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BRAND «KHORTYTSYA ISLAND» AS THE MAIN COMPONENT OF THE TOURIST POTENTIAL OF ZAPORIZHZHYA REGION

The content of the concept of branding and peculiarities of its application in the sphere of tourist services are revealed. Theoretical aspects of branding have been investigated from the point of view of providing comprehensive and comprehensive information about the tourist region. The problems of creating the tourist image of the industrial region are highlighted. Fragments of the SWOT analysis matrix for the Khortytsya tourist object have been compiled. Strategic aspects of sustainable development of tourism potential of Zaporizhzhya region have been formed. The directions of further scientific researches on the digitization of business processes of tourism companies in the global conditions of brand «Khortytsya Island» digitization are determined.

Keywords: *brand, territory, tourism, potential, strategy.*

Relevance of the research topic. With the transformation of information technology development and the complexity of communication structures, different regions and territories resort to active actions aimed at forming a positive attitude, which is seen as a mechanism for attracting new resources and expanding its sphere of influence. Today, interest in the concept of branding in tourism is due, first of all, to the fact that in modern conditions it is difficult for territories to capture the attention of

tourists, as traditional marketing tools and technologies lose their effectiveness over time, and countries, regions and cities have to create new concepts and techniques that are fully relevant to today's target audience. Nowadays, the problems of creating an image, image or brand of territories are recognized not only by researchers, but also by government officials as the most important. With all the identities of these concepts, which are very often used synonymously, they have certain methodological differences. By the way, the image of the territory is one of the basic categories of humanitarian geography. Within the scope of this direction, the image reflects cultural, historical, aesthetic and other «ideal values» of the territory.

Formulation of the problem. The considerable number of scientific developments indicates the interest of scientists in this field of research, however, there are debatable questions that lead to different interpretation of the concept of «brand» and the concept of branding of the territory. The need to deepen the scientific, theoretical and applied study of this problem, taking into account the specificity and development of native territories in Ukraine, determined the direction of this study, and determined the topic of the article and its purpose, which is the development of methodological and practical provisions, recommendations and proposals for the organization of brand «Khortytsya Island» development and its use in the strategy of development of individual tourist territories of Zaporizhzhya region on the basis of substantiation of the latest conceptual bases and improvement of methodological approaches to determining the priority strategy of effective management of factors of formation of competitive advantages of regional development.

Analysis of recent research and publications. Problems of regional competitiveness of tourist territories are covered in numerous scientific publications. Among them is the work of such researchers as: A. Amosha, L. Antonyuk, I. Begga, P. Bilenyk, O. Bilorus, YA. Zhalilo, N. Kalyuzhnova, R. Kamani, D. Lukyanenko, R. Martina, M. Porter, A. Poruchnik, A. Selezneva, S. Sokolenko and etc. Introduction of tourism branding, research of current trends in the development of tourist territories, analysis of their perspectives in terms of the use of brand management tools is a priority in research of leading foreign scientists and researchers, among them: D. Aaker, T. Ambler, G. Armstrong, B. Berman, A. Bill, R. Blackwell, J. K. Verkman, A. Dayan, E. Dichtl, P. Dole, and J. Evans, K. Keller, F. Kotler, J.-J. Lamben, J. Myers, P. Miniard, C. Sendige, and G. Charmesson and etc. In Ukraine, branding is one of the insufficiently researched objects of management in strategic development of tourist territories. Among the scientists of our country who have meticulously studied this area can be called the following scientists: S. Derevyanko, V. Kifyak, A. Leonidenko, O. Melnik, O. Lyubiceva, M. Malska, V. Percijand etc. Relevance and independence of the need for development and brand management of the territory made the demand for new science achievements more attractive.

Presenting main material. According to scientists, branding of territories consists in effective use of competitive advantages of a certain territory for life,

business, long stay. The area of research on territorial branding appeared around 1970 in developed countries, but has only been actively discussed in our country in the last decade. To attract investments, tourists, business partners, successful countries in the global world spend billions of dollars each year. For example, the United States spends about \$ 1.4 billion on developing and promoting a positive image annually, the United Kingdom and Germany spend about \$ 1.2 billion, France – about \$ 3.1 billion, Saudi Arabia spends 6 billion annually to support its own image as a reliable partner of the West, with huge profits. When considering branding from the point of view of providing comprehensive and comprehensive information about the tourist region (uniqueness, priority, attractiveness) and promotion of a positive image of a specific area, it is advisable to mention the classification of brands by L. Upshaw (Table 1).

Table 1

Classification of brands by L. Upshaw

Brand Type	Characteristic
brand of goods	The first brands to appear on the market. They are the basis, the core of branding, because they clearly prevail in quantitative terms over other types and are referred to by consumers in the first place
brand of service	They are much smaller on the market than branded brands. Elusive services are much harder to imagine and sell to buyers, who often have difficulty choosing even the goods they can see and experience. Some service brands (brand retail network) actually promote the sale of goods, even though the brand is the store itself, not the goods it sells
brand of personality	They have always existed in human society, but only recently have they been considered a brand. The peculiarity of this category as a «brand» is that their popularity extends beyond the sphere of professional activity (for example, famous sportsmen and politicians are stars in advertising, singers in movies, actors and businessmen hold various public actions)
brand of the organization	Brands of corporations, non-profit organizations, political parties, educational institutions. It is still a poorly developed area. This type of brand is related to the brand of the company products and often the brand of the seller of the product. Companies are beginning to understand the importance of systematically creating their own brand
brand of events	Events are held periodically, usually in the world of sports, entertainment and the arts. The goals of the organizers of such events are achieved through the use of traditional branding tools. Advertiser fees for the right to show a product during breaks while broadcasting a prestigious sports tournament are priced by these types of brands

Brand Type	Characteristic
geographical brand	Cities, countries and resorts serve as an example. This type of brand has become widespread, especially in the tourism business, where its creation allows you to earn additional revenue. The most striking examples of already established geographical brands are the French Riviera and the Seychelles, which bring a lot of profit to the travel companies at the expense of branding and branding

Thus, by the given classification the geographical type of the brand is distinguished as the brand of the territory. Today, the tourism brand is formed on the basis of a pronounced positive image of the territory. At the same time it acts as the most important factor of competitive advantages and income of the territory, a valuable asset of the economy of the region and the state.

The modern industrial territory brand can be considered as:

1. consciously existing sets of different groups of real and potential consumers, a set of perceptions, associations, expectations, images regarding the region, which represents the rational and emotional value that is formed in the process of relations between the brand and its consumer;
2. a platform for constructive dialogue and interaction between representatives of the administration and business circles with different target groups: investors, interregional markets, population, tourists, etc.;
3. the most important tool for the implementation of the regional development strategy, which allows to involve the main target audiences in the process of implementation of targeted territorial development programs.

In general, the formation of tourism brands can be considered as a comprehensive strategic investment in the recreational potential of a specific territory, which provides the provision of information field, as well as the creation of infrastructure, the introduction of innovative standards of quality of service, training and skills development. Creating, promoting and benefiting from tourism brands of cities, regions and territories in Ukraine is a «young» trend. It is a well-known fact that if a geographical area has its own brand, a name that attracts attention and generates trust, then such a territory will be attractive for attracting investment, but if, on the contrary, it does not «own» the brand, it will be used as a raw material base of the region.

The success of the branding of the territory directly influences the maintenance of: ensuring a stable and attractive image of the territory(1); the attraction of external investments (2); capacity building (3); broadcast regional achievements and initiatives (4). According to estimates of experts, \$1 invested in the promotion, gives \$20 profit from tourism. However, without the use of modern tools, methods and technologies that allow you to create a strong brand of territory, region, cities, a successful fight for tourist flows, internal and external investments, economic ratings are impossible.

Territorial tourism branding is the most effective tool for active positioning of a region, the process of building, developing and managing a brand, which aims to create a strong and competitive region. The development of industrial tourism can be considered as one of the approaches to forming a brand of an industrial region (for example, the Zaporizhzhya region). The industrial area tourism brand should be developed to support the promotion of goods and services produced in the region; it allows you to raise awareness of the unique features of the territory, to create attractiveness of the resources concentrated on the territory, living conditions and business activity. Sustainable industrial region branding enables administrations and business to interact most effectively with different target groups: investors, interregional and export markets, population, tourists. It translates strategic territorial advantages into a language understood by these groups, which enhances their relevance.

However, researchers pay little attention to the development of services and, in particular, the development of the tourism market in the Zaporizhzhya region. In the economy of Zaporizhzhya region the greatest potential is, on the one hand, export-oriented production facilities and complexes (metallurgical complex), and on the other hand, significant tourist potential. But these key industries and sectors of the economy are poorly structured and in parallel, as the industrial tourism sector, which could be a major link between them, is still in its infancy, is developing at a slow pace and is not affecting the economy. In the region, it is advisable to distinguish business complexes and sub-sectors of tourism services that are priorities for carrying out innovative structural transformations: tourist complex, hotel and restaurant complex, leisure sphere, resort and recreation complex, agro-industrial complex, food industry, health and ecology, recycling of used consumer goods. Priority financial and organizational and technical support of public authorities in these areas, it is advisable to provide in the context of clearly outlined directions and tasks of branding and branding of the territory.

Khortytsya, which is the largest island on the Dnieper River and the largest river island in Europe, should be considered a particular cultural and historical site of the Zaporizhzhya territory. The area of the unique island is 2.5 thousand hectares, length is 12 km (max), width is 2.5 km (max). This island is located between two unique natural complexes: the rapids of the Dnieper and the floodplains of the Velykyj Lug of Zaporizhzhya.

Zaporizhzhya region, having great tourism potential, has underdeveloped tourism infrastructure at the beginning of 2020, which hinders the development of internal and foreign tourism. The material base of the tourism sector of Zaporizhzhya region needs reconstruction, investment, significant expansion of the network of tourist facilities and services provided by different business structures. There is also an urgent need to take into account the multi-ethnic composition of the population, the combination of resort and recreational and tourist destinations with

traditional art projects of the region, vivid achievements in the preservation and development of crafts and crafts, the use of attraction of the general public to the island. Khortytsya as the center of statehood and economic traditions.

In the conditions of informatization of the society, widening of borders of access of the population of Ukraine to global information systems, it is quite important to use modern innovative ways of promotion of tourist services of the enterprises of the region. Khortytsya Island for a long time did not have its own portal on the Internet, which significantly constrained the possibility of disseminating information about tourism potential at the regional, national and international levels. This portal was created in 2014, it has already existed for five full years. Attendance statistics are shown in fig. 1.

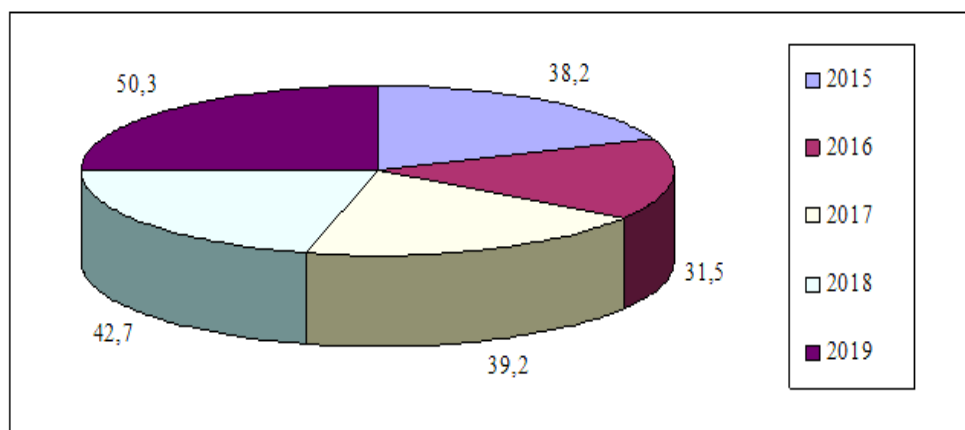


Figure 1. Statistics of visits to the Khortytsya Isle web portal, in thousands

According to Fig. 1, the number of visits increased from 38.2 (2015) to 50.3 thousand (2019). At the same time, it was concluded that there were not enough visits to this portal and the need for active action to change the situation.

In order to determine the main factors influencing and formulating strategic directions for the development of the Khortytsya Island tourist object for the period 2021–2025 with the involvement of the potential of a wide range of public and experts (specialists from various fields of science and business, representatives of the authorities, public organizations, student youth of the city of Zaporizhzhya) identified problems and potentials of Khortytsya Island, community and local business needs, major steps and measures to build the tourism industry, identified strengths and weaknesses of the parties, potentials and external threats, their comparative analysis is made.

Based on the results of this work, two fragments of the SWOT analysis matrix according to the item «Strategic development of the tourism brand» Khortytsya Island» were compiled and compiled: Fragment 1 «Local factors» (Table 2) and Fragment 2 «Global factors» (Table 3).

Table 2

**Local factors influencing the strategic development of the tourism brand
«Khortytsya Island»**

Strengths	Weaknesses
<ul style="list-style-type: none"> – unique historical and cultural heritage; – branded object of the city of Zaporizhzhya and Zaporizhzhya region; – availability of objects of the nature reserve fund of Ukraine; – a place for various leisure and leisure activities; – rich flora and fauna; – availability of large territory; – a wide range of opportunities for organizing different types of tourism; – organization of excursions regardless of the season; – no similar competing object within a 300 kilometer radius 	<ul style="list-style-type: none"> – poor quality of individual municipal and commercial services (street cleaning, transport, public toilets); – problems with landscaping and high natural pollution of the territory; – low quality and insufficient range of services for visitors; – lack of traditions of systematic management of the territory; – lack of an effective organizational structure for managing the development of Khortytsya tourism brand; – image of a tourist brand is not sufficiently advertised on social networks; – not developed infrastructure

Table 3

**Global factors influencing the strategic development of a tourism
brand»Khortytsya Island»**

Opportunities	Threats
<ul style="list-style-type: none"> – accessibility of modern information technologies for digitization; – increasing global demand for tourism products; – the presence of a constant tourist flow to Khortytsya Island; – joint development with places that are tourism partners; – interest in new tourism projects of youth NGOs; – interest in the historical and cultural heritage of the Ukrainian diaspora around the world (Canada, USA, etc.); – alternative sources of financing (growing interest of business structures); – availability of demand from the locals and citizens of Ukraine for recreational, educational and historical tourism 	<ul style="list-style-type: none"> – unsatisfactory condition of domestic transport infrastructure; – limited budget for investing in development of the territory and insufficient funding; – environmental degradation in the city of Zaporizhzhya; – inefficient management of the internal tourism industry as a whole; – decrease of purchasing power of consumers of tourist services

Based on the results of construction of both fragments of the SWOT analysis matrix, the authors provide practical recommendations on strategic development of tourism brand «Khortytsya Island» (branding), the main of which are: developing and implementing an innovative and effective marketing strategy to achieve medium- and long-term branding goals (1); development and implementation of a system of measures for the formation, development and promotion of the «Khortytsya Island»brand, strengthening the image for consumers of tourist services, professional community, business, government (2); development of effective advertising and PR-policy of brand promotion with the purpose of forming its positive image in Ukraine and abroad (3); formation on the basis of studying of innovative experience in the field of brand promotion of new priorities of development of the tourist territory of «Khortytsya Island»and development of concrete proposals for their achievement (4); collection and systematization of information on services of tourism business structures of Zaporizhzhya region for their further popularization (5); ensuring a unified policy of entrepreneurial business structures in marketing activities in the tourist services market (6); development of business culture in the field of branding of «Khortytsya Island»through the development and promotion of a single corporate identity (7); development and implementation of an advertising campaign for the promotion of tourist services among potential visitors to the portal «Khortytsya Island» (8); creation of global and local information space (9); monitoring of online resources in order to find out the popularity of «Khortytsya Island»brand and actual brand information (10); providing advisory assistance to business structures on the basis of the creation of a center on the single tourism media policy of the region (11); development and implementation of effective marketing and innovative projects and programs aimed at attracting new business partners and clients for the long-term in order to increase the volume of tourism services (12).

Generally, the idea of developing the «Khortytsya Island»brand is the result of the creative process of constructing associative and psychosemantic values in the perception of the Zaporizhzhya region tourists, taking into account the widespread archetypes of the target audience representatives at three levels: rational, beneficial and superior brand with their needs and lifestyle. Thus, the island's brand must closely link the material and intangible (including symbolic) resources of the area.

Creating such a brand to realize the tourism potential of Zaporizhzhya region should be built according to the following algorithm:formation of brand idea, analysis of potential of Zaporizhzhya region, Zaporizhzhya city and «Khortytsya Island»by such factors as geographical location, beauty of the area, climate, economic, cultural and educational potential, availability of cultural monuments, favorable, regional government and local self-rest conditions and tourism, infrastructure development and

hospitality of the local population (1); development of logo, style, slogan, brand-book (2); target audience analysis, brand positioning, development of brand promotion strategy in national and international markets, creation of virtual space for brand promotion, digitization of all data in the Khortytsya Island branding process (3).

Conclusion. In today's market environment, it is important to be able to quickly adapt a tourism brand to the Internet environment, in order to succeed, upgrading not only IT services technology but also old communication methods, tourism product consumption patterns and business processes. In the context of total digitization, digital transformation of business is a basic condition for survival of the tourist sphere of providing business services in competition. The main driver of these changes is the consumer, and he and his needs dictate the conditions in the digital service market. It is stated that in the internal information space there is very little specificity about the results of digitization of the tourist business, and therefore, this process seeks to systematize. Transformation technology for the digitization of the «Khortytsya Island» brand, which will be implemented primarily by the local community, entrepreneurs and relevant business structures, should consist of three parts: strategy, marketing digitization and operational process automation. The strategy begins with incorporating digitization into the strategy of tourism business development as a whole. However, leading companies have a vague understanding of how digitization helps businesses and affects performance.

Thus, the digitization of business processes of domestic companies providing tourist services in the global digitalization of the brand «Khortytsya Island» is an alternative strategic direction of their sustainable development and involves mastering this phenomenon in three stages: recognition of the need for digitization and haphazard decisions; drawing up a digital model of the tourism business and integrating individual initiatives and breakthroughs; new consumer value and business model and comprehensive digitization of business. In general, the digitization of the tourist space of the «Khortytsya Island» brand is a strategic aspect in the development of the tourism potential of Zaporizhzhya region and the direction of further scientific research.

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