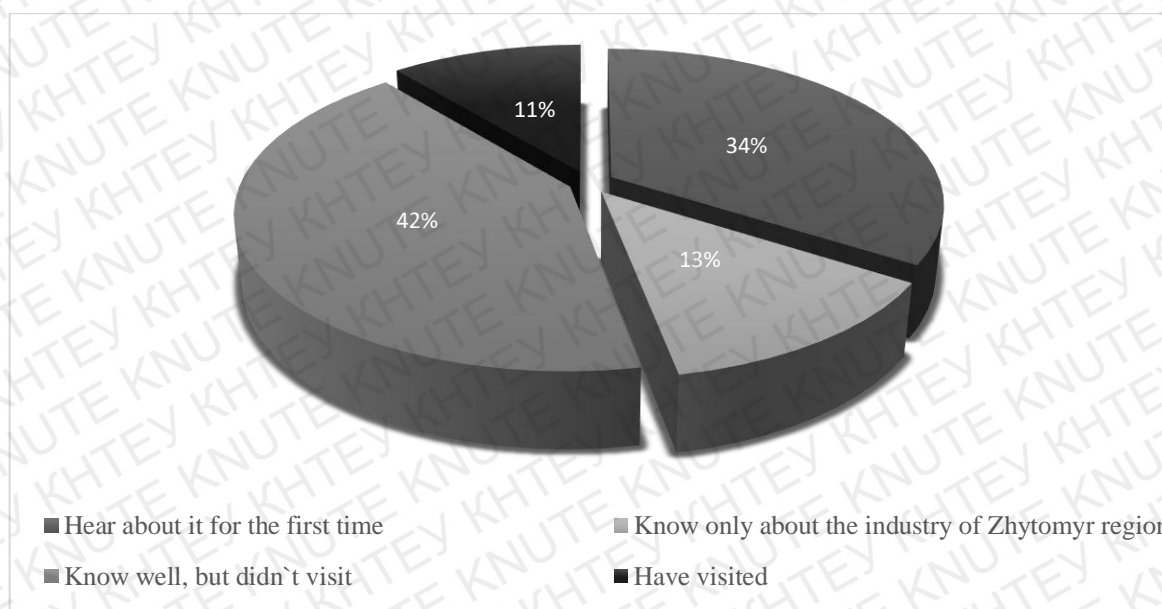


Fig. 2.2. Consumer awareness about Zhytomyr region as the tourist destination, %

Source: create by the author

Besides, according to the results of the survey, we received a negative figure – 34% of respondents noted that they hear that Zhytomyr region is suitable for consideration in tourism purposes for the first time. This trend threatens the development of the region in the field of tourism and attracting more consumers, so it is necessary to take decisive action to correct such indicators.

In the process of choosing a tourist destination, potential consumers take into account a variety of evaluation indicators (Fig. 2.3). They consider that the most important features are the service quality of tourism enterprises in the region

(95.2%), infrastructure development (81.4%), transport accessibility (79.3%), destination image and brand (75.9%) and pricing policy (68.3%). Destination advertising occupies the last place in the ranking, which indicates that potential consumers do not trust this method of promotion. In our opinion, the main reason for this situation is that the consumer associates advertising with the creation of inflated characteristics of the destination, and fears that the actual visit to the tourist region will not justify their expectations.

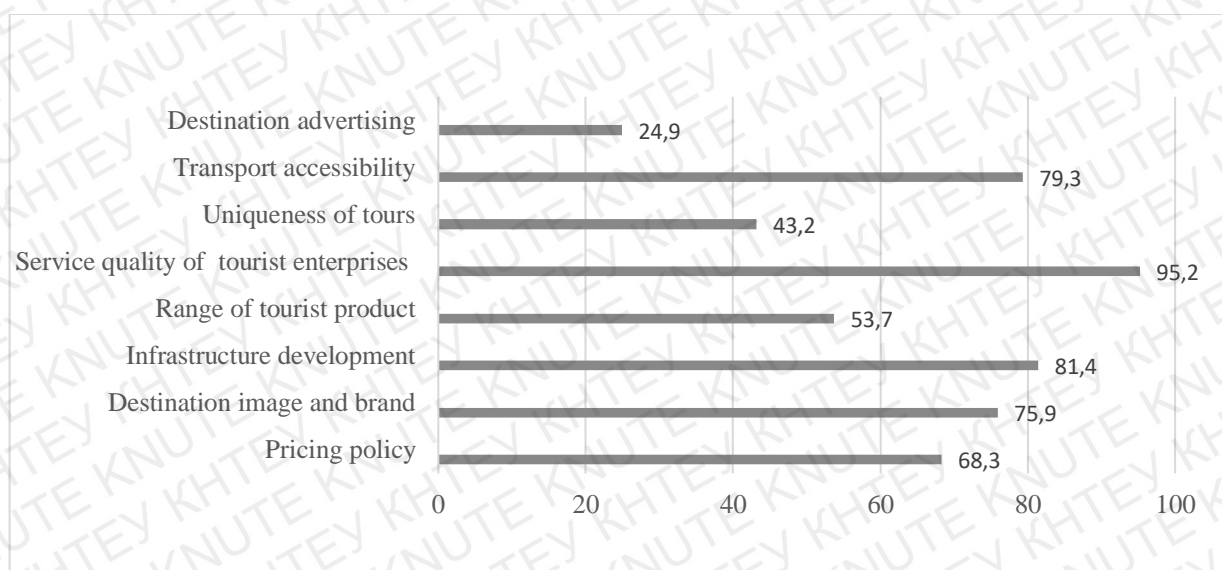


Fig. 2.3. The importance of criteria for assessing Zhytomyr region tourist destination among potential consumers, %

Source: create by the author

In addition, we interviewed respondents who had the opportunity to visit Zhytomyr region for tourism purposes to assess the service quality and the conditions of the tourist infrastructure of the destination (fig. 2.4.). It is worth noting the positive trends, as respondents highly appreciated the transport accessibility of Zhytomyr region in 9 points and the pricing policy for tourist services – 8 points. Assortment of excursions and tours around Zhytomyr region and exclusivity of its tourist product received mediocre grades – 7 and 6 respectively. However, in terms of the quality of services provided and the development of tourist infrastructure, respondents rated them as unfavorable – only five points out of ten. This characterizes Zhytomyr region tourist destination from an unsatisfactory side,

because these two factors are the most important for tourists when choosing a destination for a trip.

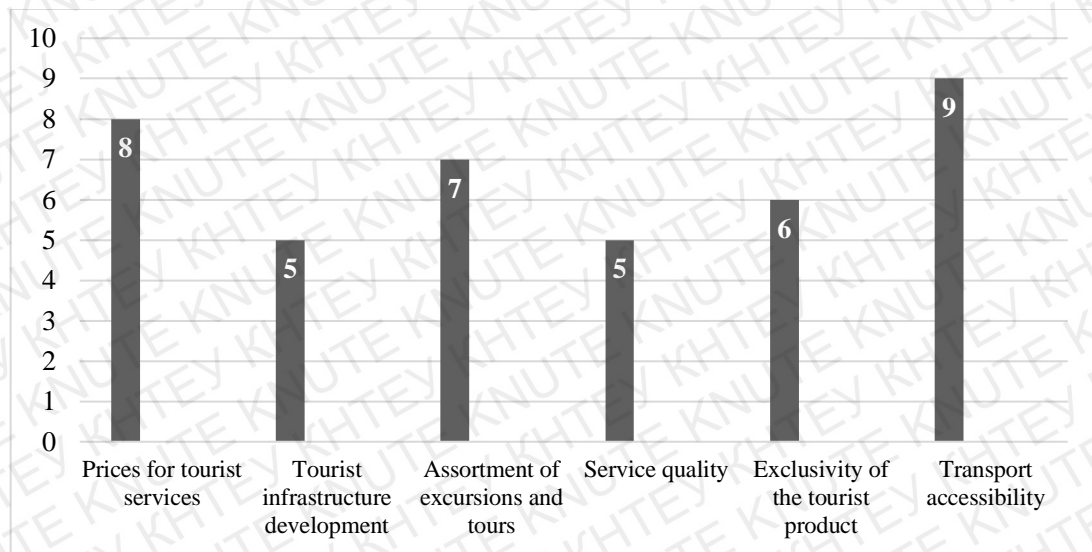


Fig. 2.4. Evaluation of Zhytomyr region tourist destination by its visitors on a ten-point scale

Source: create by the author

As we can see, the consumer behavior of Zhytomyr destination's visitors is quite motivated and stimulated, as many different sources of mass media have information about it. However, in today's demanding information society and competition in the field of digital in the tourism market, the existing measures are not enough to control and effectively manage consumer behavior.

Therefore, we have highlighted the following actions to improve the consumer behavior management of Zhytomyr destination's visitors:

- to develop and implement a program of measures of the advertising campaign of Zhytomyr region as a tourist destination: launching videos on Ukrainian TV channels about the tourist resources of the region, creating an informative blog on YouTube and more;
- to hold regularly tourist exhibitions and forums with presentation of tourist objects of Zhytomyr region in different cities of Ukraine;
- to place informative booklets about the tourist potential of Zhytomyr region, its features and tourist attractiveness in the offices of the leading tour operators and travel agents of the country.

- to address well-known Ukrainian bloggers with a request to advertise Zhytomyr region in their videos on channels;
- to place flyers with information about excursion programs in Zhytomyr region in the local accommodation establishments and in food services facilities located on the way of travel around the region.

In the conditions of constant change of consumer views, needs and tastes, the tourist enterprises of Zhytomyr region need to look for new ways of influence on consumer behavior constantly. Effective consumer behavior management of Zhytomyr tourist destination's visitors helps businesses to retain existing tourists, attract new ones, maintain consumer loyalty for a long time and achieve high profits and a stable competitive position both today and in the future.

Conclusions to part 2

Thus, in the second section, we conducted the research of available resources, which region's entities can use in providing tourism activities, analyzed tourist flows and infrastructure in the region and examined the consumer behavior of visitors to Zhytomyr region as a tourist destination. We concluded that Zhytomyr region has all the necessary resources for tourism development. Promising areas of tourism growth in Zhytomyr region are the direction of tourism management policy, primarily on the creation and implementation of effective and efficient methods and ways to promote the tourist product of Zhytomyr region on national and international markets.

The study of consumer behavior of visitors and potential tourists of Zhytomyr region showed areas of activity that need to be refined in order to effectively and efficiently manage consumer behavior. We have proposed a list of actions required for implementation in Zhytomyr region in order to conduct a successful advertising campaign of the tourist destination on various information platforms according to research. Optimal use of potential opportunities of tourist and recreational resources in the tourist business will improve the economic situation, social standard of living, development of social infrastructure of Zhytomyr region.

PART 3

THE MODEL OF CONSUMER BEHAVIOR MANAGEMENT IN ZHYTOMYR REGION

3.1. Branding as a tool for managing consumer behavior in Zhytomyr region

Territory branding is a strategy for increasing the competitiveness of cities and regions, in order not only to maintain their positions at the regional level, but also to enter new markets, expanding their economic development zones. Territorial branding implies the positioning of the territory as having unique resources. In order to understand better the topic of the branding impact on consumer behavior management in Zhytomyr region, firstly we considered the issue of territorial branding in general.

Among the fundamental goals of the territory branding, we can highlight such stages as:

- maintaining its position in the domestic market, as well as promoting the brand to the foreign market;
- controlling and increasing territorial resources;
- communicating to the target audience the advantages of a given territory based on uniqueness;
- holding events aimed at promotion of the territory in order to popularize it [44].

Zhytomyr region as an object of branding is a rather complex system, as this product is intangible, which is difficult to express in digital terms. When determining the strategy of promoting a regional brand in the market of tourist services, it is necessary to choose the form of the region's brand that most accurately corresponds to the nature of the region's positioning in the international arena and the mentality

of its population. A territory brand covers all major spheres of region's life: economy, culture, famous export marks, tourism and population [45].

The process of branding tourist destinations in Ukraine started in 2014 with creation the concept “and-and”, which shows that a certain region or city is a part of Ukraine, an important section of a larger one [46]. As Zhytomyr region did not have its own brand book and no experience in the sphere at that time, this concept was taken as a basis. The central element of the branding strategy campaign was the call to visit Zhytomyr region, so the slogan for the destination became “Travel around Zhytomyr region!” which was based on the idea of visiting the most famous tourist places of the region and expanding their horizons (Appendix C). This logo, which was created by advertising agency “Doris Advertising” [47], is a graphic sign, the geometry of which is based on the combination of the forms of the letter “Ж” and a widespread element of the Polissya ornament. However, as we see, they developed the logo only for the city of Zhytomyr, and the brand of the region was left without an image at that moment.

At the beginning of 2020, the Zhytomyr Regional Tourist Information Center presented the tourist logo of Zhytomyr Region on social networks (Appendix D). The main requirements for the logo design was that it should be easy to perceive and recognizable not only for Ukrainians but, also for foreign guests. The logo looks like a happy, smiling face, which consists of the Latin letters ZT, which denote the domain zone of Zhytomyr region on the Internet. The main slogan of the logo was the version of “Happiness here”, for which the majority of the population of the region voted.

Branding is one of the most important tools for managing consumer behavior in Zhytomyr region because it performs the following functions:

- creating a positive image of Zhytomyr region as a tourist destination;
- positioning Zhytomyr region as an interesting and unique tourist destination that is worth visiting for everyone;
- highlighting the competitive advantages of Zhytomyr region among other tourist destinations;

- development of Zhytomyr region as a tourist destination: infrastructure enhancement, improvement of tourist objects, increasing the quality of services provided by accommodation establishments;
- regular placement of information about Zhytomyr region tourist destination in various communication channels;
- offering a wide range of travel services depending on the age of tourists, purpose of travel and length of stay.

The brand development of Zhytomyr region as a tourist destination as a tool for managing consumer behavior is an effective measure because it will provide the opportunity to increase the financial flow from tourism to local budgets and stimulate the tourism industry development of the region in the future.

Zhytomyr region is at the initial stage of developing its own brand and image as a tourist destination. However, it should be noted that already at this stage, we notice some successes and positive trends in the implementation of the branding mechanism, among which there are the positioning of the region as an attractive tourist destination, development of its infrastructure and increasing tourist flows to the region.

We noted that there is a significant shortage of work and research in the field of the brand and image of tourist destinations. This is largely due to the fact, that territorial marketing itself, which began to consider the territory as a product, took shape relatively recently, and in Ukraine has not yet received proper distribution in the practice of managing consumer behavior.

3.2. The brand development program of Zhytomyr region tourism destination

Strategic brand development management is a permanent process of studying what is the image of the destination that is developing in different audiences, segmenting and identifying target audiences, positioning the unique characteristics of a place so that they support the desired image, as well as promoting information

to target groups. Territory branding is long-term from the point of view of implemented actions and expected results and it forms the basis for strategic planning of territorial development [48]. At the beginning of the process of creating a brand development program of Zhytomyr region tourist destination, we have identified three main strategies for promoting the territory brand:

1) Attracting investments.

At the global level, the regions compete precisely for investments that play an important role in the territory development – they create new work places, stimulate the development of industry and infrastructure in the region as a whole, and improve the quality of life of population. When choosing such brand promotion strategy, it is necessary to show the destination as an attractive region for investments. We propose to position Zhytomyr region as a unique tourist destination with its own traditions and culture, a source of valuable natural resources with labor resources and as a cultural center for creating a national platform for festivals and events.

2) Attraction of tourists.

For many cities and territories, tourists are the main source of GDP growth and Zhytomyr region is no exception. Since we analyzed the tourist and recreational resources of Zhytomyr region and found that the region it has a strong potential for tourism growth, this brand development strategy will bring a successful result.


3) Attracting talent.

A profitable promotion model is attracting talents, for the implementation of which Zhytomyr region has the necessary resources: comfortable living conditions for the involved people and the implementation of their projects. From a long-term perspective, this model is the most beneficial. The implementation of innovative ideas and the technological value of the region will help attract investment and even tourists over time [49, 50].

Therefore, understanding the directions of the territory's brand development, we have created the action plan of the implementation of Zhytomyr region branding (table 3.1.).

Table 3.1

Action plan for the implementation of Zhytomyr region branding

Stage A. POSITIONING OF THE REGION			
Target group	Investors	Tourists	Residents
Strategic goals  Areas of “growing” the brand	Strategic goal A.1. Zhytomyr region is a reliable center with attractive conditions for investment	Strategic goal A.2. Zhytomyr region is a hospitable destination with unique history, architecture and culture	Strategic goal A.3. Zhytomyr region is a convenient and safe place to live in comfort and coziness, with a large number of job places.
Local environment and infrastructure (visualization and consolidation of the brand)	Goal A.1.1 Formation of investment products and infrastructure of the region	Goal A.2.1. Creation of modern tourist infrastructure	Goal A.3.1. Formation of modern public space, transport and services
The brand values of the region, which are positioned through this area for the target group:	1. Availability for investment. 2. Educated staff for business. 3. Unique opportunities.	Interpenetration of urban and natural landscape and quality tourist infrastructure.	1. The unique rhythm of life, which combines deep traditions with new ideas, gives a feeling of joy and richness of life. 2. Psychologically comfortable city to live.
Cultural environment of the region (brand revival)	Goal A.1.2. Conducting business and cultural events	Goal A.2.2. Holding national and world events for visitors of the region	Goal A.3.2. Systematic holding of cultural events for residents
The brand values of the region, which are positioned through this area for the target group:	The balance of political forces – the harmony of the desires of the government and business representatives.	Unique innovative rhythm of life (looseness, emotionality, intuitiveness, ingenuity), interesting for guests.	A combination of the best features of the western and eastern mentality, the rich life of a comfortable, peaceful region.
Regulatory and institutional environment (brand management)	Goal A.1.3. Formation of a favorable investment climate	Goal A.2.3. Creating a system of tourist marketing of the region	Goal A.3.3. Development of regional identity and self-awareness
The brand values of the region, which are positioned through this area for the target group:	Equal opportunities for different businesses, a sense of trust, reliability and security. Leaders' flexibility – quick response to challenges.	Sincerity, hospitality, friendliness of the community, which had a complex historical experience that convinced people to have mutual trust and respect.	Responsibility for progress in the development of the region, which is shared by ordinary residents and political leaders. Sustainability, development, patriotism of the community.

Stage B. PROMOTION AND PROMOTION OF THE BRAND OF THE REGION		
Strategic goal B.1. Development of information tools for marketing communication	Strategic goal B.2. Formation of brand design of the region	Strategic goal B.3. Informing target groups and audiences
Goal B.1.1. Formation of a basic key marketing message (unique offer of the region)	Goal B.2.1. Development of the system of visual identification of the region	Goal B.3.1. Formation of effective information channels of influence on target audiences
Goal B.1.2. Formation of key messages for the main target groups	Goal B.2.2. Development of basic promotional materials and products	Goal B.3.2. Implementation of the Communication Plan for target groups

Source: create by the author

Our proposed territory branding strategy principles represent a necessary, sufficient set of conditions for the development of a successful brand that allows the destination to function successfully in a global competition. The branding development program of Zhytomyr region tourist destination is a list of tasks and plans aimed at promoting the territory on the tourism market, increasing its competitiveness, expanding the infrastructure, with clearly defined deadlines for completing each stage, responsible persons for implementing the plans, etc. The goal of the program is to popularize the brand of Zhytomyr region as a tourist destination, create and implement methods for strengthening it in the minds of target audiences, monitoring the constant promotion of the brand, its improvement and updating in connection with new changes in the global market.

In our opinion, the strategy for the formation and development of the destination brand involves:

- the presence of a stable target segment (or segments) to which all three levels of brand communications can be directed;
- the presence of a behavioral and physical brand foundation territory;
- clear positioning of the territory, which includes a unique competitive advantage;
- the integrity of the brand "message" (semantic basis) and the value and behavioral components of brand communications;
- a positive concept of positioning that forms the overall brand image.

So, we highlight such the most important points of the brand development program of Zhytomyr region tourist destination:

1. Clear implementation of the tasks of the Zhytomyr region Development Strategy until 2027 with regular reporting to the population on the work performed. The strategy defines the vision of the region in the future, which is the basis for updating the image and brand of the destination.

2. Creating slogans, themes and positioning. A quality slogan forms a platform for enhancing the region's image. A case of using an overarching slogan is to formulate a theme that will form the basis of specific marketing programs aimed at concrete target groups. Slogans should be developed periodically, once every six months, in order to be constantly updated and relevant depending on the changing desires of target audiences and market conditions.

3. Using and promote visual symbols of Zhytomyr region. Visual symbols are sometimes the most significant component of a region's brand. In our opinion, it will be successful to use a humorous visual series, according to which the region is presented from a witty side, because this method is most attractive to tourists and more deeply rooted in memory. We propose such example of slogan to support visual symbols: Zhytomyr region. It's not just about socks.

4. Organization and regular holding of festivals and cultural events. The image of the destination can also be formed and promoted through the organization of certain events, events and the construction of news stories on this basis. A successfully organized event that goes beyond the scale of the region, provided with appropriate PR-communication methods, can create a strong brand of the destination. The examples of festivals in Zhytomyr region are: tourist exhibition ZT-EXPO, space festival “Korolev Avia Fest”, Potato Festival, Art Festival “Zhytomyr Day” and others.

5. Formation of associations with famous historical characters and leaders of Zhytomyr region. Having a famous figure connected to a particular region is a powerful means of forming a positive association. We offer to position Zhytomyr region as “The region of inspiration of the famous Taras Shevchenko”, “The land

that gave the world the writer-inspirer Lesia Ukrainka” and “Music zest of the region – pianist Svyatoslav Richter.

6. Promotion of Zhytomyr region brand in the information space. Production of souvenir products with the logo of Zhytomyr region, for example, tourist entities of the region can give all visitors a branded pocket notebook in order to familiarize them with the spirit, atmosphere and values of the region. In addition to this variant, we propose to support a humorous slogan of branding “Zhytomyr region. It's not just about socks” and give each tourist served by tourism enterprises of the region socks with a destination`s logo.

7. Issue of discount cards by the Zhytomyr Regional Administration, which provide visitors with the opportunity to use a discount when they next visit to institutions of the culture and entertainment industry: museums, theaters, cinemas, exhibitions, restaurants and others. We offer the Zhytomyr Card system in two formats: a card for one day (UAH 150) and for two days (UAH 200). The cards will provide free travel on public transport, including transport to the railway stations of the largest cities in the region, 25% discount on regular city sightseeing tours, 50% discount to museums, various discounts in city restaurants, bars, clubs and shops.

8. Establishing constructive marketing communication with target audiences. Regularly inform potential consumers about changes and novelties in the region, always respond to the wishes and suggestions of the population regarding the improvement of the image and positive changes in the development of Zhytomyr region as a tourist destination.

9. Develop Zhytomyr region as a tourist destination. Branding is not only about creating a picture and creative slogans, it is also important to support the image with actions: improving the transport infrastructure of the region, restoration of historical and architectural tourist sites, creation of new unusual tourist attractions, etc.

10. Distribute the brand of Zhytomyr region through the production of various branded souvenirs and its sale in popular tourist destinations. Today, a variety of offers is important for consumers, so it is worth developing not only

magnets, but also other interesting souvenirs: clothing, stationery, household items, accessories (branded phone case, bracelets in the style of the brand of the region, etc.).

11. Disseminate information about Zhytomyr region as a tourist destination on various Internet platforms and social networks: creation of the YouTube channel "Travel Zhytomyr Region!", blogging "Highlights of Zhytomyr Region", conducting Telegrams and Viber chats "Zhytomyr. Let's go!", etc.

12. Involvement investors to the development of Zhytomyr region brand as a tourist destination: providing companies-investors with benefits for their main activities, rewarding investors at the tourist exhibition ZT-EXPO, giving them bonuses for tourist products of the region.

13. Implementation of ways to motivate local people to join the development of the region, for example, holding competitions to create new logos and slogans of the region and awarding winners with valuable prizes, encouraging local talents to actively participate in festivals in the region and share them in their accounts.

14. Cooperate with leading tour operators and travel agents for mutual advertising: travel companies post information about Zhytomyr region on their information resources and offer their clients tours to this destination, and local governments of Zhytomyr region when publishing tourist news, point out links to these organizations.

15. Monitor trends in the tourism market, constantly analyze the main competitors and make changes to the program depending on changes in demand and supply of tourism products.

From our point of view, these stages of the brand development program of Zhytomyr region tourist destination will effectively promote its image to the wide range of consumers; improve the region in different spheres of its life such as road repair, reconstruction tourist facilities; increasing financial flows to the local budgets and growing of region's tourism infrastructure in general. Successful realization of

the program depend on coordinated cooperation of state authorities, local governments, private enterprises and public activists.

We can conclude, that having a strong potential for development the tourism industry, new logo design of the destination, tourist enterprises, which main goal is promotion local tourist product and providing full implementation of the brand development program, Zhytomyr region has every chance to gain a leading position in the market of tourist services and increase tourist flows.

3.3. Cost-effectiveness of consumer behavior management measures in Zhytomyr region

Cost-effectiveness of the project is an achieving the greatest results at the lowest cost of living and tangible labor. This indicator shows how the chosen ways of implementing business ideas were profitable compared to the cost of the final product. The efficiency of a tourist organization is generally defined as the ratio of the results of its activities to the costs aimed at achieving their quality. Efficiency reflects the degree of achievement of the outlined goals, so all tourism organizations in market conditions seek to maximize the effect. To start with, under efficiency we understand:

- defined a specific result (the effectiveness of anything);
- conformity of the result or process to the maximum possible, ideal or planned;
- functional diversity of systems;
- numerical characteristics of performance satisfaction;
- the probability of performing target tasks and functions;
- the ratio of the real effect to the normative [51].

The effectiveness of branding is attracting more and more attention with the development of strategies of consumer behavior management. Territorial branding plays a crucial role in the process of the region development, because in the long prospect the community of the region has a chance to become more competitive by

concentrating the resource base necessary for destination development [52]. According to this, we have determined the effectiveness of branding implementation measures of Zhytomyr region tourist destination (table 3.2).

Table 3.2

**Calculation of revenues to the economy of Zhytomyr region from tourism,
UAH**

Indicator	Visitors to the region	
	Domestic tourists	Inbound tourists
Number of days of stay	2	3
Number of persons	2371	20
Expense per day	950	1380
Gross daily income	4504900	82800
Expenses for long-distance transport	12093575	120548
Group expenses of visitors		16801823
Gross revenues to the region from tourism activities		33603646
Estimated budget revenues		923546

Source: create by the author

The obtained results – indicators of expenditures of Zhytomyr region's visitors for the purchase of services and goods are a direct contribution of tourism to the economy of the region. Sellers of goods and services, having received funds from specific consumers, pay taxes such as VAT, income tax, single tax, excise tax, etc.), pay wages to employees, and in this way they form the basis for the development of various industries in the region and support economic growth.

Qualitative development of the region's tourist infrastructure is directly related to the growth of tourist flows to the destination, and will help to become a leader among competing tourist territories, attract additional investments and strengthen the region's brand on the national arena. Creating and promoting Zhytomyr region's brand will provide an opportunity to manage the consumer behavior of tourists, strengthen the patriotism and self-identity of locals and position the region as a tourist destination in national and international markets.

The analytical report of the National Institute for Strategic Studies “Mechanism for the formation of regional development priorities” draws attention

to the fact that the branding of territories is a significant factor that positively affects region and local development, and it has a positive effect on the formation of “economic growth points”, creating new work places and growth of all forms of economic activity at the local and regional levels [53].

After all, it is important that the measures are effective not only in terms of improving the image of the destination, but also bring financial expression. Consumer behavior management plays a leading role in the destination development, because involvement of more tourists is one of the most influential factors in increasing economic efficiency of the region [54]. That's why, in our diploma thesis we have compiled the estimate of the implementation of the Branding Strategy of Zhytomyr region tourist destination (table 3.3).

Table 3.3

**Estimate of the implementation of the branding development strategy of
Zhytomyr region**

№	Stage	Ways of implementation	Price, UAH
1	2	3	4
1	Tourism infrastructure development	1.1. Modernization of the housing stock of accommodation establishments	274 350
		1.2. Expansion of the industry of food facilities: creation of mini-restaurants in tourist places of the region	153 265
		1.3. Replenishment of the range of tours and excursions, creation of new tourist routes	10 000
		1.4. Development of entertainment infrastructure: restoration of the water park, reconstruction of cinemas	186 745
The cost of implementation of the stage			624 360
2	Development of region`s infrastructure	2.1. Carrying out current and capital repairs of highways in the region	380 000
		2.2. Modernization of public transport fleet	138 365
		2.3. Creating a convenient transport system of the region: comfortable travel between districts of the region, providing public transport stops with a detailed schedule of routes	364 875
The cost of implementation of the stage			883 240
3	Creating and promoting the brand of the region	3.1. Creation of logo design of the region	5 000
		3.2. Creation and realization of a strategic plan for development of the region's brand	18 000

Continuation of the table 3.2

1	2	3	4
		3.3. Work on creating the concept of the region's brand: assessment of the potential of the territory, conducting SWOT-analysis, research of the current position of the region in the market of tourist services	40 000
		3.4. Production of branded souvenirs	113 500
		3.5. Installation of branded signs in tourist places of the region	98 600
		3.6. Evaluation of the effectiveness of the existing brand	5 000
The cost of implementation of the stage			280 100
4	Holding cultural events on national and international levels	4.1. Organization and holding of tourist exhibitions (ZT-EXPO)	40 860
		4.2. Holding the International Potato Festival	18 740
		4.3. Holding an art festival "Day of Zhytomyr"	25 000
		4.4. Holding the regional festival "Brusvyana-Ukraine"	14 600
		4.5. Holding the International Space Festival “Korolev Avia Fest”	32 800
		4.6. Holding district and local festivals	25 000
		4.7. Creation of interactive exhibitions on the basis of museums of the region	52 000
The cost of implementation of the stage			209 000
5	Establishing communication with potential consumers of tourist services of the region	5.1. Creating an accessible information Internet platform “Zhytomyr region: Time to travel”	4 000
		5.2. Promotion of Zhytomyr region tourist destination on the information space YouTube: attracting well-known bloggers, creating and maintaining a tourist channel “Zhytomyr region. Let`s go!”	17 650
		5.3. Analysis of the demand of potential consumers for tourist services and development of appropriate tourist offers based on it	15 000
The cost of implementation of the stage			36 650
Total price			2 033 350

Source: create by the author

Therefore, we investigated cost-effectiveness of consumer behavior management measures in Zhytomyr region:

1. Branding as a tool for managing consumer behavior does not require significant funding. For example, the new logo of Zhytomyr region was developed

on a free basis and further promotion of the destination brand does not require too large investments.

2. Activation of tourist flows to Zhytomyr region, which will bring financial infusions into local budgets. As a result, money from the local budget can be invested in the destination development.

3. An increase in the local budget will make a significant contribution to national GDP. Due to this fact, government officials will pay attention to supporting the development of Zhytomyr region tourist destination.

4. The cost-effectiveness of consumer behavior management may occur in the diversification of the economy, forming industries that serve the tourism industry that will increase incomes and improve the welfare of the region.

5. In consequence of increasing of tourist flows to the region, the number of jobs will grow.

6. Stimulating the development of infrastructure elements – collective exploration establishments, food service facilities, trade and entertainment enterprises, etc.

7. Branding as a tool for managing the consumer behavior of visitors to the Zhytomyr region tourist destination will involve foreign currency and various investments.

8. Expanding the volume of tourist services will result in growth of the amount of profit received by tourist entities and increase labor productivity.

9. Increasing business activity and expanding the production of goods and services because of enhancing effective demand at the expense of foreign and domestic tourists.

10. Activation of folk crafts, which will increase the income of the population of the region.

11. Creation of new and further development of existing tourist enterprises, the revenues of which will supplement the local budget.

12. Events and exhibition activities will attract a wider range of tourists, in addition to the selected target audiences, and increase the financial contribution to the development of the region.

The issue of assessing the economic efficiency of branding as a tool for managing consumer behavior in Zhytomyr region the authors overlook in the scientific literature – instead, they replace such assessments by general characteristics of brand development and identify with the economic success of the territories. At the same time, assessing the cost-effectiveness of measures to manage consumer behavior of Zhytomyr destination's visitors is necessary in order to analyze the reason for lagging behind leaders and find reserves of regional development using the identified resources, strengthening the competitiveness of the destination. Moreover, by introducing territorial branding of Zhytomyr region tourist destination, taking into account all the necessary components, it becomes possible to effectively develop the region, which is manifested in the formation of a socially cohesive community, attracting investment, reducing unemployment and improving living standards in the region.

Thus, in the current conditions of globalization, each city and region for effective local development has to be in a constant competitive environment to involve financial and intellectual resources. That is why the reputation and image of the destination is becoming a powerful factor in socio-economic growth, and the branding of the territory is the most important and cost-effective tool for managing consumer behavior of visitors to the Zhytomyr region.

Conclusions to part 3

Consequently, in the third part, we have analyzed the tool of branding for managing consumer behavior of visitors to Zhytomyr region tourist destination, identified the fundamental goals of the territory branding and formed the main stages based on which it is built. Moreover, we researched the process of creating a brand of Zhytomyr region, analyzed the feasibility of its creation, competitiveness and commitment from potential consumers. Thus, today Zhytomyr region has a new

strong brand, which is easy to perceive and recognize not only for Ukrainians but also for foreign guests. Branding is one of the most important tools for managing consumer behavior in Zhytomyr region.

Realizing the importance of the brand as a tool for managing consumer behavior of Zhytomyr destination`s visitors, we decided to develop the action plan for the implementation of Zhytomyr region branding. We have defined the main strategic goals of branding in Zhytomyr region for each target audience: local residents, tourists and investors.

In the final stage, we evaluated the cost-effectiveness of consumer behavior management measures in Zhytomyr region and developed the Estimate of the implementation of the branding development strategy of the tourist destination. Branding is a good choice among consumer behavior management tools because it has high economic efficiency, as evidenced by the fact that overall revenue from its implementation exceeds the necessary costs.

CONCLUSIONS

With the dynamic development of economic activity and a significant intensification of competition in the tourism market, the intensity of the impact of individual consumers on the activities of economic entities is growing. As a result of the final qualifying paper, we can formulate the following conclusions:

1. Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. The study of consumer behavior in tourism is at an early stage of development, but in the current conditions of fierce competition in the market of tourist services, it is becoming an increasingly important factor for successful providing of business activities and gaining the attention of potential consumers.

2. We have analyzed such models of consumer behavior as integral model of consumer behavior and conceptual model of consumer behavior. In the field of tourism, consumer behavior is somewhat different from standard norms, so we have developed a structural and logical model of consumer behavior when choosing travel services and identified the main factors that affect a potential tourist.

3. The modern tourism industry is one of the fastest growing sectors of the world economy, which can be considered both as an independent type of economic activity and as an intersectoral complex. In the final qualifying paper, we analyzed the diversity of tourist potential of Zhytomyr region using a substantive approach to classification and concluded that the destination has a great number of tourism resources to develop tourism industry in the region. The SWOT-analysis showed that Zhytomyr region has many opportunities for tourism development, but, to begin with, it is necessary to develop ways to eliminate weaknesses and overcome threats.

4. In the final qualifying paper, we had analyzed the tourist flows to Zhytomyr region and traced a constant trend that the number of outbound tourists exceeds the number of inbound and domestic travelers. Based on the data of the Official website of statistics of Zhytomyr region about tourist flows to the destination, we calculated such indicators as the tourist balance and the dynamics of tourist flows. Because of

obtaining unfavorable indicators, we investigated the factors that negatively affect consumer demand and hinder the development of tourism in the region. The promotion of Zhytomyr region as a tourist destination in the national and international markets is directly related to the development of the region's infrastructure.

5. During the research, we found that Zhytomyr region has a well-developed transport system: three state and international roads pass through the territory, there is an extensive network of railways in the region and an airport in Zhytomyr. In addition, a significant number of different establishments such as accommodation, sanatoriums and health, food services and entertainment facilities represents the infrastructure of Zhytomyr region.

6. Besides, we conducted research of consumer behavior of Zhytomyr destination's visitors and mechanism to manage it, which nowadays is an important factor for a long-term successful business in the tourism market. We found that Zhytomyr region is quite widely represented on tourist information platforms and in various public sources such as press, literature, cinematograph, Internet and others. However, in our opinion, the existing measures to promote information about the region are not enough at the present stage of the digital society. With this in mind, we have developed ways to improve the consumer behavior management of Zhytomyr destination's visitors. From our point of view, the developed actions will provide tourism enterprises of Zhytomyr region with the opportunity meet the needs, justify recommendations for specific market segments, develop models of behavior of these segments and form marketing strategies to manage consumer behavior.

7. We considered the branding impact on consumer behavior management in Zhytomyr region. In the modern world, branding of territories is one of the most important processes of promoting territories that form the competitive advantages of a particular area. Zhytomyr region as an object of branding is a rather complex system, as this product is intangible, which is difficult to express in digital terms. We had analyzed available logos of the region, their positioning and development opportunities. We had concluded that the use of branding as a tool for managing

consumer behavior is an effective measure because it affects the potential consumer in the process of choosing the destination to visit.

8. In order to successfully position and promote the brand of Zhytomyr region tourist destination at the national and international levels we had analyzed the main directions of the territory's brand creation and improvement, which allows the tourist destination to function successfully in a global competition and highlighted the most important steps of the brand development program of Zhytomyr region tourist destination. In addition, we had created the action plan for the implementation of Zhytomyr region branding, in which we presented clear goals according different target audience.

9. To our mind, management of consumer behavior and the implementation of branding for this purpose in the region should be effective and economically profitable for all participants and representatives of the program. That's why we had created the estimate of implementation of the branding development strategy of Zhytomyr region, in which we calculated the expenses for providing of each stage and the total price of the program. In the process of research, we found that monetary investments in the amount of 2033350 UAH would be able to bring 33603646 UAH of gross revenues to Zhytomyr region from tourism activities and 923546 UAH of estimated budget revenues.

10. Besides, we had highlighted the efficiency of measures to implement the branding of Zhytomyr region and concluded that this tool is very profitable and effective in order to promote the tourist destination, increase the tourist flows and become one of the leaders on the market of tourist services.

Consumer behavior management plays a leading role in the destination development, because involvement of more tourists is one of the most influential factors in increasing economic efficiency of the region. We believe that the implementation of our proposed measures will allow Zhytomyr region to develop its brand and strengthen its position as a tourist destination in domestic and international markets.

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The tourist infrastructure of Zhytomyr region



The brand of Zhytomyr and Zhytomyr region



ЖИТОМИР

The new 2020 brand of Zhytomyr region

ЖИТОМИРЩИНА



ЩАСТЯ ТУТ!

The map of Zhytomyr region with districts and neighbors

