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Public Association «Ukrainian Culinary Union» (Kyiv, Ukraine)

# **TOURISM OF THE XXI CENTURY: GLOBAL CHALLENGES AND CIVILIZATION VALUES**

## **II INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE**

### **CONFERENCE PROCEEDINGS**

*(Kyiv, June, 01, 2020)*

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Proceedings of the II International Scientific and Practical Conference «Tourism of the XXI Century: Global Challenges and Civilizational Values» consider the main directions of development of hotel, restaurant and tourism business in a strategic partnership of education, business and public institutions. Branding creative technologies of tourist destinations are considered, and strategies and forecasts of the development of the hospitality and tourism industry in the XXI century are defined.

У матеріалах II Міжнародної науково-практичної конференції «Туризм XXI століття: глобальні виклики та цивілізаційні цінності» викладені основні напрями розвитку готельного, ресторанного та туристичного бізнесу в умовах стратегічного партнерства освіти, бізнесу, публічних інституцій. Розглянуто креативні технології брендингу туристичних дестинацій, визначені стратегії та прогнози розвитку сфери гостинності та туризму XXI століття.

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Dear academics, educators, representatives of authorities and the business community!

I have the honour to open the International Scientific and Practical Conference «Tourism of the XXI Century: Global Challenges and Civilizational Values»! The focus of the scientific event is of great importance in the face of an unfavourable global epidemiological situation, socio-economic transformations and the formation of a new paradigm for the development of the economy of the future Society 5.0.

The international scientific and practical conference was initiated and organized by Kyiv National University of Trade and Economics, which is a modern innovative intellectual and educational platform for training highly qualified specialists for the sectors of Ukrainian economy and global economic space, and for strategic cooperation of scientists, teachers, business entities and authorities. The conference is organized jointly with our strategic partners: Prešov University (Prešov, Slovak Republic), North-European Institute of World Gastronomy Institute (Denmark), Turība University (Riga, Latvia), Professional Education Academy «Mercury», NGO (Slovak Republic), Uzhgorod Institute of Trade and Economics of KNUTE, Public Association «Ukrainian Culinary Union» (Kyiv, Ukraine).

Dear Colleagues! Socio-economic transformations, the digitalization, the formation of a new paradigm for the development of the economy of the future «Society 5.0.» determine the further vector of global development. We are at the stage of creating a new reality, which is the formation of a multipolar model of the world order. The key multisubjective and multiplicative link of this model is tourism and hospitality. The discussion of the strategic trends of tourism, hotel and restaurant business by leading scientists of the world will become an innovative platform for the latest scientific achievements that orient tourism and the hospitality industry towards the implementation of blockchain, Big Data and Analytics, robotics, Internet of Things, Smart City, The Cloud, virtual reality technologies, as well as ensuring the implementation of sustainable development goals. All this will make it possible to realize the concept of society 5.0, to balance the interests of tourism entities, tourists, society and make travels affordable, convenient and safe. It is this fundamental trend in social development that reflect the scientific report topics of participants in the scientific event. Today we hospitably welcome more than 200 participants from 30 educational institutions of Ukraine and the world, the geography of participants is 11 countries.

Let me express my deep gratitude to partners and participants for their assistance in preparing and holding this scientific event. I wish fruitful results, active cooperation, creative inspiration and constructive discussions to the conference participants.

With deep respect,  
Anatolii Mazaraki,  
Rector of KNUTE, Doctor of Economics, Professor,  
Academician of the National Academy of  
Pedagogical Sciences of Ukraine,  
Honored Worker of Science and Technology of Ukraine,  
laureate of the State Prize of Ukraine  
in the field of science and technology



**1. Panel discussions**  
**HOSPITALITY AND TOURISM 4.0:**  
**CONCEPTS, STRATEGIES, FORECASTS**

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**FROM INDUSTRY 4.0. TO SOCIETY 5.0:**  
**PRAGMATIC INTEGRALIZATION OF TOURISM**

*To solve the strategic tasks of sustainable economic growth, overcoming the effects of the global epidemiological crisis, informatization, digitalization, innovation, integration of the economy, the need to form a new vector of tourism system development based on the transformation of the economic concept of Industry 4.0. in the paradigm of Society 5.0. is defined. The conclusion about scientific interest to problems of formation of the concept Society 5.0 and fragmentariness together with debatability of existing developments, which limits the ability of their application in tourism, is made.*

*The genesis of the model of economic system «Industry 1.0. – Society 5.0» through a combination of stages of progressive (evolutionary) and rapid (revolutionary) development based on the introduction of a pool of innovative technologies that cover*

*all areas of society and is characterized by displacement of certain immanent attributes of the previous period is viewed.*

*The article examines the phenomenon of Society 5.0. at the global and industry (tourism) level, the attributes of which are defined: big data and analytics; autonomous robots; simulation; horizontal and vertical system integration; The Internet of Things; smart cities; cyber security; the cloud; Additive Manufacturing; virtual reality (augmented reality) and implemented the basic principles of the concept in the field of tourism. Theoretical generalization of the provisions of the concepts of society development at different hierarchical levels of the economic system allowed implementing the foresight concept of Society 5.0. in the field of tourism, determining global trends in the field of realization of potential opportunities for the development of the tourism industry.*

*Defining Trends in Society 5.0. in the field of tourism, allowed to state economic, organizational and managerial social and environmental challenges, risks and threats as a consequence of the implementation and strategic provisions of the concept. It is substantiated that the implementation of the management model Society 5.0. will create unique opportunities, competitive advantages and will provide economic, social and environmental benefits for the tourism industry.*

*The evaluation of the effectiveness of the concept Society 5.0 provisions implementation and the level of innovative development of tourism entities on the basis of a multi-attribute approach by determining the portfolio of quantitative and qualitative parameters and attributes taking into account the organizational, managerial, economic, social aspects of the activity was carried out.*

*Theoretical and methodological bases of the concept of Society 5.0 are offered and strategic directions of their implementation in the sphere of tourism will allow to develop the basis of the society economic development paradigm and to realize the foresight of the national tourist system.*

**Keywords:** *Industry 4.0., Society 5.0., Economic challenges, economic trends, tourism, tourism system, tourism industry, tourism entities, sustainable development, innovative development, innovation, paradigm, concept, efficiency, digital economy, digitalization, integralization.*

**Relevance of research topic.** *Global and crisis economic challenges and transformations, epidemiological crises and external self-isolation of countries, informatization, digitalization, innovation of economic processes, led to the acceleration of structural and functional changes in the world economy and in national and sectoral economic systems. In a survey of top managers of the world's largest companies, presented at the annual World Economic Forum in Davos city (2019) it has been determined, that turbulence of the external environment of international business is a threat to global economic growth. Respondents indicated that during 2020 the world economy growth will slow down [1; 3; 4]. And significantly, that almost six times more*

respondents than in last year's survey, state the negative trends. The challenges of the XXI century are identified, namely: economic factors, existential factors, social policy, international conflicts, political uncertainty, geopolitical problems, protectionism, terrorism, epidemiological, environmental and climatic crisis [1; 2], which are based on the imperatives of Industry 4.0.

Defining the directions of transformation to Society 5.0, it is emphasized that the focus is on solving problems of forming a socially-oriented environment to ensure the goals of sustainable development, effective human resource management and removing barriers to self-realization of each person in society. The mentioned factors will ensure the social and economic growth of economic systems on the principles of Society 5.0. [5; 6].

The epidemic crisis caused by the spread of the coronavirus, which has become a pandemic, is actively weakening the world economy, constraining its growth and is an unpredictable challenge for the world community. According to the analysis of the World Trade Organization, decrease in trade in 2020 may be reduced by 13–32% [1], according to the forecasts of the Ifo Institute for Economic Research at the University of Munich, the decline in world GDP could reach 1.5–6% [12], the IMF (International monetary fund) predicts a decline in the world economy to 3% [13]; at the United Nations Conference on Trade and Development (UNCTAD) forecast a reduction in direct investment by 5–15% [14].

According to the analytical forecasts of the World Travel and Tourism Council (WTTC), the World Tourism Organization (UNWTO), the global tourism industry in 2020 will undergo a significant crisis decline in activity from 20 to 30%, in particular in January–April 2020, a decrease in sales of travel companies by 84%, air transport - 76%, hotels and restaurants – 68%, recreation and entertainment – 43% [15].

However, analysts are certain that tourism has a real opportunity to recover quickly and become a strategic sector, which will ensure post-crisis recovery and sustainable growth of both international and national economies, creating a multiplier effect in related and neighboring industries [15].

The importance and prospects of tourism are convincingly evidenced by macroeconomic trends, trends in its development in the world. According to the analytical findings of the World Travel and Tourism Council (WTTC), the World Tourism Organization (UNWTO), the global tourism industry before the crisis provided annual growth of tourist flow, by 3.8–5% since the 50s of the twentieth century, and foreign exchange earnings from tourism – up to 6%. The world's tourism sector generates about 10% of world investment, every 10th place in world employment, up to 7% of world GDP, which is 1.4 trillion dollars per year or \$ 4 billion per day of foreign exchange earnings [8, 9, 10].

Graphically, the general economic parameters of tourism development in the world, that display changes in absolute indicators of the number of tourists and revenues, is shown in Figure 1 and 2. The largest growth of tourist activity was in 1950–1960 (10,6%) and 1960–1970 (9,1%). It is this period is regarded as the phase of tourism mass growth.

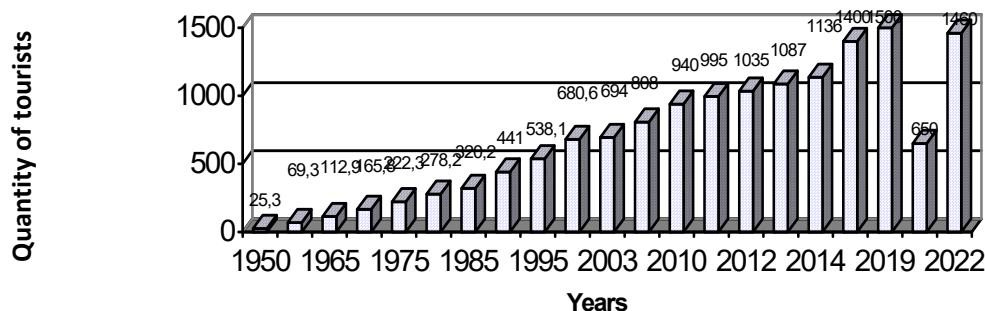


Fig. 1. Dynamics of international tourist arrivals in the world from 1950 to 2022, million people

Source: developed and calculated by the authors based on [7–11].

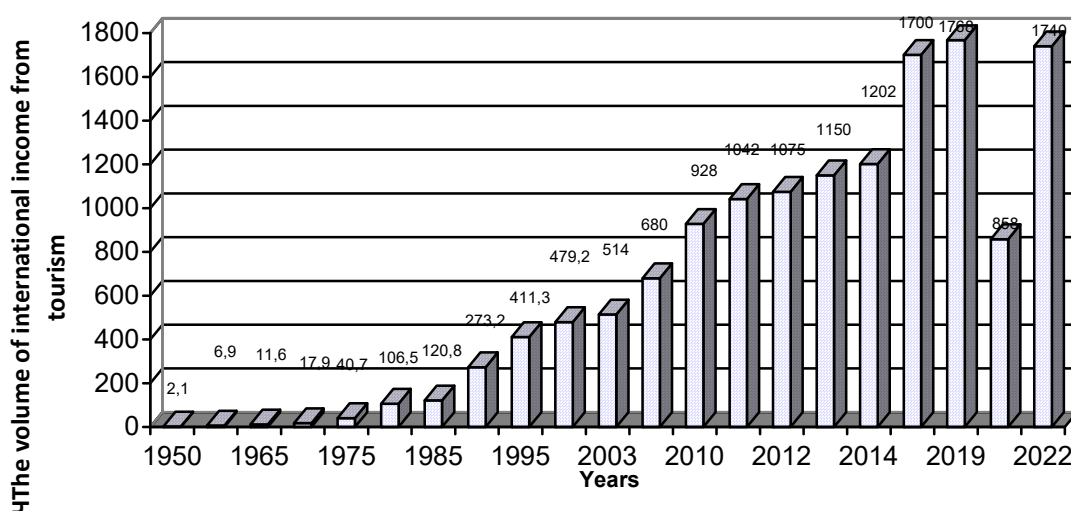


Fig. 2. Dynamics of the volume of international revenues from tourism in the world from 1950 to 2022, billion US dollars

Source: developed and calculated by the authors based on [7–11].

Since the early 90's of the twentieth century the average annual growth rate of tourist flows is believed to have stabilized at 3.8–5% and exceeds the long-term forecast for the development of the world's tourism sector by 2030 (up to 3.8%). At the same time, in certain periods – 2004, 2009, according to forecasts – in 2020 there is a decrease in indicators as a result of global economic crises, followed by stages of

accelerated growth. Economic downturns create new opportunities for tourism development and provide a structural transformation of the world tourism system.

We need to grow more in value rather than just in volume. Digitalization, innovation, greater accessibility and societal changes are expected to continue shaping our sector. Both destinations and companies will need to adapt to remain competitive, while at the same time embracing tourism as a means of achieving the Sustainable Development Goals and building a better future for all [8, p.2].

Thus, the solution of strategic tasks to ensure sustainable economic growth, overcoming the effects of the global epidemic crisis determines the relevance of research in the field of tourism to identify a new vector of development which recognizes the effect of social transformation from Industry 4.0. to Society 5.0.

### **Formulation of the problem.**

Identification of trends and challenges for tourism development, in view of the threats that have arisen after the implementation of the imperatives of Industry 4.0, will create new opportunities and will identify strategic prospects for the development of the tourism sector, which will be the driver of its integration into the global socio-economic area, taking into account the requirements of the concept of society 5.0. The importance of the tasks to be solved on the provisions of the concept of society 5.0 to intensify the development of tourism determined the relevance of the article.

**Analysis of recent researches and publications.** The concept of «Industry 4.0.» was declared in 2011 at the industrial exhibition in Hanover (Germany) by Kagermann H., Lukas W.-D., Wahlster W. (2011) as the ideology of the introduction of information technology and the formation of information systems in the processes of production, management, distribution at all levels economic systems to form a competitive advantage [16]. Principles of implementation of the concept of Industry 4.0. became a key issue of the annual meetings led by the World Economic Forum in Davos [1; 15]. According to the consulting company Roland Berger, the EU economy will not receive \$ 605 billion by 2027 if it ignores the requirements of Industry 4.0, and if they are met, the potential profit will be 1.25 trillion dollars [17].

Practical significance of Industry 4.0. became a prerequisite for the study of its phenomenon by the world scientific community, in particular Hoffmann R. (2016) considered aspects of the formation of investment opportunities in Germany in the implementation of Industry 4.0. [18] .; Li Da Xu, Eric L. Xu & Ling Li (2018) identified forecasts and prospects for the introduction of structural elements of the concept in industry [19]; Branger, J., and Z. Pang (2015) revealed the content, process automation technologies and features of the Internet of Things trend [20]; Cheng, G., L. Liu, X. Qiang, and Y. Liu. (2016) investigated the Development and Application of Intelligent Manufacturing [21]; S. Kergroach (2017) and Frey, C. B., Osborne, M. A. (2017) predicted social changes, new challenges for the labor market related to the industrialization of the world economy and carried out a foresight of labor processes [22, 25]; the consequences of implementing the provisions of the concept of Industry 4.0. for social systems calculated Cetrulo, A., Nuvolari, A., (2019) [24], M. Ghobakhloo (2018) developed a methodology for designing robust maps of information processes [23]; Martinelli, A., Mina, A., & Moggi, M. (2019) established the role of innovation in the implementation of Industry 4.0 technologies [26]; Pardi, T. (2018) projected the impact of digitalization on certain sectors of the economy (automotive) [27].

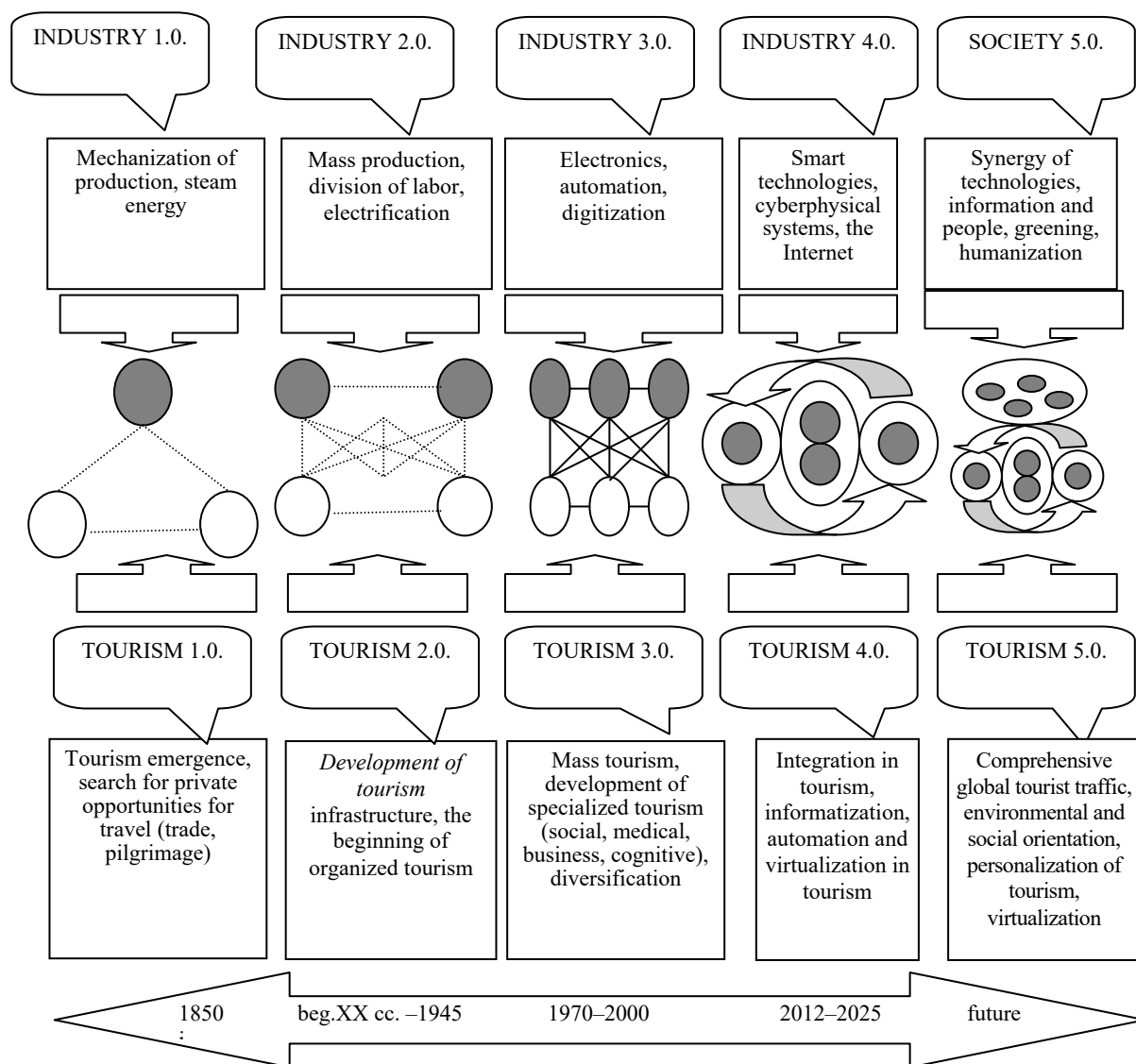
It should be noted that the concept of Industry 4.0. focuses on technical, technological, informational aspects, however, does not pay attention to social processes, environmental problems and the formation and development of human capital. The focus of scientific research was the need to form a concept of the future – Society 5.0., which with the active support of the principles of Industry 4.0. actualizes the need to create a new strategy for economic development of society Uemura, N. (2017) [28]. The idea of achieving the goals of humanism in the development of information space on the basis of the methodology of achieving coherence, complementarity and fractality of society as a self-organized system was developed by Nurullin, R. A. (2019) [29]. Berawi, M. A. (2019) argues the necessity of solving the environmental problems as a key determinant of the concept of Society 5.0. [30].

In the conditions of change caused by the fourth and fifth revolutions, and the formation of new types of relationships between economic entities require constructive scientific rethinking of the challenges, threats and opportunities for advanced development for business structures to take into account sectoral aspects. In the field of tourism, the problems of implementing certain aspects of the concept of Tourism 4.0 have been analysed by numerous scientists, namely: innovative models of tourism industry development were formed by Robinson, Victor Mueke and Schänzel, Heike A. A (2019) taking into account the needs of the generation Z, Vargas-Sánchez, Alfonso (2018, 2019)-based on the factors of the circular economy, Aldebert, B, Dang, RJ, Longhi, C (2011) – on the basis of innovative development, Bevolo, Marco (2019), Hughes, Karen and Moscardo, Gianna (2019), Law, R., Buhalis, D. and Cobanoglu, C. (2014), Navío-Marco, J., Ruiz-Gómez, L. and Sevilla-Sevilla, C. (2018), Gelter H (2017), Werthner, H., Alzua-Sorzabal, A., Cantoni, L., Dickinger, A., Gretzel, U., Jannach, D..... and Zanker, M.(2015), Yuan, Y., Tseng, Y. and Ho, C. (2018), Pencarelli, T. (2019) – based on the adaptation of digital and information technologies, mechanization and robotization of service and management processes, Atzori, L., Iera, A. and Morabito, G. (2014), Gretzel, U., Sigala, M., Xiang, Z. and Koo, C. (2015), Della Corte V, D'Andrea C, Savastano I, Zamparelli P (2017), Femenia-Serra F, Neuhofer B, Ivars-Baidal JA (2019) – through the creation of «smart» and start facilities, the introduction of intelligent technologies in the tourism industry, Lamsfus, C., Wang, D., Alzua-Sorzabal, A. and Xiang, Z. (2015), Liang, S., Schuckert, M., Law, R. and Masiero, L. (2017) Chen T, Drennan J, Andrews L, Hollebeek LD (2018) – involving social networks and communications, mobile applications, marketing tools and forecasting consumer behavior, Wu DC, Song H and Shen S (2017), Barile S, Ciasullo MV, Troisi O, Sarno D (2017) Li, Gang Wu, Doris Chenguang (2019) – by creating effective ecosystems [31–52]. The question of forming tourist systems, formulation of the concepts for the tourism industry development and solving applied problems of tourism development was carried out by the scientific school of Professor Mazaraki A., particularly in research of Mazaraki A., Boiko M, Bosovska M., Okhrimenko A., Melnychenko S., Zubko T., Vedmid N. (2017–2019) [60–65]. Certain aspects of business process management of tourism business entities were conducted by other scientists of Ukraine: Prymak T., Ivchenko L., Pohuda N., Levchenko V., Trynchuk V. (2020) – formation of a charter transportation system [66]; Trynchuk, V., Horyslavets P., Plonka, M. (2018) – insurance marketing [67]; Trynchuk, V., Khovrak, I., Dankiewicz, R., Ostrowska-Dankiewicz, A., Chushak-Holoborodko, A. (2019); Glonti, V., Trynchuk, V., Khovrak, I., Mokhonko, G., Shkrobot,

M., Manvelidze L. (2020) insurance marketing; increasing the social responsibility of business and socialization of sustainable development [68; 69].

Critical conceptualization of theoretical achievements demonstrates the scientific interest to the problems of forming the concept of Society 5.0. The fragmentation and debatable nature of the existing developments limits the possibilities of their application in tourism. The unformedness of the holistic concept and the concept of society 5.0, groundlessness of its methodological basis and the importance of the tasks to be solved on its basis determined the relevance of the article.

**Presenting main material.** Implementation of innovations and industrial revolutions of the XX–XXI centuries has led to global structural and sectoral transformations of society, the consequences of which form a strategic vector for the development of both the world system and its individual components.



*Fig. 3. Structural and dynamic aspects of the paradigm Society 5.0. development (revolution 5.0. through the evolution of society)*

Since the early 90's of the twentieth century the average annual growth rate of tourist flows is believed to have stabilized at 3.8–5% and exceeds the long-term forecast for the development of the world's tourism sector by 2030 (up to 3.8%). At the same time, in certain periods – 2004, 2009, according to forecasts – in 2020 there is a decrease in indicators as a result of global economic crises, followed by stages of accelerated growth. Economic downturns create new opportunities for tourism development and provide a structural transformation of the world tourism system.

As it can be seen on Figure 3. Industry 4.0 is defined as a global trend of modernity, its attributive features were formed by Kagermann H., Lukas W.-D., Wahlster W. (2011): big data and analytics; autonomous robots; simulation; horizontal and vertical system integration; the industrial internet of things; smart cities; cyber security; the cloud; additive manufacturing (3D printing); augmented reality) [1; 15; 18; 19; 21 and others]. The inherent features of Industry 4.0 are digitalization, automation and robotization of processes, digital development and rapid introduction of information and communication technologies in the practice of economic entities. However, it is characterized only by scientific and technical direction, and at the same time lives without attention social, environmental, humanitarian problems of society. Rafail Asgatovich Nurullin (2019) considers this a threat to the mankind, which makes it impossible to get out of crisis and reach new levels of civilization [29]. Deutsche Bank Research also confirmed the growing demand for social research [2].

Concept Society 5.0. should take into account the achievements of Industry 4.0, which is caused by technological innovations and negative consequences and risks – human devaluation, humanitarian problems and environmental safety. Global Architecture of Society 5.0 should be based on innovative development and technological change, as well as on ensuring the principles of sustainability, humanism, environmental friendliness, security, value orientation of society.

Global trends of the concept Society 5.0. defined in the context of immanent components:

- *structural changes in the world economy* (globalization trends and internationalization, crisis in the economy, complicating business conditions, changing the structure of industries and markets, convergence and unification of countries and business sectors, increasing competition, concentration of production and market monopolization);

- *scientific, technical and technological innovations* (artificial intelligence, nanotechnology, high-speed Internet, Internet of Things, virtual and augmented reality, blockchain, unmanned devices, robots lead to the formation of new market segments, redistribution of capital and investment between countries, regions and industries, changes in business models business organization, transformation of consumer expectations and needs, reformatting of operational and management processes of business entities, increasing the value of information);

- *urbanization and changing market conditions* (formation of cluster systems, development and promotion of destinations, emergence of new products and market offers,



shortening of product life cycle, fluctuations of market conditions, formation of new consumer segments, access to new geographic markets, emergence of multinational companies and global projects to support certain industries, regions and countries);

- *demographic changes and social transformations* (population ageing, global labor market saturation (reduced demand, increased supply), massive job losses and increase in unemployment, the disappearance of entire industries and professions, especially those that do not require high skills (changing conditions), growing demand for highly qualified personnel (knowledge – the greatest value), informal employment, liberation from hard and routine work, change of human personality, as Industry 4.0 lays down new principles in ethics, aesthetics, reducing staff specialization);

- *climatic and environmental problems* (increasing the need for resources, increasing the requirements for environmental protection, creating environmentally friendly and resource-efficient industries, implementation of criteria and principles of sustainable development, development of technologies for environmental safety, rational use and saving of resources).

Foresight of the concept Society 5.0. in the field of tourism determines the following trends for the realization of potential opportunities for the development of both the subjects of the tourist sphere and the national tourist system.

*Structural changes in favor of the tourism industry.* Tourism of the XXI century has become a powerful highly profitable industry, intersectoral economic complex, type of economic activity, sphere of economic relations, which acts as a global communicator of world, national and regional economies, industries and spheres of activity, business structures and consumers, as well as an indicator of economic and social development. Tourism industry occupies 3 place in the world after the chemical and fuel industries, generates 3.6% of world GDP, has a steady high growth rate – up to 5% per year, its share in world exports of 7%, and in exports of services – more than 30%; it forms the positive image of the country in the world market. With a significant recession because of the global coronary virus pandemic [7–10], according to the UNWTO, OUN and WTTC, in 2 years there will be a full recovery of the number of international tourist arrivals in the world and the volume of foreign exchange earnings from tourism [15].

*Internal transformations of the tourism industry,* changes in market situations. Thus, the main areas of tourism should be new types of tourism products (unique tourist attractions, hotels and restaurants); new types of tourism (space tourism, e-tourism, interactive excursions), new tourist destinations, tourist routes and tourist destinations; new modes of transport (electric transport, spacecraft), organizational changes and innovative approaches in the consumption of tourist products (audio guides, interactive and virtual tourist facilities, etc.); value of intellectual objects (trademarks of international networks, corporate brands, service standards, corporate culture); introduction of new operational technologies (QR-coding, GPS-guides, 3D screens, VR-technologies, robots). Also relevant is the diversification of tourism products (geographical, consumer, market), which allows you to personalize the service in tourism and manage consumer behavior.

*Active penetration and use of innovative digital technologies.* Feature of tourism digitalization – automation of management and service processes at the local level and the formation of integrated information systems and platforms, as well as the introduction of digital technologies in the activities of tourism businesses and tourism infrastructure. Philip Kotler (2019) defines that digital communication takes place both online and offline [53], with the help of Internet technologies or using any other digital media with digital channels, such as mobile devices; the Internet, as well as devices that provide access to it; local networks; digital television; POS-terminals and interactive screens.

According to the PwC UN report World Population Aging, the most effective and dynamic communication trend of the future is mobile devices and mobile applications (25% of all sales in tourism are mobile devices in 2017) [54]. The main purpose is to satisfy the impulsive needs of tourists and to optimize communication channels and sales of business entities in the field of tourism. In tourism industry the following types of mobile apps exist: translators, maps, hotel reservations (Hotellook, Booking), purchase of tickets (Aviasales, Scyscanner), guides and directories (TravelMe), search of companions (BlaBlaCar), car rental (Sixt), comparative integrated services sales (Aviasales Skyscanner), visualization applications travel (TripTrip, Spottly), search engines (Momondo, Kayak, Bilet, App In The Air, Hotel Reservation Service, Hotels.com, Expedia.com) and many others. The comprehensive use of mobile devices requires the creation of specialized interfaces for personal enterprise sites and corporate online platforms.

*Social media.* Alternative and niche social media channels – Snapchat, Pinterest, Facebook, Instagram, Zoom, Google Duo are platforms for online communication with consumers. Technologies-Viber, Whatsapp, Telegram, Skype, Facebook, Messenger – effective specialized platforms to achieve the goals of personal interaction with target consumers.

*Big Data and Analytics.* In the sphere of tourism Big Data and Analytics – are technical solutions that allow you to turn unsystematized data into information that provides personalization and personification in tourism. Yes, it is a decision to find the target audience, determine the needs of each segment and the tourist, establish an individual approach to form a tourist product for each client and determine its value. At the level of the business entity, these are opportunities to monitor the market, conduct targeted advertising campaigns, implement the tasks of revenue management, HR management, etc.

*Cloud technologies.* Storage, processing and integration of information on cloud servers – one of the main global trends, including in tourism. It allows, on the one hand, efficiently and securely manage corporate data, on the other hand – to quickly increase the volume of information storage as needed, which enhances the development of economic entities, and ensures the quality of management and operating business.

*«Blockchain» technology.* In the field of tourism, this system will allow to create distribution databases for algorithmization and optimization of transaction accounting, to increase the reliability of the service, to provide booking processes, calculation, customer feedback. Its functional opportunities are: B2B and B2C transactions, customer identification and access control, smart contacts, information tracking, customer check-in at hotels and flights, and provision of other services within one trip.

*Artificial Intelligence.* Software algorithms for tourism entities implement the task of ensuring decision-making, obtaining personalized results in planning, organizing and evaluating tourist trips, as well as processing and transmission of voice, visual and other nonverbal information, they include: hotel management systems – PMS (property management system), which allow to implement automation of business processes and functions of hotels and networks; risk management systems and action on fraud – real-time; automated virtual assistants (digital «assistants» of departments: marketing, analytics, quality services, room service, F&B, animation); data analysis systems and analytics and customer services (chatbots on a 24-hours basis hotel service from check-in to check-out; system of «service concierge»; system of «room service»; system of «smart house»); neural networks (automation of operational activities of a tourist office, restaurant, hotel or network).

*Technologies and devises of virtual and augmented reality* aimed at the experience of virtual reality through the maximum visualization of tourist facilities and infrastructure. Technologies allow to choose hotels, restaurants, tours, animation services; plan tourist routes; develop and demonstrate projects; to form complex tourist products. Virtual and augmented reality technologies allow creating interactive and virtual hotels, excursions, museums, entertainment, exhibitions, etc., which are used to sell product promotion, expand customer service capabilities, staff training and development, marketing, etc.

*Internet of things* – innovative technology that combines objects and devices equipped with sensors, software and other equipment that allows to receive and share data through the Internet to provide «seamless» service, self-service, remote services, receiving market analysis, monitoring assets, pricing, etc.

*Robotization* – electromechanical and virtual agents that automate operational processes and operations (development and selection of tourist route, hotel, booking, settlement, housekeeping, tariffs and hotel occupancy, in the future – the use of intelligent robots that will understand and communicate with people, search and process information, develop alternatives to management decisions, including in the field of tourism).

Abovementioned trends form *challenges and risks*, faced by tourism entities:

- economic (turbulence and crisis in the external environment, low propensity to innovate in society and tourism sphere, lack of financial resources for business entities, loss of competitiveness, long period of investments return, loss of financial stability);

- organizational and administrative (rapid ageing of technology, obsolescence of assets, loss of resources and information due to low levels of cybersecurity and crime in the information space, the risks of inconsistencies and complications in the digital space, information noise);

- social and ecological (ageing knowledge, rising unemployment and mass job losses, need in highly qualified specialists, changing of identities and human needs, environmental pollution, lack of natural resources).

Tourism industry, which has social purposes, has both the key risks and threats to the implementation and strategic provisions of Concept 5.0, and the unique opportunities and benefits:

- release of free time and intensification of travel, development of tourism and hospitality sector

- achieving leadership in the hospitality market and the formation of unique competitive advantages;

- innovation of the tourism sector, improving the quality of services and forming a positive brand through the introduction of technical and technological innovations;

- creation of integrated formations and pooling of resources, opportunities and risks for the implementation of a consolidated development strategy (partnerships, networks, franchise systems);

- improvement of operational activity (automation of routine work, operations and processes, artificial intelligence in service)

- improvement of business processes and management decisions: (booking and reservation management, room management, marketing and personalization of sales, service promotion, solutions for optimization of resource provision and energy storage, environmental solutions, etc.)

- formation of a new type of internal corporate culture of enterprises and culture of tourism in general with emphasis and ethical principles, humanization, increasing social responsibility of business (Glonti, V., Trynchuk, V., Khovrak, I., Mokhonko, G., Shkrobot, M., Manvelidze L. (2020) [64]); social standards, ensuring sustainable development, integration;

- creation of preconditions for investments in the sphere of hospitality, increase of investment attractiveness of business through growth of tourist attractiveness (Trynchuk, V., Kaigorodova G., Alyakina D., Pyrkova G., Mustafina A. (2018) [65]).

To evaluate the implementation of innovations in the concept of «Society 5.0», expert research of top management and professionals in the tourism industry was carried out (Table 1, Table 2).

Enterprises are studied for the expressiveness of the concept of «Society 5.0» attributes within 3 blocks: organizational and managerial, economic and social.

Organizational and managerial aspect of innovation processes implementation includes the level of operational and management functions and the effectiveness of organizational design and is based on the definition of the following multi-attribute

parameters: the optimality of organizational design; coordination of employees work and departments; consistency and speed of business processes; effectiveness of strategic planning, operational management, stimulation, control, coordination; quality of activity; the level of services quality and their value for all segments of stakeholders (owners, staff, consumer).

*Table 1*

**Audit results concerning innovations implementation attributes of the concept of Society 5.0 based on a multi-attribute approach**

Types of business entities	Evaluation of the attribute expressiveness, points			
	Attributes of the concept implementation strategy			
	Organizational and managerial aspect	Economic aspect	Social and ecological aspect	Average score on the continuum
Continuum A. Transnational multisectoral concerns	2,7	2,5	2,6	2,6
Continuum B. Consolidated transnational (international) travel companies (holdings)	1,9	2,0	1,7	1,8
Continuum C Large universal (multisectoral) tour operators (mass market) with a network of own representative offices and involved agents, diversified hotel and restaurant complexes	2,2	2,3	2,1	2,2
Continuum D Medium universal (multisectoral) tour operators, large hotels and restaurants	2,0	2,1	1,9	2,0
Continuum E Small universal tour enterprises, small hotels, small restaurants	1,6	1,4	1,3	1,4
Continuum G Large tourism chains, large hotel chains and restaurant chains	2,0	2,1	1,7	1,9
Continuum F Medium tourist, hotel and restaurant chains	1,7	1,9	1,4	1,6
Continuum H Large specialized (narrow-profile) enterprises	1,9	2,1	1,6	1,9
Continuum K Medium specialized enterprises	1,8	2,0	1,6	1,8
Continuum Z Small specialized enterprises	1,0	0,9	0,9	0,9

*Source: developed and calculated by the authors*

The economic block of multi-attribute parameters helps to determine the level of management efficiency of business entities and includes quality and quantity measurement of such processes as: general management, economics, finance, business, marketing, tourism product production, sales, information and analytical support, resources, communications.

The social and ecological aspect provides opportunity to to determine the value for all stakeholders in the context of determining the expressiveness of a group of attributes: reliability; level of trust and recognition; accessibility, readiness for dialogue; continuity and regularity; mutual assistance, support; existence of additional advantages and privileges; consistency of actions, their structure, profitability and strength; environmental friendliness; resource saving; sustainability.

Depending on the results of the evaluation, three main zones of efficiency (3O) of innovative development are identified:

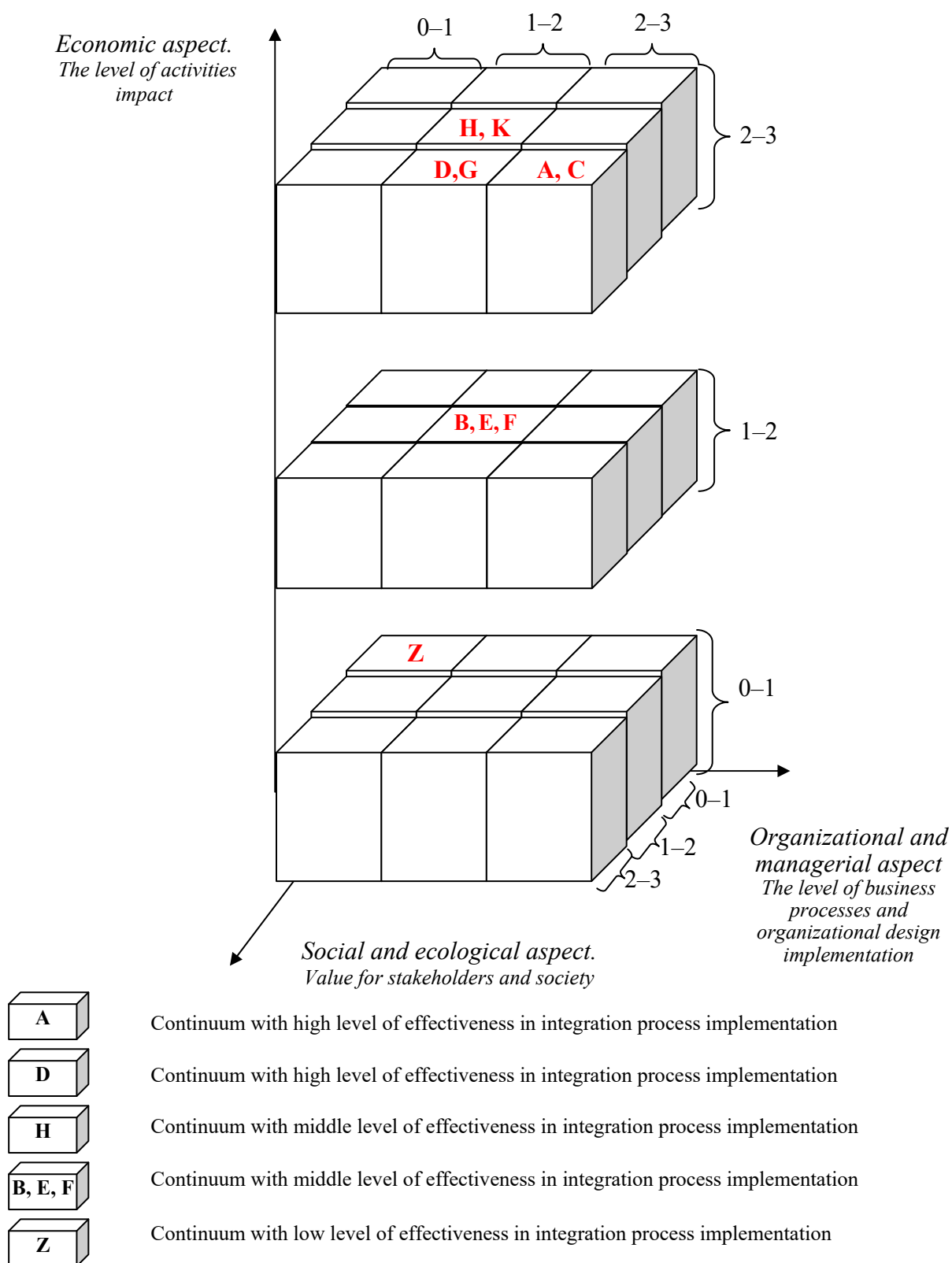
–  $0 \leq \sum_{i=1}^n 3O_{ai} \leq 1$  (3) – zone of low value of the attributes level, which is a confirmation that enterprises in this area work inefficiently;

–  $1 \leq \sum_{i=1}^n 3O_{ai} \leq 2$  (2) – zone of medium value of the attributes level, which is evidence of the mediocre organization of innovation processes;

–  $2 < \sum_{i=1}^n 3O_{ai} \leq 3$  (1) – zone of high level of attributes expressiveness, which means that enterprises work effectively in this field.

According to the results of the expert research, the following conclusions were made:

- in most enterprises, aspects of innovation effectiveness have a medium level of expression, which means that enterprises in this area are working satisfactorily, but need to develop effective mechanisms for their further intensification of innovation development;
- the highest level of attributes expressiveness was received by economic aspects of integration interaction (which are defined on the basis of calculation of economic indicators (quantitative) and determine efficiency level of tourism entities);
- results of the audit of organizational and managerial processes show that their attributes are at a lower level compared to economic aspects, which means that management functions do not meet the full needs of effective organizational support for the implementation of the integration strategy;



*Fig. 4. Positioning of tourist activity entities based on multiattributive matrix of innovative development efficiency*

*Source: developed by the authors*

– the lowest level of parameter values received the social aspect of integration processes development, which indicates the practical problems of the concept of Society 5.0 principles implementation in the practice of tourism business; the expressiveness of the parameters of integration interaction has an individual character and depends on the specifics and features of the enterprise – its size, type, territorial market coverage, customer service segments, specialization, management system.

*Table 2*

**Research results among tourism entities concerning effectiveness of the concept Society 5.0. realization, based on a multi-attribute approach**

Productivity zones (PZ)	Continuum of enterprises	Average score on the continuum	Amount of enterprises	Share in the number of enterprises	Share in levels of activity	Limit value performance indicator
High	Continuum A	2,6	7	6,5	26,9	$2,5 \leq 30 \leq 3$
Average, closer to growth	Continuum C	2,2	11	10,2	14,6	$2 \leq 30 < 2,5$
	Continuum D	2	11	10,2	3,2	
Average	Continuum B	1,8	8	7,4	21,8	$1,5 \leq 30 < 2$
	Continuum G	1,9	9	8,4	18,6	
	Continuum H	1,9	6	5,6	2,4	
	Continuum K	1,8	4	3,7	0,9	
	Continuum F	1,6	10	9,3	3	
Average, closer to decrease	Continuum E	1,4	24	22,4	6,4	$1 \leq 30 < 1,5$
Low	Continuum Z	0,9	17	15,9	2,3	$0 \leq 30 < 1$

Research results allowed to position the subjects of tourism within the main areas that correspond to a certain level of management effectiveness on the basis of the implementation of the provisions of the concept of Society 5.0.: high (continuum A); average, closer to growth (continuum C and D); average (continuums B, G, H, K, F); average, closer to decrease (continuum E); low (continuum Z) (see Table 2, Fig. 4).

**Conclusion.** Summarizing the results of theoretical and analytical research, we note that taking into account the principles of the concept of Society 5.0. in defining the strategic vector of tourism development is an objective requirement that is in line with the global social idea of the Organisation of United Nations by 2030. The paradigmatic idea of the concept of «Society 5.0.» is a society in which a system that integrates the information and real environment and takes into balance economic development and solving social problems.

Tourism as a phenomenon of social development, its scale and socio-economic potential, multifunctionality in meeting the complex of consumer needs will ensure a rapid recovery of growth rates of basic indicators in this area, even in the face of unfavourable world market conditions. From these positions, tourism, which is one of the leading areas of socio-economic, cultural and political development of most countries and an essential part of the consumer behavior model in the scale of a significant proportion of the world's population, is able to implement the concept of «Society 5.0.» and become a global driver of socio-economic development.



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## **DIRECTIONS FOR IMPLEMENTING HOTEL REVENUE MANAGEMENT SYSTEM**

*The article discusses the theoretical and scientific basis of revenue management system in hotel industry, the essence of Revenue management, its functions, process and importance for implementing hotel revenue management system. Applying revenue management in service sector is presented. The authors presented the propositions for implementing Revenue management system in the hotel and developing pricing and non-pricing instruments of hotel revenue management. In the article modern trends and innovations, as well as their features, which are developing in revenue management, technological progress in hotel business are observed*

**Keywords:** revenue management, hotel, hotel business, hospitality, revenue, technology.

### **Relevance of research topic.**

Revenue management has many different scientific definitions; however, the most accurate will be to say that it is about «selling every product to the right customer at the right time». Even though Revenue management idea was implemented in 1960-s for the first time, many industries still use it and successfully implement it in

their businesses. Not so many years ago the Revenue management was mostly common only in big hotel chains, but nowadays we can witness how fast this tendency spreads among smaller hotels. Its main feature is that hotels started to implement more personalized policy of price formation towards the customers considering many various factors. Modern entrepreneurs have to note that all the customers have different income and can afford different expenses, and may also have different needs. So using the mechanism of Revenue management the price for the room or service can vary depending on time of the day, particular day's demand (either it is high or low), longevity of stay, requested level of comfort and many other features as well. It is possible to assume, that Revenue management nowadays has a role of a trigger for the sales departments in many hotels and hotel chains.

### **Formulation of the problem.**

Overall, Revenue management is all about challenging the resources in the importance of gathering information about the market so that the hotel's management can be proactive and not reactive. This all information must be used to divide the market and adjust the product or service through distribution, to the right customer at the right time and at the right price. As Revenue management in the hospitality industry grows, hospitality managers need to be aware of its key role in hotel sales strategy, paying special attention to new market trends. One of the most important benefits of implementing Revenue management is that it provides companies with a better and clearer understanding of what is expected by the customers from the product or service. Many researchers have proved that Revenue management gives hotels a bright insight into specific needs and wants of the customers and guests, it helps to shape and flex the product in a right way in order to satisfy the existing customers as well as to attract new ones. It also allows to «manipulate» the pricing of hotel to make sure it is «right» for the «right» customer.

Revenue management can allow the manager to add or remove some products or services that potentially can benefit. This does not necessarily require big amount of money or resources. In smaller hotels revenue manager can directly contact the guests and ask about their preferences, needs or wants, something that that would like to see in the future or something that they find useless. In order to be a successful hotel it is vital to be in good communication relationship with the guests, especially with returning guests, who can directly advise on the future developments.

### **Analysis of recent researches and publications.**

There are key levers that help Revenue managers continue the Revenue management strategy of a hotel. Within 30 years these levers have significantly evolved and developed and now they serve a big role for the managers. Ivanov and Zhechev claim that Revenue management tools can be divided into two categories: pricing and non-pricing revenue management tools. The researchers did not pay much of attention to the price as a variable in Revenue management before 1995. Price was mostly considered as some variable that was provided by a certain third party and that

was the reason so few companies considered that the price can drive demand and that the prices the hotel offers may not be optimal for someone. Considering the fact that any decision in Revenue management is a result of both a price and duration, it is very important that modern RM models include information that concerns the price and demand, and considers the potential effect of their relation on the revenue maximization.

Dr. Ravi Mehrota and Mr. James Ruttley offer the conceptual approach to Revenue management that consists of four stages: forecast, optimize, control and monitor. Accurate demand forecasting can be a key to the success of Revenue management in a hotel. The decisions regarding the price policy is more measured and deliberated when there is a possibility to forecast correctly the hotel occupancy and segments of the customers. Once the forecast is prepared, it is easy to foresee the days with the lowest demand. This means that after creating the forecast, there will be a need in decision making processes which can also be called optimization: the booking request should be accepted or denied in order to maximize both the revenue and the hotel occupancy. This step is very significant and it involves taking into consideration all the existing aspects about current hotel's situation.

The stage «control» means to have control over length control (minimal length of stay, minimal stay through and maximal length of stay) in a particular hotel and also rates control. The stage «monitor» is the stage of the process when we compare current situation to the previously expected situation based on the forecasts were made. If the forecast was not correct, this means that the methods of forecast that were used are not effective. In this concept there is no information about human resources. But the author's initial concept was that Revenue management has human resources in the center of the attention and studies, however it cannot be done without modern software and a professional revenue manager. Also, Tranter, Hill and Parker have introduced a different view on the process and key elements of Revenue management

### **Presenting main material.**

In order to improve its hotel Revenue management needs to, first of all, know its potential market. The hotel's management also needs to learn the competitors in order to be more profitable and competition-resistible. The competitor may not always be a particular hotel in the same location, it can also be various seasons or weekend. The hotel can start using standard metrics of: brand strength, house count, facilities, star rating, etc. Knowing competitor can be useful, because in this way the hotel can investigate and create its own unique service or product that will make it different among other hotels, or also to make sure the hotel is not offering something out-of-date which is commonly used.

The strategy «Think & book like a customer» is very widely used nowadays as more and more hotels tend to use it while creating or developing a web-page or booking tools. It is very up-to-date matter for hotel, as now they do not have an open price list on their website. In order to make a reservation the potential guest needs to



fill out the form and wait for the answer. But at the same time it would be a lot more convenient to make a reservation or see the price directly on the spot. The hotel can have strong and rational pricing, but if the customers cannot find it, cannot book it or understand what is offered and make a comparison, and then the hotel is less likely to convert potential customers.

There are plenty of different tools that can provide the management with booking rate but they do not always give the customer's perspective. However, understanding how hotel's Revenue management strategy is «seen» and «bought» from the outside-in is critical [18]. In order to keep the track of regular or loyal customers, to monitor and increase brand awareness and to attract new customers and as a result achieve better revenue and occupancy metrics the following plan is proposed.

*Table 1*

### **Program of implementation of Revenue management**

Task	Responsible person	Frequency
Monitor overall position of the hotel in a random web search by location and dates	FO agent	Once a week
Search on 2 or 3 major OTAs and check – how are you ranked, compare in pricing with other hotels (metrics F&B, Packages, etc.)	FO agent / Marketing team representative	Once a month
Make a booking on different cites, check how competitor assess their websites, compare how easy it is to book a room on your website and on the others	FO agent	Once a month
Activate social media presence (e.g. Facebook page, Instagram): post pictures, monitor subscribers, likes and attendance to the page	FO agent	Every two days
Create/update a list of loyal customers, regularly update with your new services, seasonal offers, new events, discounts, etc.	FO agent / Marketing team representative	Two times a month
Develop monthly and weekly pick-up reports in order to be able to adjust the prices according to the current demand and to monitor the overall condition of the revenue	FO agent / financial department representative	Every week, report of total state once a week.

As we can see from the plan, it does not require any additional expenses for the hotel. All these responsibilities can be completed by the existing staff and they are not very time consuming and do not require special skills. The data received from this research can be followed to the management so that they can apply the needed changes or adjustments. This research will also provide both staff and management with a better understanding how the booking process is for the consumer and what needs to be added or removed. This factor is very important and it can also be one of the reasons of low occupancy and weak revenue.

Knowing one's product and making the most of it is one of the most significant keys to successful Revenue management development. Another key to success is knowing and implementing pricing and non-pricing instruments of Revenue management system. For the hotel it is important to learn either the guests would be willing to book additional services, having an opportunity to book directly at the hotel, not spending hours of searching in the Internet.

Another key point can be adding a lunch menu to the Food and Beverage options in hotel. The hotel can offer special rates for dinner or breakfasts or apply «happy hour» specialty. It is very common, when after implementing these features the organization's revenue starts to grow. This is a real possibility to make the revenue grow, as it can be presented as a «business lunch to go», which allows the staff not to wash the dishes all the time and since it will be open limited time only, the staff can prepare a particular number of the packages ready by the needed time. Average price of a business meal in Kyiv is approximately 100 UAH. It also depends on the variety of the dishes that are offered and served, but to start with the hotel can produce 50-70 lunches for an estimated time of the day and to see how profitable it will be. In the future, the number of the requested business lunches can grow.

As the research has shown, little hotels do not have a price differentiation policy. However, implementing one can be rather beneficial. For example, the hotel management knows its high and low seasons, so the prices can vary during these periods. In low seasons, some of the guests can be attracted by the label «sales» or «discount» on a price even if it is only deducted by 10%. Again, as Revenue management principle states, it is better to sell a room for a lowered price, than not selling it and «losing» instead. The hotel management can benefit from implementing discount policy or low rate policy during the season.

Non-pricing instruments of Revenue management, the research has shown that the hotels, even though which have low occupancy, still has some loyal and regular guests. This means the hotel can consider the implementation of some loyalty program. By collecting guests' emails the hotel can «stay in touch» with the guests, alert them about any upcoming discounts or offer some special deals. In such way the hotel shows that it cares about loyal guests and on a psychological level the guests will feel connected to the hotel. Nowadays, discount or loyalty programs are very

widely used and show successful results of attaching people to the brand and show repetitive use of one's services or purchase of products. Application of this tool can also lead to creation of «lowest price guarantee» tool. The hotel can announce that the first 5 reservations that will be made within one day will have an exclusive «lowest price guarantee» label and in case the customers find any cheaper offer for his hotel, the hotel will return the money. This method is quite effective as well. Social media can play a crucial role for the customer before booking a room in any hotel. Independent reviews encourage the customers a lot more than a simple description of the hotel on its own webpage. Magnuson (2019) stated that once the hotel has information on what the customer thinks of it, then the management can work on that: this can also guide hotel's pricing policies. In general, it is important to know what guests think about the hotel and be aware of social reputation as it is directly connected to the guests' willingness to book. Another non-pricing instrument is distribution channel. As the research has shown, the hotel's attempts of growing internet presence are not very successful. Instead, the duty front office manager, can spend 1 hour per day for posting a new picture, for adding hashtags to it, for monitoring the number of likes and attendance on the official hotel page.

Most of the people use their mobile phones for everything now via the gadget. As we can see, most of the tools require using mobile phone or computer, and Internet so being in trend is one of the keys to successful implementation of Revenue management system. It is vital to follow and monitor the competitors' marketing campaigns and strategies in order to be unique on the market and offer to the guests something that they will not find anywhere else or something that you can be excellent at. The importance of social media and Internet presence are clearly identified for many forms of business activities. High involvement of customers in the hospitality industry is crucial factor of adaption. New ways of communication support the hotels in identifying the customers' needs and wants in order to achieve high guest satisfaction and helps to increase hotels' revenue.

### ***Conclusions***

The results of the research show that Revenue management is a vital and important part of successful functioning of the hotel. Revenue management allows managers to monitor and forecast demand, to optimize the inventory and price availability in order to maximize the hotel's revenue. The main purpose of the Revenue management was identified as selling the room at the right price at the right time to a right customer.

The techniques of Revenue management, their purpose and functions were identified. Price presentation is the step where the hotel announces the price to the customer. Dynamic pricing is one of the latest trends in the hotel industry and it serves for adjusting the prices due to demand. Price discrimination is a selling strategy which aims to receive the maximum possible payment from a particular customer. Lowest

price guarantee is not only widely used in hospitality industry, but also in many selling strategies of different enterprises. It basically promises the customer to return the difference of the rate found in any outside source. Rate fence is the rule of restrictions that allows the customers to segment themselves based on their needs and willingness to pay.

Other techniques are presented as non-pricing ones. Their purpose is the same: to grow revenue of the hotel. However, they work with some differences than the pricing tools. One of the most important one is room availability guarantee. This service mostly works when a hotel has loyalty program and it can guarantee to its premium guests a room which will be available no matter how big the occupancy at particular period can be. The hotel can also conduct a length of stay control and overbooking. These are very common practices in the hotels and they also help to control and increase the revenue. Capacity management is called an ability to satisfy the demand. One of the most important tools is channel or distribution management. It helps to accelerate the hotels' online presence which is very crucial nowadays due to the mass usage of different gadgets.

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## **STRATEGIC MANAGEMENT OF COMPETITIVE POSITION OF TOURISM REGIONS**

*The expediency of the tourism region studying as an object of competitiveness management is revealed in the article, the strategic approach to the tourism region competitiveness management reflects the multipurpose nature and multi-vectority of management influence is substantiated, the system of indicators for the tourism region competitiveness assessment is proposed.*

**Keywords:** *Tourism Region Competitiveness, Strategic Management of Competitiveness, Tourist Attractiveness of a Region, Tourism Business Activity.*

**Relevance of research topic.** International trade of tourism services has become a truly global socio-economic phenomenon, one of the most influential factors for the countries and regions economies growth. The number of travellers around the world increased by 5% in 2018 up to 1.4 billion. For the seventh consecutive year, the growth of tourism exports in the world (+ 4%) exceeded the growth of exports of goods (+3%) [1]. The governments of the countries are tasked with developing common approaches to balancing the economic benefits from enhancing the tourism industry competitiveness, at the same time effectively developing the tourism potential of the regions, infrastructure and cultural values on which the competitiveness depends.

Given the market economy globalization in the tourism industry, the problem of ensuring competitiveness at the level of the tourism enterprise as well as at the regional and national levels becomes crucial. The Tourism and Resort Development Strategy for the period up to 2026 has emphasized that «despite its resource availability and endless potential tourism opportunities, Ukraine is currently unable to compete with developed tourism countries». [2].

In conditions when tourism is becoming a leading sector of strategic importance at both national and regional level, an actual problem of theoretical and applied character is the development of strategic tools for the tourism industry for increment of sustainability and productivity of usage of regional competitive advantages: natural, material and technical, infrastructural, institutional, labour resources, etc.

**Analysis of recent researches and publications.** The theory of strategic management of tourism activity, as well as the regions competitiveness as a component of this process is developing both in the vertical and horizontal plane. A considerable amount of research by domestic and foreign authors is devoted to the issue of implementation of strategic management processes in tourism activities, such as: E. Adelseitova, O. Bartoshchuk, A. Grishchuk, E. Kozlovsky, V. Kucherenko, M. Malskoy, A. Terebukh and others. The development of mechanisms for ensuring the competitiveness of the tourism product and the tourism industry has been studied in the scientific works of domestic and foreign scientists: Y. Alekseeva, V. Bezugla, I. Valentyuk, V. Gulyaev, A. Granberg, L. Davydenko, M. Dolishniy, M. Kabushkin, V. Middleton, V. Fedorchenko, A. Chechel, A. Yaroshand others.

Problems of ensuring the competitiveness of tourism and recreational complexes of the regions were studied by G. Alenikova, G. Andreeva, N. Golovchenko, P. Gudz, V. Danilchuk, N. Kalkova, N. Kolenda, A. Moklyak, S. Nezdominov, N. Strachkova, L. Cherchyk. However, despite considerable experience, certain aspects of the theory of strategic management of tourism region competitiveness remain to be discussed, namely approaches to defining its essence as an object of competitiveness management, revealing the influence of various factors on the level of competitiveness, the relation between external and internal competitiveness positions of the object.

**Formulation of the problem.** Based on the above, the purpose of the article is to scientifically substantiate the strategic approach to management of the tourism region competitiveness in the context of global competition, taking into account the peculiarities of domestic tourist destinations and the level of infrastructure development.

**Presenting main material.** The competitiveness of the country in the international tourism markets is ensured by the effective functioning of each tourism region through the formation of unique tourism capacity, the creation and realization

of competitive tourism products. The region competitiveness is defined as the ability of each regional system to manage its competitive advantages, to provide rational and efficient deployment of productive forces to ensure sustainable financial and economic standing, maximize benefits, meet objective and subjective needs on the basis of autonomy and self-financing, within existing legislation [3 p. 64].

N. Golovchenko determines the region competitiveness as its ability to «enhance and maintain certain competitive positions in the production and realisation of competitive goods (services) in order to meet the demand of potential consumers in a desired observance of interests of the society as a whole[4]. In our previous studies, it was stated that the region competitiveness in terms of its tourist attractiveness should consider its ability to gain competitive advantages over other regions of the country by receiving tourists for a long period [5, p. 36]. Thus, the competitiveness of the tourism region as an economic category represents some relative integral characteristic that reflects the differences of the aggregate tourist product and, accordingly, determines its tourist attractiveness for the consumer.

The strategic goal of the tourism region management as a competitive unit is to ensure its competitiveness for a long period. The tourism region is an open system, so its level of competitiveness is influenced by many factors: interaction of enterprises of different industries (transport enterprises, hotel and restaurant businesses, trade enterprises), market of goods and services conditions and the state of the environment.

A. Anderson identified four determinants that underlie the paradigm of modern dynamic regional development in the context of global competition («C-factors»): competence, culture, communication and creativity. [6].

Strategic management of the tourism region competitiveness is an activity that involves the development and implementation of a strategy for the development of the region, relevant target programs, strategic decisions and measures aimed at enhancing its tourist attractiveness and rational use of tourism capacity.

Strategic management of the tourism region competitiveness is advisable to conduct using an integrated mechanism developed by us (Figure 1), which provides multi-vector of management influence and is ensured by the implementation of management processes of basic mechanisms (proactive, organizational and adaptive).

The mechanism of proactive management of the tourism region competitiveness is a set of interrelated techniques, methods and levers of influence that ensure the formation of strategic intentions for the tourism region development and the development of strategies for ensuring competitiveness on the basis of the analysis of the international and national tourism market conditions.



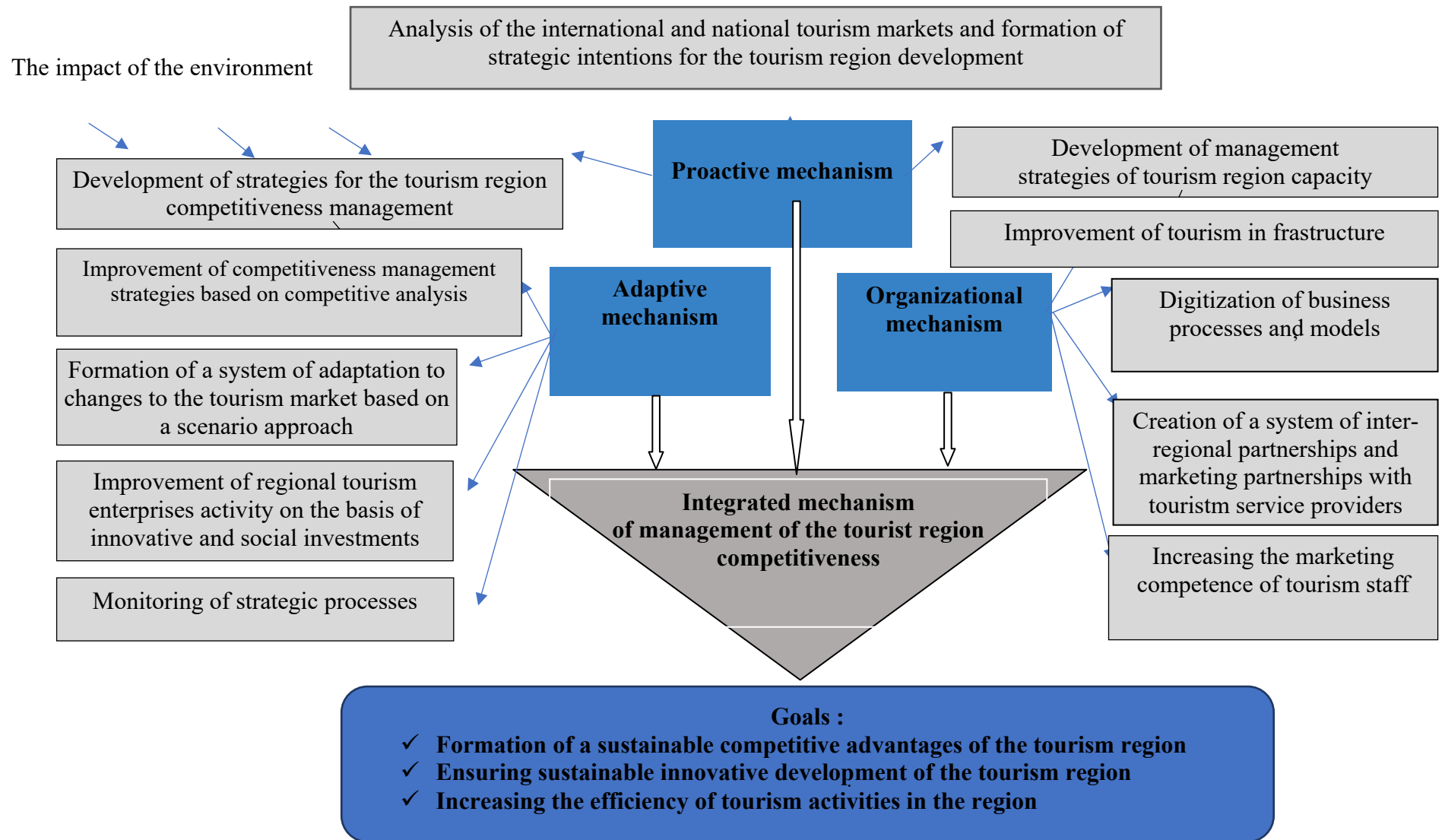


Figure 1. An integrated mechanism for strategic management of the tourism region competitiveness

The organizational mechanism to ensure the tourism region competitiveness is a sequence of management actions aimed at creating a system of inter-regional partnerships and marketing partnerships with tourism providers, the implementation of digital technologies in business processes in order to increase productivity and improve communication interaction with consumers of services, introduction of innovative and integrative forms of entrepreneurship, ensuring improvement of the professional-qualification level of employees in the tourism industry.

In order to implement an adaptive mechanism in the management process of the tourism region competitiveness, it is necessary to: constantly take into account the uncertainty and risk factor in the changes of the external and internal environment; carry out a comprehensive analysis of different situations (economic, demographic, environmental), strengths and weaknesses of the tourism region capacity; to evaluate the effectiveness of the selected strategic set, determine the level of the tourism region competitiveness and goal achievement.

The tools for strategic management of the tourism region competitiveness are the following: a strategic vision of the region development as a tourism center; mission and strategic goals aimed at creating a unique tourist offer based on the tourism region capacity, ensuring balanced development of the region, building an institutional environment and establishing interregional partnerships; a system of strategies for ensuring the region competitiveness (tourism development strategy in the region, marketing and promotion strategies for the region in domestic and international tourism markets, personnel and financial support strategies, etc.).

The level of the tourism region competitiveness depends on the competitiveness of all its subjects. The tourism region competitiveness is a general feature of its market stability, which is conditioned by the efficiency of utilization of the available resource capacity, the ability of the tourism activity subjects to provide attractive and high-quality tourism products, the ability to adapt to the changing competitive environment. Increasing competitiveness at the regional level depends on the business activity of the tourism enterprises themselves, as well as on state and regional policy towards increasing the regional tourist attractiveness.

On this basis, the directions of the tourism region competitiveness assessment are the analysis of indicators that determine:

- tourism business activity of the region (the volume of provided tourism services in the region, financial result of tourism enterprises activity of the region, etc.);
- tourist attractiveness of the region (intensity of tourist flows to the region, regional resource and recreational rating, etc.).

The analysis of competitiveness indicators of tourist regions (Table 1) allowed to conclude that there are significant differences in the tourism business development

across Ukrainian regions. Leading positions are in the city of Kyiv, Lviv and Odesa regions. The worst positions are in Luhansk, Donetsk, Kirovograd, Volyn, Rivne, Ternopil and Chernihiv oblasts. It is possible to allocate the TOP-5 regions of Ukraine by the largest amount of revenues from the payment of the tourist fee, which came to the local budgets in 2018: the city of Kyiv – UAH 32.9 million (36.3% of the total amount); Lviv oblast. – UAH 13.4 million (14.7% of the total); Odessa oblast – UAH 11.5 million (12.7%); Zakarpattia oblast – 3, 8 million UAH (4.1%); Ivano-Frankivsk oblast. – UAH 3.7 million (4.0%).

It should be noted that some tourist regions, such as Vinnytsia, Ternopil, Chernivtsi and Chernihiv oblasts, do not use their capacity for tourist attractiveness at all, showing low financial results from tourism activity even with considerable natural and recreational resources.

*Table 1*

### Indicators of tourism competitiveness of Ukrainian regions

Region code	Name of oblast	Tourism business activity					Tourist attractiveness of the region		
		Number of tourism entities in 2018, units	The amount of proceeds from the payment of the tourist fee in 2018, thousand UAH	As a % of the 2017 year's level	Revenue from the provision of tourism services in 2018, thousand UAH	Share in total income, %	The overall score of the resource-recreational rating	Nature Reserve Fund, % of the total region area	Tourist stream (domestic tourists), persons
1	Vinnytsia	25	483,8	122,5	17978,4	0,08	<b>4</b>	2,1	8360
2	Volyn	19	584,6	118,9	15339,5	0,07	2	6,8	5963
3	Dnipropetrovsk	<b>119</b>	<b>2 523,5</b>	121,0	<b>30937,8</b>	<b>0,14</b>	2	2,8	9229
4	Donetsk	31	1 224,4	146,2	<b>28498,3</b>	<b>0,13</b>	1	3,5	5575
5	Zhytomyr	16	544,8	120,5	4088,5	0,01	2	4,4	3359
6	Zakarpattia	28	<b>3 802,0</b>	131,0	14580,1	0,06	2	<b>13,8</b>	6258
7	Zaporizhia	62	<b>3 665,9</b>	135,2	21831,0	0,1	1	2,6	17138
8	Ivano-Frankivsk	34	<b>3 699,4</b>	122,4	<b>437913,7</b>	<b>2,07</b>	<b>3</b>	<b>14,1</b>	<b>33572</b>
9	Kyiv	45	2 326,9	149,2	20679,4	0,09	<b>4</b>	4,0	3320
10	Kirovohrad	13	259,3	127,5	7746,1	0,036	1	0,5	1280

Region code	Name of oblast	Tourism business activity					Tourist attractiveness of the region		
		Number of tourism entities in 2018, units	The amount of proceeds from the payment of the tourist fee in 2018, thousand UAH	As a % of the 2017 year's level	Revenue from the provision of tourism services in 2018, thousand UAH	Share in total income, %	The overall score of the resource-recreational rating	Nature Reserve Fund, % of the total region area	Tourist stream (domestic tourists), persons
11	Luhansk	8	143,9	120,9	573,1	0,002	1	2,5	86
12	Lviv	<b>142</b>	<b>13417,6</b>	125	<b>442823,2</b>	<b>2,1</b>	<b>4</b>	6,8	<b>61881</b>
13	Mykolaiv	18	1 832,6	128,2	4160,0	0,019	2	3,1	948
14	Odessa	<b>135</b>	<b>11550,7</b>	127,4	<b>172028,9</b>	<b>0,81</b>	<b>4</b>	4,6	<b>24081</b>
15	Poltava	15	1 341,0	124,5	5893,9	0,027	2	4,9	2124
16	Rivne	27	355,7	115,2	8458,6	0,04	2	<b>9,0</b>	1680
17	Sumy	18	332,2	114,8	7620,8	0,036	2	6,6	3128
18	Ternopil	20	402,0	137,4	6344,6	0,03	2	<b>8,9</b>	3618
19	Kharkiv	<b>83</b>	<b>2 979,6</b>	119,4	<b>40553,1</b>	<b>0,19</b>	2	2,4	8326
20	Kherson	16	<b>3 690,4</b>	136,5	<b>36123,6</b>	<b>0,17</b>	2	<b>9,7</b>	6428
21	Khmelnyskyi	25	731,5	143,7	4322,3	0,02	2	<b>14,8</b>	12017
22	Cherkasy	27	724,1	132,7	10018,0	0,04	2	2,9	3364
23	Chernivtsi	39	527,2	125,8	21578,1	0,1	2	<b>12,6</b>	5050
24	Chernihiv	12	599,4	134,8	2654,4	0,01	<b>3</b>	7,6	1102
25	City of Kyiv	<b>856</b>	<b>32983,6</b>	131,2	<b>19706523,1</b>	<b>93,5</b>	<b>4</b>	-	<b>228913</b>

Source: Developed by: [7, 8, 9; based on statistical information on tourism by the Chief Statistics Offices of the oblasts].

Determining the level of tourism regions competitiveness makes it possible to propose measures to improve the activity of tourism enterprises that can solve the problems of tourism industry development in the region, as well as increase the competitiveness of the region in the tourism market of Ukraine.

**Conclusion.** Thus, we can draw the following conclusions. The tourism region competitiveness is a component of the multi-level economic category «competitiveness» along with the competitiveness of the tourism offer, tourism enterprise, national tourism industry.

Strategic management of the tourism region competitiveness is the implementation of a concept that combines targeted and integrated approaches to tourism activities at the regional level, which allows to set goals for the tourism region development, to timely determine the existing external opportunities for its development and reserves of tourism and recreational capacity in line with the development and implementation of a system of appropriate strategies.

Assessment of tourism region competitiveness allows to convert its strategy of development into a system of clear set goals and objectives, as well as indicators that determine the degree of achievement of strategic installations in two directions: ensuring business tourism activity and tourist attractiveness of the region.

The proposed mechanism for the tourism region management competitiveness is based on the allocation of problem-oriented outline of management, is target-oriented and allows timely response to changes in the external and internal environment, and thus, is able to ensure a high level of tourism regions adaptability and dynamic conformity between their tourism capacity and competitive position.

The direction of further research may be the development of matrix tools for strategic analysis of tourism regions competitive positions in the system of strategic management of the tourism region competitiveness in both national and international tourism markets. The results of such studies can be useful in identifying priority areas for the tourism region development, based on the improvement of existing and development of new strategies for ensuring sustainable competitiveness.

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## **STAFF MOTIVATION AS A SOURCE OF COMPETITIVENESS OF HOTEL BUSINESS ESTABLISHMENTS**

*The article deals with the theory of personnel management and labour motivation, taking into account the specifics of the hotel business; provides recommendations for improving the level of corporate culture for the use of modern motivational systems in a particular enterprise.*

**Keywords;** *hotel and restaurant business, hospitality industry, marketing research, staff motivation, corporate culture.*

**Relevance of research topic.** Hotel and restaurant complex is a living organism, in which the level of service plays a significant role. It should be noted that a direct relationship between the consumer and the seller of services is in the hospitality industry [1]. Therefore, for hotels, first of all, the number of services offered as their quality that matters it is not so much. It is a high-quality service that creates comfortable conditions for guests. Therefore, the successful use of creative potential is largely determined by the development of evidence-based recommendations for improving the effectiveness of personnel, including the selection, placement of personnel, their activities, as well as staff motivation [2].

The fact that the successful development of any hotel is impossible without the existence of an effective, motivated and success-oriented team is not in doubt. The successful experience of hotel companies shows that industry employees should be considered primarily as a source of ideas, so HR management should be based on the individual psychological characteristics of employees [3].

The actuality of research in this direction lies in the fact that today staff motivation is almost the only source of competitiveness, which determines the role of human resources in the enterprise [4].

**Formulation of the problem.** Motivation is key element of HR management. At the same time, the relevance of studying the motivation system at the enterprises of the hotel business is justified by the fact that the hotel industry plays a leading role in the presentation of domestic tourist products on the world market of tourist services. The creation of a highly efficient hotel economy affects both the development of the tourism industry as a whole, and the complex of industries that serve the tourism sector.

The concept of staff motivation is not separated from the concept of corporate culture and is constantly closely interrelated. They together constitute a system of personnel management of the enterprise, which includes the following elements: factors of staff motivation, organizational culture, leadership style, satisfaction with work conditions, team spirit, the individual structure of needs, the employee representation on the evaluation criteria of labour, the aims of the enterprise, its future, etc.

An effective system of staff motivation is not only the most important factor in the economic success of modern hotel business establishments, not only a tool for improving the efficiency and productivity of staff but also a socially-oriented management function that is addressed to each employee to increase their work motivation and meet their needs through a system of material incentives. Investment in human resources becomes a long-term factor in increasing the competitiveness and survival of the enterprise [5].

**Analysis of recent researches and publications.** Study of foreign and domestic special literature on theoretical and methodological aspects of motivation and incentives for staff, the formation of approaches to improving productivity, and the analysis of factors of effective motivation and incentives for staff indicates the undoubted interest of scientists in this issue. Outstanding foreign and domestic scientists have devoted their works to the problems of motivation and stimulation of personnel.

A significant contribution to the development of the theory and practice of staff motivation was made by representatives of the scientific school of management F. Taylor, F. Gilbreth and L. Gilbreth, G. Emerson, and E. Mayo. Further formation of scientific approaches to the problem of motivation was enriched by meaningful and process motivational theories, the authors of which are A. Maslow, F. Hertzberg, D. McGregor, D. McClelland, G. Tsekhanovetsky, N. Volsky, N. Tugan-Baranovsky, and others. The consideration of labour motivation with regard to the specifics of the hotel business is covered in the works of G. O. Sabadosh, O. M. Sukach, L. I. Nechayuk, N. O. Telesh.

Despite the significant contribution of scientists to the study of the essence of motivation and incentive of personnel, their features, and distinctive characteristics, as well as determining their place in effective enterprise management and improving innovation, the problem of solving this issue still remains open. That is why the definition of scientific approaches to motivation and stimulation of personnel in the effective management of the enterprise and increase its innovation activities require additional research

Theoretical analysis of the problem of motivation allowed us to determine the most significant factors that affect the motivation of staff in the hotel and restaurant business. There are a lot of motivating factors due to the fact that the process of production, sale and organization of consumption of a hotel product is complex, changeable and multi-sided.

Today, in order to apply certain methods and theories of motivation, it is necessary to understand what drives a person, what is at the heart of his motives. The



motive is «inside» the person has a «personal» character, depends on a set of external and internal factors in relation to the person, as well as on the action of other motives that arise in parallel with it. Human behaviour, as a rule, is determined not by one motive, but by their totality, within which they are in a specific relationship to each other in terms of the level of interaction per person. Hence, the motivational structure of an individual is the basis for turning certain actions into life. This structure is characterized by certain stability, but at the same time it can change, including consciously, depending on the person's upbringing, education, and other factors [6].

### **Presenting main material**

For the hospitality industry, one of the most important tasks is the formation of an integrated system of professional qualifications, which should take into account both the traditional experience of hotel and restaurant management and the latest technological achievements introduced in the best national and international hotels [7, 8]. Therefore, the purpose of this study is to study the theory of personnel management in hotel and restaurant complexes and develop recommendations for improving the level of corporate culture for the use of modern motivational systems in a particular enterprise, namely, the hotel and restaurant complex «Bagrat 1003» in the city of Kutaisi.

Research results showed that the most significant methods of the material motivation of staff were marked by preferential food (31%) and bonuses (25%). Among the most important moral methods are health insurance (30%) and career opportunities (22%).

Marketing research of the corporate culture in the hotel and restaurant complex «Bagrat 1003» has shown that some of its elements, namely incentive systems, are at a fairly low level. Therefore, the research results formed the basis for conclusions and proposals for the implementation (correction) of the system of personnel motivation in the institution with the overall goal of improving its corporate culture.

At the moment, a very important element of material motivation is the timely payment of wages. Workers work more effectively if they are confident in the stability of their earnings, especially in difficult moments of economic crisis. It is established that bonuses are a fairly significant factor of motivation, but they are almost not used in this enterprise. Therefore, the use of one-time bonuses is proposed in order to encourage employees to work more effectively. For a more influential effect, each award should be presented by a direct supervisor and accompanied by a conversation and congratulations from the employee.

According to the results of the research, it was found that the company does not have any employee adaptation programs. Therefore, it is recommended to develop and apply adaptation programs for new employees in the institution, as well as to appoint responsible persons who will implement them. These programs should include functional responsibilities, work discipline, norms and rules of behaviour, existing traditions, and so on.

In the course of conducting research, it was revealed that the majority of the staff strives for training, professional development with a view to possible career

growth. It is necessary to allow employees to reach their potential. It is the management that should apply systematic training and training programs for employees, helping to fully develop their capabilities in the enterprise.

One of the most popular motivation strategies today is creating a team. It is necessary to make employees feel that their contribution is appreciated; to recognize that no goal can be achieved without the participation of all those who work in this direction, regardless of their position in the hierarchy; to create an atmosphere of respect and trust among team members; to ensure more effective communication between employees.

**Conclusions.** Research of the process of personnel motivation, identification and solution of problems related to its improvement, is certainly relevant, especially in the hospitality industry, where the competitiveness of enterprises largely depends on the level of employee motivation. At the same time, a high level of staff motivation for quality work in the hospitality industry is not just desirable, but a necessary indicator, because the very existence of the enterprise is directly dependent on the quality of work of its staff.

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## THE TRANSFORMATION OF ASPIRATIONS AND THE BEHAVIOR OF MODERN TOURISTS

*Tourists' preferences, aspirations and behaviour change under the influence of dynamic and sweeping social changes. These factors should also be taken into account by all business entities involved in the tourist service process: hotels, restaurants, vehicles, entertainment establishments. The factors of change of behaviour and aspirations of modern tourists are substantiated in this work. The transformation of tourist under the influence of these factors is shown.*

**Key words:** *tourism, tourist, tourist aspirations, tourist behaviour, New Age tourism.*

### **Relevance of research topic**

The dynamic development of the modern world is impressive. The tourism sector is transforming under the influence of global trends predetermined by innovative technologies, political, socio-economic and cultural changes. The changes in tourists' aspirations and behaviour are particularly evident. These aspects are relevant and problematic for tourism.

### **Formulation of the problem.**

Changes in tourists' aspirations and behaviour are latent and often implicit, however, they should be identified and taken into account in the business practices of all business entities involved in the tourist service process. It is important to build own business models based not on catching behaviour, but on the contrary, offer tourists the innovations that they subconsciously need. Therefore, the diagnosis of modern tourists, their differences from the tourists of previous generations is an important scientific and practical problem that should be addressed.

### **Analysis of recent researches and publications.**

P. Sutton and J. House (2007) explore tourism in the postmodern era and they conclude that «on the horizon of the postmodern landscape, a New Age of tourism is dawning: New Age tourism for New Age people». In general, the New Age movement is a Western spiritual and metaphysical movement that is a holistic worldview with a focus on the interconnection and unification of mind, body and spirit; purposeful focus on real self; movement of human potential (Gisolf, 2013). When this self-development and realization is manifested in leisure, it can be accordingly considered a «new time of tourism», and its essence is to study alternative culture as leisure; it is a manifestation of identity as well as sustainable tourism (P. Sutton, J. House, 2007).

P. Sutton, J. House (2007) explore the modern period of tourism development and draw attention to the fact that «we will now apply the idea of the postmodern to New Age tourism through an analysis of four regions of the postmodern landscape: hyperreality, egocentricity, ephemerality and incredulity».

The opinions of the main groups of components of the tourist systems that have undergone the most significant changes, such as 1) new consumers; 2) new technologies; 3) new forms of production; 4) new management styles; 5) new prevailing circumstances (Poon, 1993, p. 123) are still relevant today.

Thus, unlike the «old» tourists (their features are justified in the works of D. MacCannell (1973); E. Cohen (1979) «new tourists» are forming now, travel is a common, self-evident thing for them in search of self-expression; they widely use digital technology and strive for sometimes quite polar goals such as 1) convenience and comfort/primitive and archaic conditions; 2) focus on a particular aspect/need for diversity; 3) the combination of the incompatible and so on. M. Gisolf (2013) notes that «the sheer observation of individualist tourism increasing at both sides of the tourism life style scale at the same time shows us first of all that tourists are increasingly looking for their own way to go and under the influence of postmodern tendencies they seek a more independent role in tourism».

R. Thaler argues that people are tempted and often act irrationally, according to the theory of rational choice at the present stage, and their actions will not be always justified (Thaler 2015). The need for a study of consumer behaviour, in this case tourists, is confirmed by R. Thaler's research on behavioural economics and the award Nobel Prize in Economics for him in 2017.

A. Raj (2007) in his study describes a new tourist with the abbreviation «REAL», formed from the first letters of the words that are his characteristic features – Rewarding, Enriching, Adventuresome, Learning Experience, («reward (benefit)», «enrichment», «adventures», «learning experiences»).

Generalizations of tourist transformations are also reflected in A. Okhrimenko's (2019) monograph, however, the need to address these issues and evaluate them from new perspectives requires research.

### Presenting main material

Due to the dynamic changes in society, tourists are changing as well. R. Sutton, J. House (2007) consider that «the new tourist is characterized by the desire for ecology, social responsibility, constructive and mutually beneficial interaction between the guest and the host, and this «New Age of tourism» can be considered as a mixture of identity tourism (identity tourism) and sustainable tourism, which is definitely a rejection of existing mass tourism». T. Pernecky (2006, p. 127) has the same opinion: «New Age tourists are highly individual persons who are characterized by their interest in a unique life experience, are notable for the search of extraordinary and awareness that goes beyond (transcendental) boundaries, and their goals include personal, spiritual and emotional growth». Summarizing the research of scientists, we can reflect the transformation of views on the vision of the tourist (Table 1).

Table 1

### Transformation of views on the vision of the tourist

Old tourist		New tourist
Need for «the sun»	=>	Need for experience and other competencies
Inheritance of the masses (majority)	=>	Desire for individuality
«Only today, tomorrow is gone, and the future is far away»	=>	Desire for review, enjoyment, but not destruction
A simple statement that a person has been in a certain place	=>	Enjoyment
Availability	=>	Being
Advantage	=>	Understanding
Activity is similar to sightseeing	=>	Activity is similar to sports, movement, mobility
Need for security measures	=>	Need for adventures
Preference of food at the hotel	=>	Desire to get an impression of local cuisine
Ecology is not important	=>	Emphasis on environmental friendliness
Absence of sweeping aspirations	=>	Need for creative approaches to the organization and content of travel
Homogeneous	=>	Hybrid

Source: revised on the base of Poon A., 1993; Pernecky T., 2006; Sutton P., House J., 2007; Raj A., 2007; Okhrimenko, A., 2019

Change of generations is the special factor in the transformation of tourists' behavior, these problems are highlighted in the researches of G. Moscardo, P. Beckendorff (2007), Veiga, C., Santos M.C., Aguas P., Santos J.A. (2017); Starcevic S., Konjikusic S. (2018). For example, «They are not just (millennials) – one

new generation in tourism, but consumers with completely different behaviour and motivation compared to previous generations, which are particularly caused by their maturation accompanied by digital technologies» (G. Moscardo, P. Beckendorff, 2007). Moreover «Millennials understand that, as citizens, they must help improve the world in which they live, so they highly value volunteer tourism options» (Veiga, C., Santos M.C., Aguas P., Santos J.A. (2017, 612) and «At the moment, they (authors': millennials) form almost one third of the world's population» (Hamed, 2017). The changes in the technological advantages and needs of modern tourists are particularly noteworthy, especially for the tourists born at the turn of the millennium – the millennials. So their skills in using digital technologies, creating new content, engaging in social networks, change in general the approaches to the organization, implementation and consumption of the tourism product.

It should also be added that the image of the new tourist is extremely generalized and is determined by the country of origin, habitat, social status, psychological characteristics, but considering such a holistic picture will contribute to a better understanding of the tourist system.

### **Conclusions.**

Changes in the preferences and behavior of modern tourists are a characteristic feature of the development of tourism systems at different levels. The tourists are also changing under the influence of global and local trends related to digitization, the formation of the knowledge economy, psychological and mental factors. These phenomena lead to a vision of new tourism – New Age tourism. The modern tourist is characterized by the constant need for trips that become part of his life, as well as the need for individuality, creative approaches, wide spreaduse of innovative technologies. Tourists themselves become the organizers and motivators of their journey, they seek new knowledge and experience.

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## VALUE OF RELATIONSHIP MARKETING IN HOSPITALITY

*The article discusses relationship marketing concept which becomes the dominant marketing paradigm and subject of many marketing researches. Relationship marketing becomes more popular in many marketing areas such as service marketing, marketing research, customer behaviour, international marketing, strategic marketing, direct marketing etc. Applying relationship marketing in service sector is presented. The authors elaborate on the opinion that client's satisfaction and loyalty to the company for long time., as a major trend in the process of transformation of social development, has led not only to development of new business models and offering non-standard solutions. The authors substantiate a scientific position on understanding the benefits of relationship marketing including a high return on investment, getting great reviews, getting an honest perspective on business decisions, improving returns on campaigns. The article presents the market model helps the organization to study about the stakeholders and key market domain that may be important to them.*

**Keywords:** *relationship marketing, marketing concept, service sector, hospitality, customer satisfaction.*



### **Relevance of research topic.**

During the 21st century the business sector has been becoming more complex in both domestic and global markets than it used to be largely due to the increasingly intense competition, saturated markets and the strong trend of globalization. The level of uncertainty in the business environment has compelled business firms to restructure themselves and thus increase their chances of survival and growth.

Companies all over the world are doing everything possible to save their customers. To be the leader in the modern market, companies must focus on the consumer – to provide their target customers with the highest value. Most markets are already quite stable, and not so many new ones are client oriented. Competition is increasing, and the cost of attracting new consumers is growing. In addition, consumers are becoming more independent and demanding. To stay competitive, a modern company must be knowledgeable about its consumers. To do this, new business models are developed and non-standard solutions are offered.

Attracting new customers is usually more expensive than re-selling to an existing customer. Moreover, if the client was dissatisfied, then his conquest cost the company six times more expensive. In addition, researchers A. Reicholdand, M. Sasser proved that if a company reduces the level of consumer outflows by at least 5%, then as a result, it will be able to increase its profit by 25-85%. Therefore, a critical factor for modern business is the marketing of relationships with consumers.

Relationship marketing concept has become the dominant marketing paradigm and subject of many marketing researches. Applying relationship marketing in service sector means that client is satisfied and loyal to the company for long time.

### **Formulation of the problem.**

Relationship marketing demands the improvement of internal operations in hospitality. Often customers do not return a hotel not because they didn't like the design or conditions, but because they were frustrated with the customer service. The importance of internal operations will satisfy all service needs of the customers, customers will be happier even in the face of product problems.

Technology also plays an important role in relationship marketing. The Internet has made it easier for companies to track, store, analyse and then utilize vast amounts of information about customers. Customers are offered personalized ads, special deals, and expedited service as a token of appreciation for their loyalty.

Social media allow business to engage their customers in an informal and growing way. Earlier it would have been impossible to keep useful information about every single customer, but technology makes it easy for companies to automate their marketing efforts. Branding is the final component of relationship marketing. A company can form a long-term relationship with a customer if that customer feels like the brand they purchase reflects who they are or who they want to be. In hospitality

customers are less inclined to switch to a different brand if they think that switch makes a statement about their identity.

Morgan and Hunt in 1994 propose ‘ten relationship exchanges’ with ‘four partnerships’ groups and ‘ten relationships’: buyer partnerships (ultimate customers, intermediate customers), supplier partnerships (goods suppliers, service providers), lateral partnerships (competitors, non-profit organizations, governments), and internal partnerships (functional departments, employees, business units) (Maxim A., 2009).

One of the most relevant type of marketing that closely connected with relationship marketing is digital marketing. Digital marketing has become one of the most popular directions in the last couple of years. Digital marketing is the way to grow an online business. After typing the phrase ‘digital marketing’ in Google trends, the statistics will be presented in such way [1]:



*Figure 1. Digital Marketing Search Terms Popularity [1]*

Taking into consideration shown above we can conclude that during last 5 years interest in marketing has increased.

Digital marketing is a broad term that includes all marketing channels and methods, which company can use to promote products or services on the Internet but also on electronic devices such as TVs, mobile phones and electronic billboards. The main difference between digital marketing and traditional marketing is that digital marketing campaigns are executed exclusively through digital channels. This gives marketers more control, tools, and data to analyse the effectiveness of a campaign. Digital marketing has a number of channels and these can be separated into online marketing channels and offline marketing channels. The main difference between them is that online marketing channels are based solely on the Internet while offline

marketing channels have to do with digital devices that are not necessarily connected to the Internet.

### **Analysis of recent researches and publications.**

One of the most complicated tasks facing any business is getting hold of new customers. When considering that each step is to earn a potential customer's attention, making a persuasive pitch and facilitating the accompanying sale can incur huge expenses. The term used to describe this is relationship marketing.

Many domestic and foreign scholars have dealt with the problem of researching the theoretical aspects of relationship marketing: A. Ardishvili, A. Afanasiev, V. Bagiev, M. Baker, V. Voychak, S. Garkavenko, Y. Gordon, V. Doroshev, F. Kotler, S. Kushch, I. Solovyov, A. Sterlin, D. Rafinezhad, X. Hakansson, O. Yuldasheva, Greenroose, A. Reichheld, M. Sasser.

At the same time, there is no single approach to defining the term «relationship marketing», its essence is ambiguous. There are many definitions of different authors. For example, J. Lamben (2014) presented relationship marketing as a set of practical methods of customer retention. According to K. Granroos (2011) relationship marketing is the result of marketing, which continues to develop and reflects its current state, as the next step after the concept of socially oriented marketing. Also, relationship marketing is a strategy designed to foster customer loyalty, interaction and long-term engagement. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication (Samanta I., 2009). Thus, relationship marketing is about forming long-term relationships with customers. Rather than trying to encourage a one-time sale, relationship marketing tries to foster customer loyalty by providing exemplary products and services. Relationship marketing involves a company refining the way they do business in order to maximize the value of that relationship for the customer (Payne, Adrian, David B., Martin C., 2005).

### **Presenting main material.**

The peculiarity of relationship marketing in hospitality is the specific of service. The hotels have achieved success when do everything possible to retain their customers. To gain a place in the modern market, companies in hospitality must focus on the customer – to provide the highest value to their target customers. Competition intensifies, and costs for attracting new customers increase. In addition, customers themselves are becoming more independent and demanding. To stay competitive, a modern company must be well informed about its customers. For this, new business models are developed and innovative solutions are offered.



*Figure 1 Top 10 Latest Hospitality Marketing Trends [23]*

Firstly, personalized marketing allows companies to deliver individualized content to target customers through the use of automation technology and data collection. The goal of personalization marketing is to engage potential customers by communicating with them as individuals. For hotels it's important to personalize their services for their guests and clients through targeted emails and social media. User generated content is created and shared by online end-users. It can come in different forms, such as testimonials, comments, forums, blog posts, and social publications, to name but a few. Hotel have to implement user generated content correctly; company will be able to increase brand awareness significantly.

This strategy will also help to get more room bookings. An effective way to encourage guests to share their experience on social media are hotel contests, creation brand hashtags or photo opportunities at the hotel. Hotels develop social media pages in Google, Facebook and Instagram. Customers read comments also from Booking.com, TripAdvisor and other travel agencies. Very important tool is to respond to guest's reviews. It shows how guest's feedback important for company although good or bad this comment is. Moreover, SMM manager posts Instagram stories and photos about current hotel promotion and news.

Young people take information mainly from Instagram and social media is a good source to influence them. Statistic said: 52% of people are inspired to travel because of their friend's Facebook photos, 20% of leisure travellers worldwide look to

social media for inspiration. For example, targeted emails can be sent to potential customers whenever an upcoming discount is offered by the hotel. Personalization marketing is one of the most direct hospitality marketing strategies to establish a more personal relationship with customers, encourage them to make a return visit and increase customer's lifetime value.

Also travel industries and hotels can use video marketing to engage their target audience from YouTube videos, Instagram, or Snapchat, to going Live on Facebook. Gaining brand exposure and capturing the attention of audience can be done through written content, but in order to engage them instantly, why not give them easily digestible videos about hotel or resort. For example, Holiday Inn can use video marketing to capture the relaxing moments guests can enjoy in hotel's facilities.

Keep in mind that hotel's videos or photos must be very high quality in order to attract customers. The range of options available to marketers is almost endless, from live streams of hotel activities, through to promotional videos highlighting hotel features, and interviews with customers, sharing their experiences. The growing prevalence of 360-degree video also opens up greater opportunities to fully immerse audiences.

Another trend of relationship marketing is voice search. The modern generation of Web users prefer to communicate through voice activation. Voice search is a type of voice control and recognition technology that primarily works with tablets, smartphones, and other similar devices. This marketing trend could soon eliminate the need for Internet users to press buttons or type their search queries online. Hotel guests can book a hotel room via their smartphone by just speaking to the device. There are some elements of control the room's functions, such as lights, music, or heating through voice search.

In the competitive world of hospitality industry, customer experience is essential in gaining loyalty. Providing an excellent customer service at hotels doesn't always result in direct profits. Generation returns and a steady stream of returning customers, compiling analytics from online customer testimonials on review websites provide hotels with a wealth of information about customers' preferences.

The special applications on internal websites and pages in social media give employees an opportunity to see upcoming stay and detailed information about guest preferences. Usually Front desk staff uses this report just to see hotel loyalty members.

At the same time, this is good opportunity to make stay more personalized. The loyalty report shows how many point guests have, his membership number, status, last stay, room rate. Hotel determines what type of traveller guest is – business, leisure. There is information about quantity of stays in certain hotels, last hotel in stay history. Hotel can use this data to make stay more personalized. Hotel could offer discount for

dinner in the restaurant or free glass of wine/beer to improve relationship marketing. Moreover, it is also a good tool to increase revenue.

When online users look for information on tours and hotels, they can make better decisions through videos and pictures rather than content. This is where virtual reality will have an impact on users' experiences as they can virtually put themselves right there in the hotel room or resort to see whether it meets their needs or not. Virtual reality is not just an entertaining marketing feature, but it also offers endless possibilities. The hospitality industry can use virtual reality to show their customers the local sightseeing attractions. Virtual reality helps take away the guests' or travellers' uncertainty and is an essential tool for all hotel and tour operators to use. For example, Holiday Inn Express Adelaide in Australia has 360 Virtual Tour that shows reception desk, elevators, rooms, breakfast point, conference room, bar and gym. In short, check-in process and all hotel facilities.

Competition is highly fierce in the hospitality industry and using the right marketing tools plays an important role in helping hotel succeed.

### ***Conclusions***

Relationship marketing tools are aimed at ensuring stable relations between the client and the company: development of the product together with the consumer, special types of service, quality guarantees, individual technical requirements, price differentiation, discount systems, bonuses to regular customers, direct deliveries, catalogues, personal contacts, special events, special offers, hotline, marketing events, customer clubs and communications. The 6 market model helps the organization to study about the stakeholders and key market domain that may be important to them – Internal, Referral, Influence, Supplier and alliance, Recruitment and Customer markets.

Hotels in Ukraine will have better result if improve hotel relationship marketing. Competitors go beyond and provide better service, better IT technology at the same price. Hospitality market in Ukraine is growing every year, despite political instability and low solvency of citizens. Foreign customer is very demanding guest and hotels are fighting for everyone. In order not to lose position in the market, Hotels in Ukraine need to monitor constantly the changes and trends and implement them as soon as possible.

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## **THEORETICAL ASPECTS OF TRAVEL INDUSTRY INVESTMENT SUPPORT IN UKRAINE**

*The article is concerned with theoretical aspects of investment support for travel industry development in Ukraine; it presents relevant issues regarding the attraction of domestic and foreign investments in travel industry. The article defines the forms and types of investment activity of travelling agencies, and places special emphasis on the characteristic features of the investment activity in travel industry.*

**Keywords:** *investment, investment support, investment activity, tourist sphere, tourist enterprises.*

**Relevance of research topic.** The issue of investment support for the development of travel industry in Ukraine is becoming more and more pressing. First, this is evidenced by the increasing role of travel industry in the national economy of the states; a considerable part of this sector in the GDP of the countries, besides 60% of the total labour force in the world is engaged with travel industry. Travel industry expands the balance of international payments, develops the fields of the world economy, related to travel industry: production of goods, trade, construction, transport, insurance and others. Making investments in this sector is a key issue for the development of travel industry and the economy as a whole.



### ***Formulation of the problem.***

Ukraine is one of the European countries that has potential opportunities for the development of travel industry. The development of this sector requires financing and investment. The issue of investment support for travel industry in Ukraine remains strategically important, since it depends on social and economic development, the efficiency of involvement into the international division of labour and the possibility to modernize the national economy.

### **Analysis of recent researches and publications.**

Such foreign and domestic scientists as V. Bocharov, A. Kovalova, Y. Kulichenko, O. Leos, T. Mayorova, O. Moskal, V. Oparin, I. Petrovska, A. Poruchnyk, I. Rudchenko and others paid considerable attention to investment support.

Topical issues of sectoral peculiarities of financial support in the field of travel industry have been studied by S. Zakharchuk, Y. Grygoryeva, V. Humeniuk, I. Kravchuk, A. Okhrimenko. However, the sectoral aspects of travel industry investment support have not been covered to the full extent, which makes this article relevant.

**Presenting main material.** For most countries of the world, travel industry is one of the most priority sectors of the economy, as far as revenue resulting from travel industry makes almost 50%. For example, in such countries as France, Spain, Italy, Malaysia, Thailand, the USA, Cyprus and Egypt, travel industry is among the top three leading industries in the country. In these and in a number of other countries, it is developing at a rapid pace and plays an important role in the development of the economy, as it creates new jobs, provides an increase in living standards for the population, develops industrial infrastructure and increases foreign exchange earnings in case of foreign investment. One of the most controversial issues, namely investment support for the activity of travel industry in the country appears relevant. It is impossible to imagine the development of modern world economy without investment activity. Ukraine is not an exception [5].

Improving the tour management or other types of activity, travel companies introduce a variety of new products in their activity in order to improve the services, comfort and speed of tourists' departure. At present time, not every travel agency can afford such a luxury, and therefore it is necessary to attract the funds of foreign and Ukrainian investors [1].

The investment development of travel industry depends largely on the level of economic development of the country, on the other hand, the investment dynamism of travel industry is an important impetus to the economic growth of the country. In support thereof, the European Travel Commission admits that in 2016, the growth rate of the global market of travel services exceeded the growth rate of the world economy. According to expert opinion, with full use of the Ukrainian travel potential, budget revenues of all levels can be about the same amount (about \$ 10 billion a year) as the

amount received by the countries commensurable with Ukraine in terms of travel and recreational potential [3, pp. 26–27].

The forms and types of investment activity of travel agencies are almost identical to those of any other branch of industry. According to the form of contributions, investments are divided into capital, financial and social. Travel industry requires significant investment in its development, as it has an extensive system of typical and related services, where the main objects of investment are temporary accommodation facilities and catering, vehicles, castles, museums and more. In this regard, capital investment plays a key role, which represent the broad range of trends and processes that take place in public reproduction. The most common forms of capital investment in travel industry are the construction, reconstruction and modernization of accommodation facilities, catering, sports and health centres, tourist attractions and cultural sites, etc. The component of capital investment are innovative investments related to investing in the latest technologies and development of travel agencies, which include: licenses for travel activity, software that allows you to book places in hotels, reserve transport tickets, pay for travel services and others.

Regarding financial investments in travel industry, they are mainly used to form an investment portfolio of financial instruments and are mostly represented by deposits and securities. As far as Ukrainian travel agencies do not currently have significant own free funds, the share of financial investments in the structure of financial security is insignificant. Social investment, by its very nature, provides investing into human capital. In travel industry, they are represented by advanced training of employees and realization of property rights [2].

The following characteristic features of investment support may be defined in travel industry [4]:

- it's quite difficult in terms of quantity to define clearly the possible effect as a result of improving the attractiveness of places of interest after making investments in it;
- there is a «multiplier effect» resulting from travel industry, which provides an increase in the total effect of investment at the regional (national) level;
- to involve various companies and types of activities in travel industry, which provides the need for a differentiated approach to the placement, involvement and management of investment activity;
- special features of places of interest, which lies in the fact that the vast majority of which are created by nature or by previous generations and require careful attitude.

In order to increase the volume of investments for travel industry development, it is necessary to create a favourable investment climate not only for foreign investors, but also for domestic ones. This is not about to find the money to make investments.

Ukrainian private capital also needs guarantees against forced withdrawal and arbitrariness of the authorities, insurance system against non-commercial risks, and stable working conditions for long-term capital investments.

In our opinion, investments made in Ukrainian travel industry are given little attention, there is no proper research and in-depth analysis of the investment process efficiency of travel industry. In order to ensure stable economic growth, the state should focus its efforts on achieving political and macroeconomic stabilization, removing all obstacles on the way of private capital to the real sector, ensuring stable regulation of investment activity.

**Conclusion.** Therefore, we can make a conclusion that the purpose of investment support of travel industry is its progressive development, creation of favourable investment climate and economic development as a whole. It is necessary to make investments into construction, reconstruction and modernization of accommodation facilities, catering, sports and recreation complexes, places of interest and cultural sites, etc. It is possible to achieve by forming a favourable investment policy of the state, attracting not only foreign but also domestic investments.

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## **THEORETICAL -METHODOLOGICAL FOUNDATIONS OF TOURISM DEVELOPMENT: WORLD AND NATIONAL ASPECTS**

*The article presents the results of studies of tourist flows by purpose of stay, by type of transportation. The factors of development of tourist industry of Ukraine have been studied. The analysis of the tourism industry on the basis of world ratings and indices made it possible to determine Ukraine's place in the ranking. Ukraine's rating on the competitiveness of the tourism industry in 2019 is low and in need to be concentrated on its growth.*

**Keywords:** *tourist industry, travel, competitiveness, development.*

**Relevance of research topic.** Tourism is one of the most dynamic industries of the XXI century, which is rapidly developing and facilitating the activation of activities in many related industries, contributing to the economic development of countries and regions. In the modern globalized world, the tourism industry is gaining ground and generating more revenue.

Driven by a relatively strong global economy, a growing middle class in emerging economies, technological advances, new business models, affordable travel costs and visa facilitation, international tourist arrivals grew 5% in 2018 to reach the 1,4 billion mark. This figure was reached two years ahead of UNWTO forecast. At the same time, export earnings generated by tourism have grown to USD 1,7 trillion. This makes the sector a true global force for economic growth and development, driving the creation of more and better jobs and serving as catalyst for innovation and entrepreneurship. Tourism is helping build better lives for millions of individuals and transforming whole communities [10].

Growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and advanced economies are benefiting from rising tourism income. For the seventh year in a row, tourism exports grew faster than merchandise exports, reducing trade deficits in many countries. With such growth comes more responsibility in ensuring effective destination management that minimizes any adverse effect of tourism.

**Formulation of the problem.** Managing tourism in a sustainable manner for the benefit of all is more critical than ever. Growth in international tourist arrivals need to grow more in value rather than just in volume. Digitalization, innovation, greater accessibility and societal changes are expected to continue shaping our sector. Both destinations and companies will need to adapt to remain competitive, while at the same time embracing tourism as a means of achieving the Sustainable Development Goals and building a better future for all. Therefore, it is necessary to study the current state of development of tourism in the world and in Ukraine, as well as to determine the degree of competitiveness of tourism in the countries of the world and to determine the place of Ukraine in this rating.

**Analysis of recent research and publications.** The peculiarities of the development of the tourist industry of Ukraine were investigated in the works of N. I. Babin, H. O. Voroshylovoi, N. P. Hostievoi, S. M. Vasylichenka, V. P. Hrechanyka, O. M. Kalchenko, I. V. Svydy, L. V. Kharchenko; O. O. Yastremskoi, L. V. Martseniuk, A. A. Terebukha, O. S. Trehubova, O. P. Makara, A. Yu. Parfinenka, B. V. Shupika, N. F. Aleksieieva, L. M. Sakun etc.

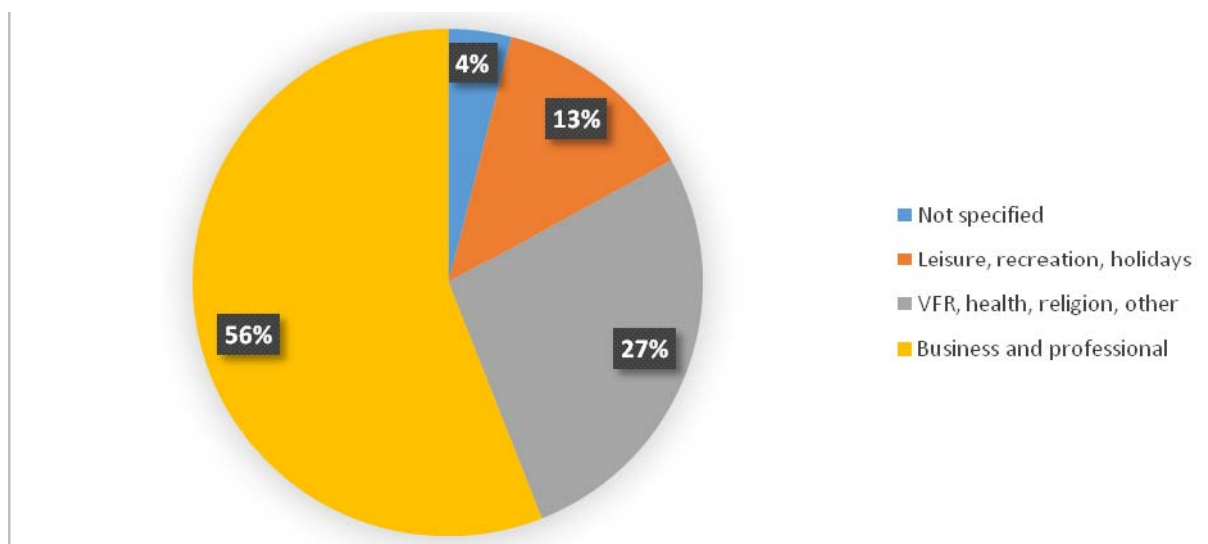
Results of researches of scientists attest the increase of competitiveness of national tourist industry, but the analysis of a condition of tourist industry in Ukraine in comparison with world leaders is not presented recently in researches.

**Presenting main material.** Among the strong economy drive tourism growth should be noted:

- favourable economic environment (in 2018 World GDP increased by 3,6%; exchange rate movements generally moderate; low interest rates);
- strong demand for air travel (the increased by 6% in international passenger traffic measured in revenue passenger kilometres (RPKs) according to IATA; stable fuel prices and lower fares (fares at -60% vs 1998); over the past two decades, the number of unique city pairs connected by air transport has more than doubled, reaching more than 20,000 at ever lower costs);
- digital technologies are shaping traveller's experience (Artificial Intelligence is transforming tourism, from virtual assistants to companies being able to offer hyper-personalized customer experiences and improve business performance; an increasing number of destinations are measuring tourism in real time for a better management of visitor flows);
- enhanced visa facilitation (eVisas and visas on arrival on the rise while traditional visas are decreasing; the share of world population requiring a traditional

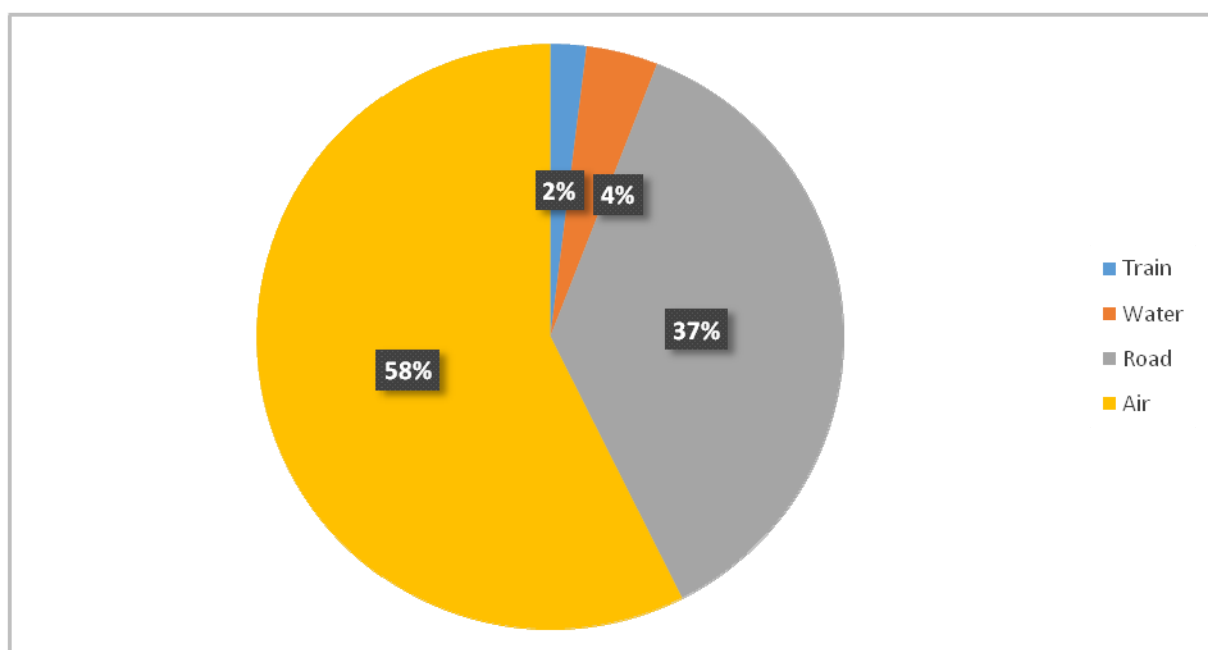
visa declined from 75% in 1980 to 53% in 2018; however, half of the world population still needed a traditional visa in 2018) [10].

Leisure travel is the main purpose of visit in all world regions except the Middle East, where visiting friends and relatives (VFR), or for health or religious purposes predominates. The share of leisure travel has grown from 50% in 2000 to 56% in 2018 (figure 1.1).



*Figure 1.1. Travel distribution for the purpose of visit*

The share of air travels has increased from 46% in 2000 to 58% in 2018, while land transport has decreased from 49% to 39% in the same period (figure 1.2).

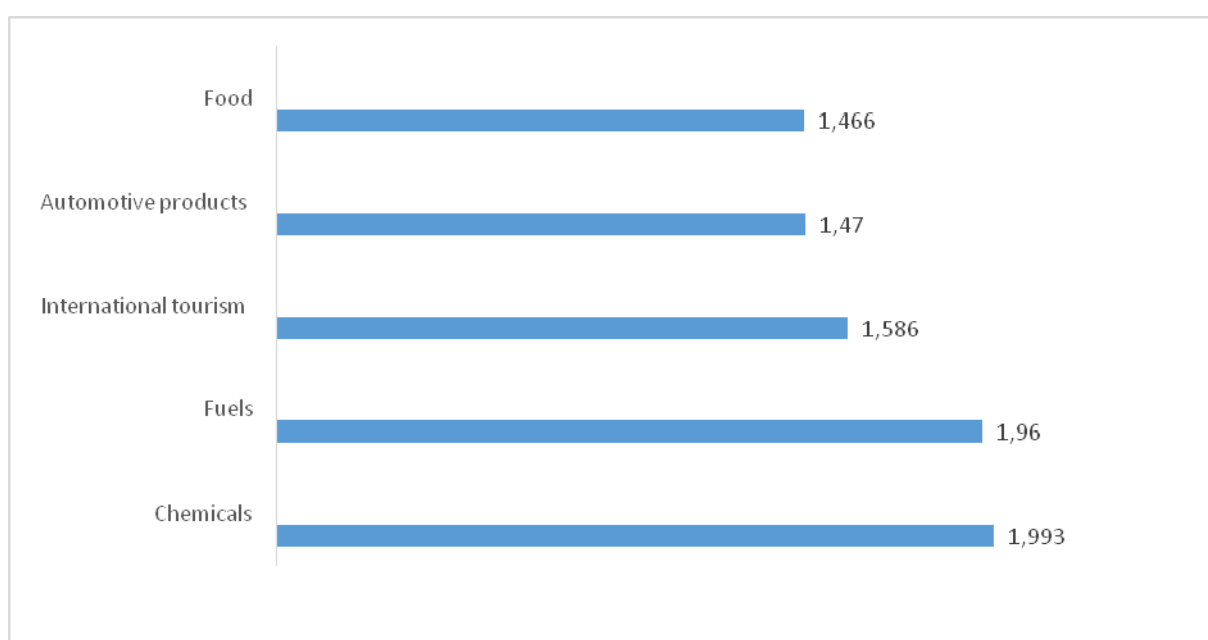


*Figure 1.2. Distribution of travel by type of transport*

It should be noted that tourism grows faster than merchandise trade:

- 2018 saw an extra USD 121 billion in export revenues from international tourism (travel and passenger transport) compared to 2017;
- export earnings from international tourism are an important source of foreign revenues for many destinations in the world;
- tourism is an important component of export diversification both for emerging and advanced economies, with a strong capacity to reduce trade deficits and to compensate for weaker export revenues from other goods and services [10].

Tourism is the world's third largest export category after chemicals and fuels, and ahead of automotive products and food (figure 1.3).



*Figure 1.3. Export revenues from international tourism and merchandise exports (% change)*

As a general backdrop, connectivity continues to improve in many destinations, facilitating the diversification of source markets. With the Brexit ‘dark clouds’ on hold until October, travel prospects for Europe’s summer season have improved. Yet, challenges remain including the tense commercial relations between the United States and China and a slowing pace of growth in many advanced economies [10].

In Ukraine, tourism is one of the few areas of business that is of great interest to both Ukrainian and foreign tourists. Tourism is a promising industry as it satisfies the ever-increasing demand of the population for quality vacations both in Ukraine and abroad and has a tendency for further growth [4].

Ukraine has significant tourism and recreational potential and all the prerequisites for joining the highly developed tourist countries of the world [5].

The tourism industry, as an important component of the national economy, is gaining importance and is rapidly integrating into the global tourism industry. Its development influences such spheres of economy as trade, agriculture, banking, construction, hotel business, restaurant business, transport, communication and is one of the most promising directions of structural reorientation of the economy [3].

The rapid development of the tourism industry is linked to the development of the Internet and the latest information technologies, mobile communications, biotechnology, genetically modified products, medicines, etc. [8].

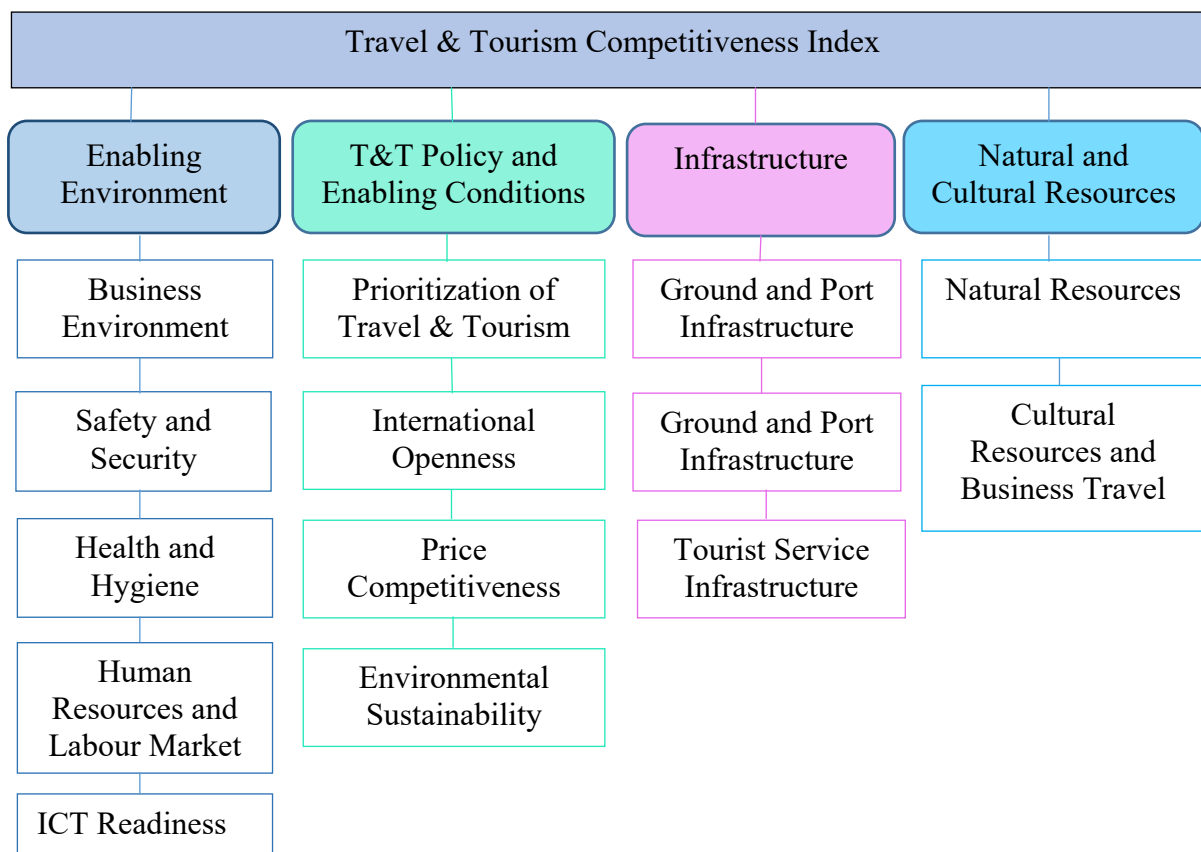
According to the Tourism and Travel Competitiveness Report, Ukraine (The Travel & Tourism Competitiveness Report 2019) has risen 10 positions over the past two years and ranked 78th in terms of total tourism competitiveness index among 140 countries [9].

The top 10 TTCI scorers remain the same. Spain is the top performer for the third consecutive report, while the United Kingdom's slight decline in competitiveness has led to it being overtaken by the United States. The top 10 are, from highest to lowest score: Spain, France, Germany, Japan, the United States, the United Kingdom, Australia, Italy, Canada and Switzerland. India (40th to 34th) had the greatest improvement over 2017 among the top 25% of all countries ranked in the report. Egypt (74th to 65th) had the best improvement among countries ranked 36 to 70, Serbia (95th to 83rd) had the largest improvement for economies ranked 71st to 105th and Bangladesh (125th to 120th) was the most improved among the remaining 25% of scorers [9].

The Travel & Tourism Competitiveness Report is a flagship product of the World Economic Forum's Platform for Shaping the Future of Mobility, which brings together world leaders to ensure travel and transportation systems meet 21st century demands. This report serves as a strategic benchmarking tool for policy-makers, companies and complementary sectors to advance the future development of the T&T sector by providing unique insight into the strengths and development areas of each country/ economy to enhance industry competitiveness. Further, it serves as a platform for multistakeholder dialogue to understand and anticipate emerging trends and risks in global travel and tourism, adapt their policies, practices and investment decisions, and accelerate new models that ensure the longevity of this important sector [9].

The index is comprised of four sub indexes, 14 pillars and 90 individual indicators, distributed among the different pillars (figure 1.4).





*Figure 1.4. Composition Travel & Tourism Competitiveness*

Each country has its own peculiarities of tourism development, so each country has different positions on each factor. Overall, the most competitive tourist countries are Spain (5,4 points), France (5,4 points), Germany (5,4 points), Japan (5,4 points) and the United States (5,3 points) [1, 2].

Ukraine has 3,7 points out of 7. Surrounding our country is Jamaica, Sri Lanka, Armenia, Kazakhstan and Namibia [1, 2].

Countries such as Yemen (2,4 points), Chad (2,5 points) and Liberia (2,6 points) have the lowest index scores [1, 2].

As a result of stabilization and reconstruction, Ukraine has dramatically improved its business environment (from 124 to 103), security (from 127 to 107), international openness (from 78 to 55) and general infrastructure (from 79 to 73) [6, 7].

In 2018, according to the World Tourism Organization, the number of international tourist arrivals worldwide reached 1,4 billion, two years before it was predicted to do so. That year also marked the seventh year in a row where the growth in tourism exports (+4%) exceeded the growth in merchandise exports (+3%). Given this rapid pace of growth, the prediction that international arrivals will reach 1,8 billion by 2030 may be conservative [1, 10].

This presents enormous potential for the sector and economies globally as travel is further democratized. Emerging economies are contributing larger proportions of travellers to this global trend and are becoming increasingly desirable as destinations as they show greater competitiveness in travel and tourism.

As has been an ongoing trend over the last four years, T&T competitiveness continues to improve worldwide, and connectivity enabling-and enabled by-the industry remains on an upward path. The TTCI 2019 results show that air transportation, digital connectivity and international openness are advancing in a global context of growing trade tensions and nationalism. The air transport infrastructure improvements show a noticeable increase on route capacity and the number of airlines providing services in individual countries. The international openness is progressing, with lower-income economies leading the way. The digital connectivity has been bolstered by a growing number of individuals using the internet and mobile internet subscriptions, meaning more economies are now in a position to leverage the growing list of digital T&T services.

The travel has also become, for the most part, less expensive and safer, with the Price Competitiveness pillar, for example, showing the greatest percentage increase since 2017. Lastly, T&T is increasingly being prioritized by stakeholders around the world as measured by more favourable perceptions of government prioritization, increased industry funding and more effective marketing campaigns.

On the other hand, results also show that future demand for transportation services, especially regarding aviation, might outpace improvements in infrastructure capacity. More work also needs to be done to make sure cultural and natural assets are preserved in the face of growing tourism visits. While more environmental treaty ratifications and improvements to global average perceptions of the sustainability of T&T are encouraging signs, the continued rise in deforestation, air pollution and species endangerments point to potential gaps between policy and enforcement.

**Conclusions.** The analysis of the state of the tourism industry on the basis of world rankings and indices made it possible to determine Ukraine's place in the rating. The results of the research show that Ukraine, having a unique tourism potential, does not fully use it to boost the economy from tourism industry activities.

In recent years, there has been a negative trend in the number of foreign tourists in Ukraine due to the low rating of Ukraine in terms of security (107 out of 136).

However, the tourism industry of Ukraine continues to develop dynamically. The goal is now to increase tourism's share of GDP to 10%, which is in line with developed countries. This should be facilitated by measures to deregulate businesses, facilitate tourist visas for citizens of different countries, and increase the number of low-cost routes to Ukraine.

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## **THE USE OF GREAT BRITAIN EXPERIENCE IN ORGANIZING AND PROMOTING TOURISM IN THE BOTANIC GARDENS OF UKRAINE**

*The key experience of Great Britain in organizing and promoting tourism in various botanic gardens is explored. The main functional responsibilities of the employees in the botanic gardens of Great Britain are systemized. The different partner programs for conservation and development of botanic gardens in Great Britain are revealed. The directions of Great Britain experience usage in promoting tourist activity in botanic gardens of Ukraine are substantiated. The mechanisms of increasing attendance of parks and gardens as tourist destinations of Ukraine are proposed.*

**Keywords:** Great Britain, Ukraine, botanic gardens, promoting experiences, functional responsibilities.

**Relevance of research topic.** The Great Britain has extensive experience in organizing and promoting tourism in various botanic gardens: royal, university, family, monastery, castle and others. It is noteworthy that these are the botanic gardens that offer unique opportunities for meeting the needs for recreation, and therefore for tourism development. Promoting a botanic garden in the tourist market means much more than just attracting more visitors. It is primarily about attracting assistance from people of various professions and interests who are working hard to popularize botanic garden destinations among potential visitors and to enhance tourism development in their territory.

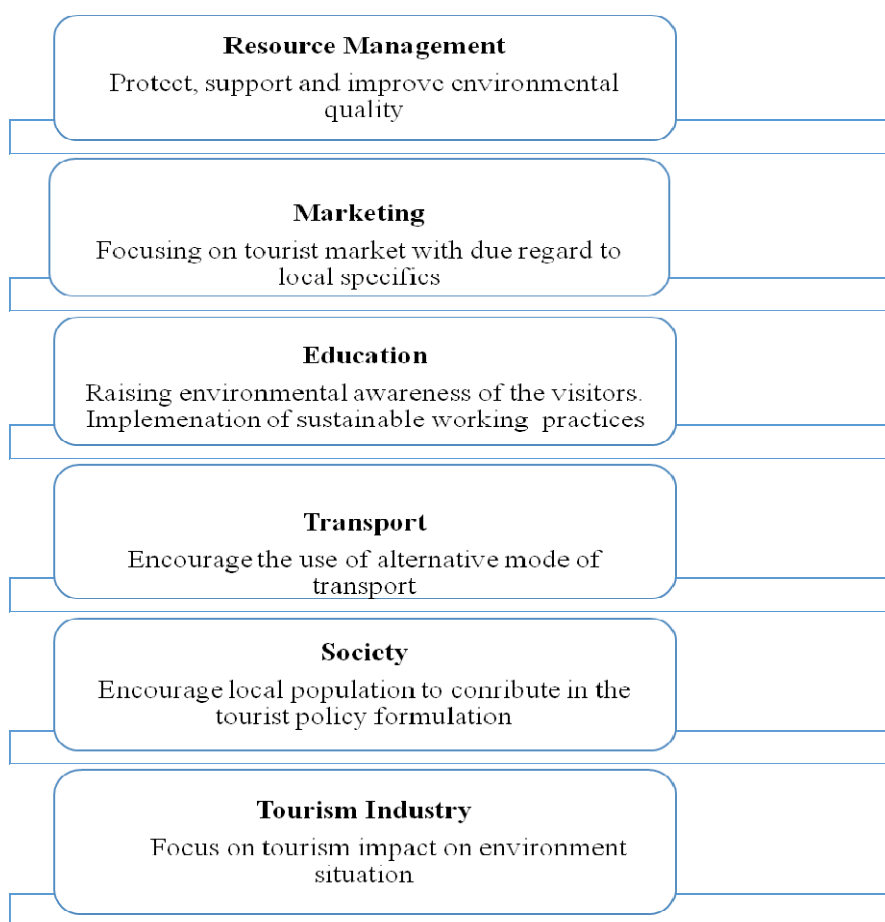
**Formulation of the problem.** The main problem of this study consists in investigations of theoretical substantiation and practical experience of Great Britain in organizing and promoting tourism in various botanic gardens as well as in implementation of the results of this investigations on Ukrainian botanical garden's territory.

**Analysis of recent researches and publications.** The investigations of Great Britain experience in organizing and promoting tourism in various botanic gardens were provided by scientists from Botanic Gardens Conservation International Organization and ArbNet Botanic Garden Organization. The problems of Great Britain experience usage in organizing and promoting tourism in Ukrainian botanic gardens

were investigated by National Trust Gardens Award, Ukrainian Volunteer Service and also by UWCF<sup>1</sup>.

**Presenting main material.** Most botanic gardens in Great Britain have staff responsible for increasing the number of visitors, devising plans and strategies for developing the garden's tourist destination. These people establish relationship with the current client base for travels and develop a tourist destination in the botanic gardens. Their work increases the number of garden visitors and consumers of the tourist services, which naturally stimulates the growth of revenues from tourist activities in the botanic gardens [6].

In carrying out their work, such employees are guided by a number of functional responsibilities (Fig. 1), which can be divided into seven groups as to their application area. This experience is extremely important and relevant for Ukraine. Creating corresponding job positions in the botanic gardens of Ukraine and training appropriate specialists will significantly encourage development of the tourist market in this segment of the tourist destinations.



*Fig. 1. Main functional responsibilities of the employees in the botanic gardens of Great Britain*

*Source: compiled from [6].*

<sup>1</sup> UnitedWorldCulturesFoundation.

For successful fulfilment of their functional responsibilities these employees develop a plan for visiting the gardens describing in a detail all priority areas of their promotion in the tourist market, specifying specifics of visits to a botanic garden and its individual location (depending on the season, historical events, specifics of tourist groups), analysing which objects and features in the area are more attractive to tourists and visitors (terrain elements, unique plants, park sculptures etc.). Their functional responsibilities also include maintaining active communication with tour guides, assessing the impact of visitors on the garden environment, working with visitors and tourists individually, communicating and surveying their attitude to the park destination, acquiring new experiences and knowledge etc. Botanic garden employees also need to arrange protection of sensitive information associated with the garden and with tourist destinations within its territory.

The marketing component for tourism development in the botanic gardens of Great Britain is important for analysing the development areas of these tourism destinations. For this purpose, it is necessary to involve the local tourist operators for mutually advantageous cooperation as well as ecological institutions for supervising safe staying of visitors in the garden. It is advisable to maximize the tourist season so that the average annual number of visitors is high, to monitor sources of information for potential visitors about the botanic gardens (advertising booklets, catalogues, posters and websites), and on the basis of such analysis to develop partnership with advertising agencies and other outside organizations (transport, infrastructure, tour operator, excursion, etc.) for promoting relevant tourism products regarding scale, volume, specifics and location.

A botanic garden is a scientific institution in the first place. Therefore, promotion of tourism in its territory should be combined with different types of educational activities, excursions and trips performing the educational function to raise awareness of the population about the environment of the region, unique and endemic plants, animals, insects, including the problems of nature conservation and protection, the use of clean technologies, eco-friendly transport, etc.

Tourism has both positive and negative impact on the natural environment of botanic gardens. Therefore, one of the important aspects of promoting these tourist destinations in Great Britain is to propagate careful attitude to the environment, to disseminate the environmental knowledge among population, to provide ecological consultations to businesses and entrepreneurs on optimizing the environment management system and on making their activities eco-friendly, on developing thematic tourism routes [2].

A public relations program is developed for every botanic garden in Great Britain. It is based on supporting various social initiatives of environmental, ecological, scientific, educational and health (supporting healthy lifestyle) areas. Numerous public tourist forums, social and initiative groups are created in the country

to propagate a careful attitude to the natural environment and to promote garden and park destinations in the tourism market.

A number of measures are developed and implemented for increasing tourism revenues and helping local businesses linked to the tourism industry in order to create effective strategies for promoting tourism in the botanic gardens of Great Britain. A network of local manufacturers is created to provide the gardens with the necessary tourist products (booklets, guides, souvenirs, etc.), and the network of commercial enterprises, catering, entertainment and recreation facilities is actively developed in the gardens. Volunteers, people of creative professions, artists and designers, animators, landscape planners and others are involved in the promotion of tourist activities in the botanic gardens of Great Britain.

Various organizations involved in development of park and garden eco-tourism assist the botanic gardens of Great Britain in promotion of outdoor tourism. Thus, the organization ‘Botanic Gardens Conservation International’ in cooperation with ArbNet Botanic Garden developed a partnership program for conservation and development of botanical gardens (Table 1).

*Table 1*

**Partner Program for Conservation and Development of Botanic Gardens**

Enhanced cooperation between organizations sharing activities
Joint initiatives on plant protection
Promotion of sustainable horticulture practices
Joint trips for collection
Joint technical experience for implementation of sustainable ecological practices
Improved public involvement
Improved interpretation programs
Development of curricula and training opportunities
Improvement of garden management and policy
Research of visitors and comparative analysis
Marketing and brand development

*Source: compiled from [1; 2].*

Partnerships of these two organizations contributed in creation of a foundation for providing grants for implementation of partnership programs on conservation and protection of botanic gardens, rational use of their resources and promotion among tourists and visitors [3].

In addition, the Botanic Gardens Conservation International actively cooperates with other organizations for plant conservation, organization of various educational projects dedicated to plant conservation and regeneration. It has established a public

relations strategy for conservation and protection of botanic gardens in Great Britain and promotes a more efficient, cost-effective and rational approach to plant conservation in botanic gardens.

The Scottish Government's Environment and Forestry Directorate (ENFOR) is a sponsoring department providing grant support and funding for most of the botanic gardens in Great Britain. As a registered charitable organization it raises funds from trusts and foundations, as well as corporate enterprises focusing on environmental conservation activities and development of numerous cultural and educational programs for nature conservation and protection offered to visitors of the botanic gardens in the country. Moreover, administration of botanic gardens lots upon donations from the public and upon membership contributions from a number of charitable organizations. Investments from environmental organizations, proceeds from educational courses and ecological public events (charity auctions, exhibitions), revenues from publication of various travel guides, albums, booklets and others is another significant source of funds for promotion of tourist activities in the botanic gardens [4].

The National Trust Gardens, association focusing on practical nature preservation, conservation of garden art monuments and beautiful landscapes is actively working in Great Britain. For example, the Trust protects the Bodnant Garden, the winner of the National Trust Gardens Award in 2013.

The botanic gardens in Great Britain actively encourage various people to become volunteers. For example, volunteers support the Royal Botanic Garden in Edinburgh in many ways and play a key role in forming its positive image among visitors. The main role of a volunteer is to enhance the tourist function of the garden, its cultural and educational value, interest and involvement from visitors. The mission of the volunteers includes explaining the vital role of gardens and individual plants in human daily life and the need to preserve and protect them. Volunteers help organize excursions, exhibitions, cultural events, communication among tourists and visitors to the botanic gardens [5]. For example, the Ness Botanic Gardens at Liverpool University actively attract volunteers regardless of their skills and experiences. For their active work, volunteers receive many bonuses from the garden where they work: they are allowed to attend the Botanic Gardens for free, receive discounts at cafes, shops, free invitations to special events and volunteer parties [7].

Volunteers from the Birmingham Botanic Gardens play a very important role in plant care. This garden always has about 55 volunteers, who regularly visit its various departments and provide extensive assistance in gardening and in organizing cultural, educational, tourist and sightseeing events.

In Ukraine the volunteer movement receives a boost and is continuously developing in the recent years, which is primarily associated with raising the civic awareness of the population. The following powerful volunteer organizations have emerged and are rapidly developing: The Ukrainian Volunteer Service, the volunteer



programs at the Charitable Foundation UWCF, the UN Volunteer Movement, the Institute for Community Initiatives and others. Unfortunately, initiatives for promotion of tourist activities in the botanic gardens are not active enough. Volunteers from the NGO 'Ukrainian Volunteer Service' should be the driving force in promoting the botanic gardens of Ukraine. For example, every year the Great Wedding Festival is held in the Odessa University Botanic Garden under the auspices of this organization. This festival allows raising funds for the garden regeneration and every spring hundreds of Odessans work for planting rosary and care for the garden territory.

In order to actively promote tourism in the botanic gardens of Ukraine a special volunteer program should be developed. Its main purpose will be to create tourist destinations in the botanic gardens of Ukraine, to form a positive image of gardens among the population and to develop their tourist infrastructure.

The main objectives of the volunteer organizations in promotion of the tourist activity in the botanic gardens of Ukraine include establishing partnership contacts between the botanic gardens; creating a special fund to assist the botanic gardens; developing international cooperation; attracting the state in formulation and implementation of the public policy of assistance to the botanic gardens; developing a number of activities for rational use of nature and environmental protection; determining the priority areas for promotion of botanic gardens in the tourist market; assessing the specifics of visits to the botanic gardens and their individual locations (depending on the season, historical events, features of tourist groups); analysing tourist preferences when visiting botanical gardens (terrain elements, unique plants, park sculptures, etc.); establishing active communication with tour guides; assessing the impact of visitors on the garden environment; individual work with visitors and tourists, communication and surveys regarding their attitude to garden destination, acquiring new experiences and knowledge, etc.; raising awareness among the population about peculiarities of the natural environment in the region and about the problems of nature conservation and protection, the use of eco-friendly technologies, alternative modes of transport and others; promoting the need for a caring attitude to the natural environment, disseminating environmental knowledge among the population, providing environmental advice to businessmen and entrepreneurs, developing thematic green tourism route; developing and implementing measures for increasing tourism revenues and assisting local businesses related to the tourism industry.

Basic methods and activities of the volunteer organizations in promoting tourist activity in the botanic gardens of Ukraine include cooperation with state authorities and public organizations, raising funds and attracting investments, organizing educational courses and environmental public events (charity auctions, auction festivals), animation, publication of various tourist guides, albums, booklets and others, tours in the botanic gardens of Ukraine, creation of their positive image among the population and development of their tourist infrastructure, etc.

Mobile apps have recently become quite popular way of promoting tourism. The idea of creating a mobile app emerged while surveying the respondents of different age groups about their interest in visiting botanic gardens for tourism purposes. The need to use the mobile app is guided by the desire of potential tourists to learn about current events that will be held in the botanic gardens of a certain area (charity auctions, exhibitions, festivals). The mobile app for promoting tourism in the botanic gardens will include only destinations with active cultural, scientific and educational events. These are the Botanical Garden at the Ivan Franko National University in Lviv, the Odessa Botanical Garden at the Ilia Mechnikov National University, the Aleksandr Fomin Botanical Garden at the Taras Shevchenko National University of Kyiv, the Botanical Garden of the Kharkiv National University of Ukraine, Mykola Gryshko Botanic Garden of the NASU in Kyiv, Kremenets Botanic Garden and others. The apps should include fact-finding information about the botanical gardens of Ukraine and the events to be held in their territory. The app map tools will allow navigating the territory of the botanic garden.

**Conclusions.** By using the Great Britain experience in promoting tourist activity in botanic gardens Ukraine will contribute in increasing attendance of parks and gardens as tourist destinations of the country, developing their tourist infrastructure, raising awareness of the population about the activities of botanic gardens, implementing nature conservation and ecological programs and arranging effective communication with the public. The Great Britain best practices will assist in preserving and restoring the natural and cultural diversity of the Ukrainian botanic gardens and their active incorporation into the system of tourist services to the population.

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## **FORMATION OF SUSTAINABLE TOURISM DEVELOPMENT STRATEGY OF THE REGIONS OF UKRAINE**

*The article deals with the theoretical and methodological principles of sustainable tourism development in the region and substantiation of directions of increasing its efficiency and functioning in the conditions of economic management. It is proved that not every region can be considered tourist, because every tourist region of our country has its own set of specific characteristics and problems of its development. They differ in economic, natural, socio-political, demographic and other factors. Accordingly, their clear distribution on specific features will allow to develop bases of territory marketing and to formulate effective approaches to territorial positioning and formation of tourist region image.*

*To do so requires distinguishing the criteria by which we can consider whether this or that region is tourist. However, choosing a priority sector for the region requires at least the adequate assessment of the sector's contribution to GDP growth, as well as the assessment of its prospects.*

*Different approaches to assessing tourism development at the regional level should be used. However, despite the large number of publications on this topic, most authors are limited to either merely a target setting or describing mathematical models without going directly to the calculations themselves. To our opinion, this is explained by the lack of statistical information that is already needed directly for the calculations and also contains methodological errors.*

*The value of this result for the practice of state and regional government, in our view, is low. The simple calculation of the aggregate income from tourism, taking into account the multiplier effect, only illustrates the importance of this economic sector for the region. Therefore, we need other information obtained from the marketing analysis of this regional market.*

**Keywords.** *Tourism, tourist region, tourist and recreational complex, strategy, tourist infrastructure.*

### **Relevance of research topic.**

In recent years the role of tourism in the economy has increased significantly. This is confirmed by the statistics of a number of national and international organizations. Despite all the negative forecasts, even the global financial and economic crisis has not seriously affected the global tourist flows.

At the beginning of the 21st century, tourism became one of the leading areas of socio-economic, cultural and political activity in most countries and regions of the world. Tourism plays an important role in strengthening international ties between the seven billion people of the planet: about one billion people visit other countries each year for tourism purposes. According to the World Tourism Organization's forecast «Tourism 2020 Vision», the number of international trips will reach 1.6 billion by 2020, with 4% annual growth in world tourism [6].

Considering tourism as a system of natural, historical, cultural, political, economic, social and other components that are interconnected and aimed at meeting human needs for recreation, it is necessary to understand the mechanisms governing the development of tourism.

Therefore, in the current conditions of globalization and fierce competition, the issues of rational resources use and development regional centres of economic growth on the basis of innovative approaches become urgent. For the regions of Ukraine, the rational use of tourist and recreational resources is of strategic importance on the basis of a clear strategy of sustainable tourism development.

Therefore, the study of the formation of the sustainable tourism development strategy in the regions of Ukraine is relevant.

**Analysis of recent research and publications.** Many works of Ukrainian and foreign scientists are devoted to the research on tourism activity development and strategy, in particular: N. Vyhovska, I. Saukh (2018), V. Kifiak (2015), N. Korzh, D. Basiuk (2018), O. Savitska, N. Savitska (2017), O. Trokhymets, T. Shelemetieva (2018), V. Prokhorova, O. Davydova, and V. Protsenko (2018), A. Kazak, (2018), A. Dorofeieva (2018), Adrian-Liviu Scutariu, Carmen Nastase and Mihai Popescu (2016), Xavier Font, James Higham, Graham Miller and Shahab Pourfakhimi (2019).

However, despite the scientific value and importance of the works, it is not enough to cover the issue of forming a strategy for sustainable tourism development in the regions of Ukraine. This determines the relevance and importance of the chosen topic of the research.

### **Formulation of the problem.**

To study the theoretical and methodological principles of sustainable tourism development in the regions and to justify the directions of increasing its efficiency and functioning in market conditions.

### **Presenting main material**

According to the results of 2018, the total revenues of the tourist tax and tax payments from the tourist industry in Ukraine increased by 20.7% – up to 4.2 billion UAH, the tourist tax revenues increased by 29.2% and amounted to 90.7 million UAH.

In 2018, the State Border Service recorded the increase in the number of tourists from non-border countries, including Europe: Spain – by 68%, the United Kingdom – 47.3%, Lithuania – 23.4%, Italy – 15.4%, Germany – 13.3%, France – 9.2%, India – 57.4%, China – 38.8%, Japan – 38.3%, Israel – 21.7% and the United States – 19%. The border traffic on the contrary declined.

Such changes in the tourist flow structure were the result of intensified promotion of Ukraine at the international tourism market, bilateral cooperation, visa liberalization, increase in offers of direct and budget air services.

According to the data of Ukrainian mobile operators (PJSC «Kyivstar», PJSC «VF Ukraine», LLC «Lifesell»), 162.2 million movements of mobile subscribers by Ukraine were recorded in 2018, of which 139.8 million were Ukrainian and 22,3 million – foreign citizens.

The Transcarpathian, Odesa, and Kharkiv (acquiring the role of business tourism center) regions are the most popular for foreigners to visit. Ukrainians mostly visit Kyiv, Lviv, Poltava, Cherkasy and Dnipropetrovsk regions [10].

For the successful development of tourism, the government plans to create a central executive body in 2020 that will oversee the hospitality industry and promote Ukrainian tourism in the world. The form of such a body is a state agency. In 2011, the Ukraine State Agency for Tourism and Resorts was established in Ukraine. In January 2015 the agency was liquidated and after that the functions of ensuring public policy in tourism began to be performed by the Department of Tourism and Resorts at the Ministry of Economic Development and Trade.

Also, for the first time in the history of Ukraine in the draft budget for tourism development 240 million UAH are planned for 2020. «It is ten times as much as it was last year», wrote Oleksandr Liiev, the Head of the Hospitality Industry Association. These funds will be used for the domestic tourism development, the creation of tourist infrastructure, the promotion of Ukrainian tourism products in the world and the enhancement of the tourist service level in Ukraine. In 2018 tourist revenues in Ukraine have increased by almost a third [10].

To organize tourism as a type of activity requires a comprehensive approach, the form of which implementation is a tourist recreational complex. Its formation is directly related to the socio-economic development of economic entities of tourism infrastructure in the current environmental conditions.

The tourist recreational complex is a complex of interconnected industries that provide the implementation of tourist activity in Ukraine.

The tourist recreational complex development depends on two components: first, all tourist and recreational resources that are fundamental in planning or forming a package of tourist product, and second, fully from the developed social and economic infrastructure of tourist and recreational tourist services.

The social and economic system of the region forms a single tourist and recreational space, the elements of which are the natural environment; historical and cultural monuments; placement facilities; catering companies; entertainment and sports facilities; travel agencies; trade enterprises; transport, financial, information, social infrastructure etc.

It should be noted that not every region can be considered a tourist destination. For this purpose, it is necessary to distinguish the criteria by which we can consider whether this or that region is tourist.

Each tourist region of our country has its own set of specific characteristics and problems of their development. They differ in economic, natural, socio-political, demographic and other factors. Accordingly, their clear distribution on specific features will allow to develop the territory marketing principles and to formulate effective approaches to territorial positioning and formation of tourist region image.

Thus, E.A. Dzhandzhugazova classifies the typology of regions by the following factors [2, c. 38–39].

By the economic development level:

- highly developed regions;
- developing regions;
- underdeveloped regions.

By the current state of the economy, finance, social sphere and environment:

- successfully developed regions that have adopted a market-based economic model;
- crisis regions where some critical industries are located;
- depressed regions where the economic complex or selected industries are depressed.

By the natural geographical or geopolitical characteristics:

- extreme and natural climatic zones;
- coastal regions;
- border regions.
- regions remote from the main territory of the country.

According to the author the typology of regions will allow to build an effective regional policy, to assess the opportunities of the region, as well as its development weaknesses more accurately.

In order to make effective management decisions, it is necessary to distinguish the tactical and strategic typology of the regions.

The tactical typology highlights:

– «supporting» or well-developed regions, mainly from an economic point of view;

– «self-sufficient» regions (taking into account the regions that form market relations);

– «financially stable» regions;

– «unstable» regions (above all, in terms of social and economic development).

The strategic typology includes:

– old industrial regions;

– transitional regions;

– developing regions.

The author also notes that it is necessary to conduct a typology of regions and to identify the main directions of state regulation of regional development. There are four types of regions:

– traditionally backward regions;

– depressive regions;

– traditionally developed (industrial, recreational, agrarian and other) regions;

– regions that have resources of national importance [2, c. 39].

The tourist and recreational complex functions not in isolation but in close relationship with other structural elements in the system of regional economy. Its development is linked in many ways to many types of economic activity, because the growth of the shopping and entertainment industry necessitates corresponding transformations in retail trade, public catering, passenger transport, domestic services etc.

The tourist and recreational complex of the region is a set of economic relations between its main participants in order to generate demand and supply of tourist services. It is a collection of industries and services for the population, where investment resources are focused on the economic and social efficiency increase, which is expressed in meeting the needs and maintaining the health and earning capacity of the citizens.

On the basis of this definition, we can distinguish the outstanding characteristics of tourism:

– a special meso-level entity;

– an object of state economic management for the purpose of social policy implementation, which provides support for human life and life sustenance;

– a sphere where investment funds serve as a resource for the industries and services that are part of the tourist and recreational complex;

– a scope of investment resources allocation to increase their primary value (participation in real investment). The development of the tourist recreational complex is able to provide: formation of conditions for investment activity intensification in the industries and services of the market space of the region, which are part of the tourist recreational complex and ensuring economic growth on the basis of the investment component;

– an inflow of Ukrainian and foreign investments into the region;

- transformation of population savings into investments;
- redistribution of temporary free money of the consumer, industrial and financial complex of the region and funds coming from other sources, investment resources aimed at preservation and reproduction of the historical and cultural heritage of the territory, formation of additional objects and interests of tourists.

The structure of the complex includes elements each of which performs a specific function according to the purpose of the whole system. These elements include the following components: service consumers (tourists), tourist resources (natural and cultural-historical etc.), establishments providing tourist services, tourist infrastructure (food, accommodation, transportation) and organization and management bodies (travel agents, tour operators).

The main purpose of the tourist and recreation complex is to create a tourist product to meet consumer demand.

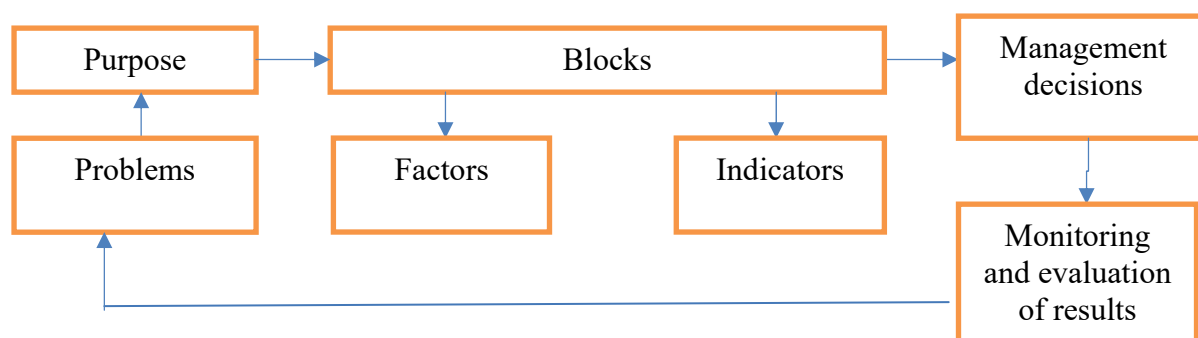
The tourist product created in the tourist recreation complex is formed according to tourist resources.

The structure of tourist recreation complex is investigated in three aspects: functional, territorial (spatial) and organizational-managerial.

In Ukraine, while developing tourism development programs, although regional features are taken into account, they are focused on problems rather than development prospects. The main emphasis should be placed not only on the need for the formation and development of the tourist and recreational complex, taking into account the needs of the population, but also in the light of their capabilities. The study of market mechanisms for the functioning and development of the tourist recreation complex, and in particular the account of its territorial belonging, must necessarily be combined with the state economic policy.

Like any complex system planning of the tourism industry development requires quantitative and qualitative assessments, studying the regularities of their functioning, which can be obtained on the basis of a complex of mathematical models.

The mathematical modelling use allows making predictions in the complex systems and making effective management decisions regarding the choice of paths for further development. Conditionally, the scheme of implementation of the strategy of sustainable tourism development can be seen in figure 1.



*Figure 1. Scheme of sustainable development strategy implementation*



Sustainable tourism development implies development in the conditions of economic, ecological and social stability. Each block has factors that determine its development and indicators that characterize them. Factors and indicators must be formed for each individual region.

In developing a tourism strategy, local authorities, communities and businesses should form the mechanisms for coordinating their actions with the ministries responsible for environment, energy, labour, agriculture, transport, health, finance, security etc. Clear requirements must be laid down for: zoning, territory protection, environmental protection, labour law, agricultural standards, health care, energy supply, emissions, water supply, waste and sanitary standards.

Defining a tourism strategy means moving in one direction. The main task is to professionally show a real picture of the region and to cooperate with the relevant service providers.

One of the main parts of the strategy development is its priority areas.

1. Policy development, organization of structure and creation of the legislative base on tourism: approval of the policy of local and regional tourism development plan as a single document; assistance in the development of a regional centre or travel agency to raise capital in the tourism industry; strengthening the regulatory framework for tourism to ensure appropriate standards; organization of network centres throughout the region to advise on tourism programs.

2. Staff development and training.

3. Partnership development programs: involving local people in tourism development and making integrated tourism development plans, including all infrastructure elements to prevent unmanaged development; effective public and private sector organization and support for close cooperation between public, private and state organizations in the region in which they are involved; building partnerships for special areas to ensure the year-round work of the region sights.

4. Environmental protection support, protection of resources: support for the development of ecotourism, national parks, reserves and rural areas; environmental protection measures; development standards (legal framework for the development of the region) and the development of directives for tourist sites.

5. Development of infrastructure and attraction of investments in tourism: development of regional transport system, including roads, railways depending on tourism needs; expanding the system for collecting, analysing and widening statistics and regular marketing research to attract investment and help with decision making; introduction of mechanisms and subsidies for attracting investments from local and foreign investors; identifying investment opportunities and taking measures to extend the tourist season in the region; increasing public funding for the development of tourist facilities and infrastructure; effective and systematic financing of individual tourism projects.

6. Development, diversification and promotion of tourist offers: information services; creation of a coordinated network of tourist information centres in all major tourist regions to improve the provision of hospitality to guests, providing them with accurate information that helps them navigate and enjoy themselves in the tourist area; organization of tourist routes.

7. Marketing directions: creation of a regional database of products, objects, events and services, both for the tourism industry and for public access; development of the tourist internet portal of the area as the main tool for promoting, informing and organizing meetings; creation and promotion of a database of cultural events in the region in the tourist market.

For the first time, the term sustainable development was introduced by the UN in 1972 and was used to emphasize the need for appropriate action in development projects. The main concept of sustainable tourism development is meeting the needs of tourists and the public, as well as protecting tourist sites as part of the country's economic resources. Tourism should improve the life quality of the local population through the protection of the environment [6].

Many Ukrainian regions today highlight tourism as a priority sector of the economy. However, choosing a priority sector for the region requires at least an adequate assessment of the sector's contribution to GDP growth, as well as an assessment of its prospects.

There are two approaches to assessing the impact of tourism on the economy of a country or region. The first one uses the accounts of tourism satellites, which provide an analysis of demand in the tourism sector. This approach has become widespread in foreign practice and is used by statistical organizations in many countries. The second approach is based on economic calculations and involves the calculation of a tourist multiplier derived from the Keynesian macroeconomic model.

The essence of the multiplier effect is that the increase in expenditures leads to an increase in the national income of the society by an amount greater than the initial increase in expenditures. Satellite accounts are currently not used in Ukrainian statistics, so tourism professionals are choosing the second approach when solving the problem of assessing the impact of tourism on the economy. Different types of multipliers are used in the calculations, namely: income multiplier, tax multiplier, employment multiplier.

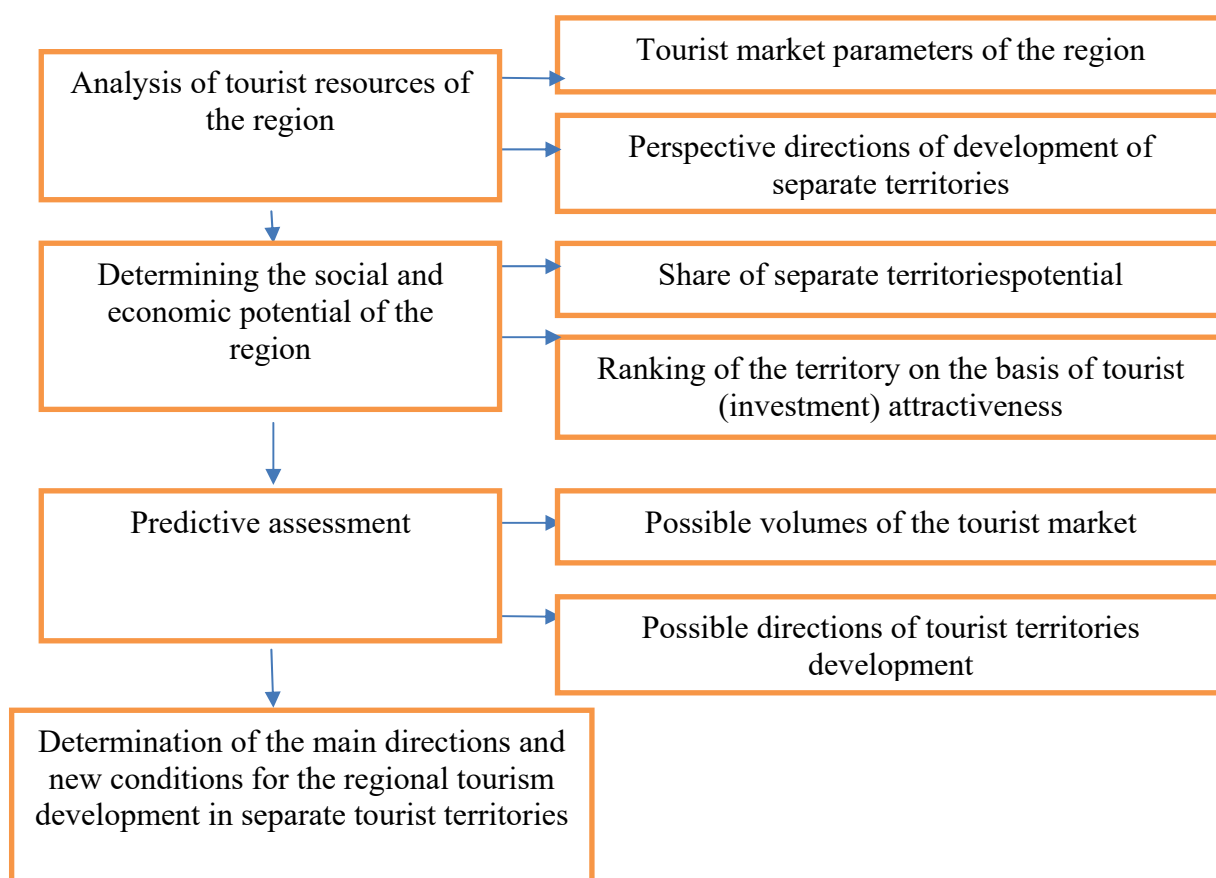
Recently, attempts have been made to use different approaches to assessing tourism development at the regional level. However, despite the large number of publications on this topic, most authors are limited to either merely stating a problem or describing mathematical models without going directly to the calculations themselves. In our view, this is explained by the lack of statistical information that is already needed directly for the calculations and also contains methodological errors.

The value of this result for the practice of state and regional government, in our opinion, is low. The simple calculation of the aggregate income from tourism, taking into account the multiplier effect, only illustrates the importance of this sector of the economy for the region.

Therefore, we need other information obtained from the marketing analysis of this regional market (figure 2).

In particular, in order to implement public policy, it is advisable to use not a single integral indicator (aggregate tourism income) but a whole system of indicators related to the assessment:

- total tourist flow and factors affecting its value;
- spatial distribution of tourist flows in the region;
- the magnitude of tourism expenditures: basic and additional;
- share of tourism expenditures related to the purchase of locally produced services and goods;
- tax payments to the regional budget;
- the extent and role of the unregistered supply in the tourist services market;
- employment: basic and seasonal, legal and illegal.



*Figure 2. Sequence of marketing analysis of tourist areas*

Thus, the survey should include: analysis of official statistical information; experience of tourism business representatives.

In order to implement this stage, a detailed plan for the marketing and promotion of the tourism sector should be developed, taking into account the quality and quantity of tourism products, the diversity of domestic, regional and international priority markets, image and positioning, branding, quality, ways of marketing materials distribution (including e-marketing) and legal marketing mechanisms, including partnerships between the private and public sectors. It is necessary to evaluate the strategic positioning of the region/locality as a tourist destination, to determine the benefits of the region.

The mechanism for improving the key parameters of the region's domestic tourism market is to determine its status, potential opportunities and main directions of development. As a key parameter, it is advisable to highlight the level of socio-economic attractiveness of a tourist territory within the region, which is inseparably linked to investment attractiveness.

The effective realization of the tourism potential of the region in modern conditions is hampered by the number of unresolved problems and complexities of organizational, regulatory, scientific, technical, industrial and financial nature.

Among them the most important are: insufficient development of tourist infrastructure, in particular: insufficient level of the hotel complex development, as well as relatively weak (in comparison with the world) level of development of the complex of services, regional transport system: railway, river, air and road; unsatisfactory condition of a large number of tourist sites.

According to the World Tourism Organization, infrastructure is a major factor in tourism development. Tourists spend only a small part of their budget on sights. The main costs of tourists are transport, accommodation, food, shopping and leisure.

When developing tourism, it is necessary to be aware of the commercial realities of your region: how to rationally stimulate the tourist expenditures increase for the benefit of your facility and the local population.

**Conclusions.** Thus, from the point of view of maximizing the tourism potential of the territory, it is necessary to focus more attention on the investment aspect of tourist activity in the region and to develop the infrastructure of the region in view of the strategic and operational goals of the Regional Development Strategy, as it should promote regional tourism and expand the municipal housing programs, develop and support small and medium-sized businesses, create a favourable investment climate for priority areas of development of the region together with the trends systems such as education and medicine. At the same time, it is very important to attract external resources through projects, in particular financing infrastructure projects from the State Regional Development Fund.

The active attraction of investments in the territorial management practice could make a significant contribution to the infrastructure development of the tourism industry of the regions. Its diversity (by priority and volume of investment) is determined by the natural-geographical, socio-economic and other regional factors, but it is possible to create typical variants of investment activity in the regions, taking into account the status and tendencies of tourist potential development of the territory.

In addition, the regional tourism industry is so multifaceted that it requires the use of a variety of information technologies, ranging from the development of specialized software that provide automation of the work of an individual tourist company or hotel, to the use of global computer networks.

An important condition for creating a well-functioning management system of investment processes in the tourism industry is improving the scientific validity of managerial decisions in the field of investment, ensuring the interaction of such basic elements of the management system as principles, methods, management functions, tools, orienting the implementation of investment projects to achieve the required results and efficiency level. These circumstances necessitate the formation of such a mechanism for managing the process of investing funds in the regional tourism business, which would ensure the achievement of the set goals of investment planning in a strategic aspect.

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### **«TOURISM-PHOBIA» IN BEREHOVE: CONFLICT POTENTIAL AND REASON SEARCHING**

*The article deals with the problems of tourism development in the Transcarpathian town of Berehove, caused by the Tourism-phobia of residents. It has been found that the aversion of residents to travellers can be related to exceeding the boundaries of physical, environmental, social and other opportunities of the territory and local communities, resulting in exacerbation of all existing problems. It is determined that tourism in Berehove can be described as tourism in urban areas. It has been proved that a significant number of the town's residents do not see the prospects for tourism development for fear of price increases; deterioration of the ecological state of the environment; local population conflicts with tourists; changes in the usual way of life; increasing competition for resources. The factors that act as additional stimuli for tourismphobia are distinguished: independence of travel; a limited number of services in recreation complexes; the sophistication and economy of the modern tourist against the background of the local tourism business unchanging philosophy; completion of the destination lifecycle; lack of seasonality; the age of a typical tourist.*

**Keywords:** *overtourism, tourismphobia, urban tourism, tourism in urban areas.*

**Relevance of research topic.** The tourism industry continues to show extremely high rates of development. Zurab Pololikashvili, UNWTO Secretary-General, noted that the number of tourists on the planet in 2018 increased by 5 %, reaching 1.4 billion people and this result was obtained two years earlier than predicted (UNWTO, 2019).

It is natural that with such rates of development, tourism is a catalyst for economic progress and has a significant impact overall area of life. For a long time, almost all countries, cities and regions have made every effort to increase the number of tourists in their territory. Currently, those who have emerged as leaders face challenges such as overtourism and tourism-phobia.

Herewith tourism is also observed in the areas that cannot boast a high level of tourism development. Thus, in Berehove (Transcarpathia), conflicts between tourists and locals occur periodically. Using networks and electronic publications they are widely publicized and regarded as the iceberg tip, and the unwillingness to develop tourism is at the heart of which, because there is a negative effect on the town.

***Formulation of the problem.*** Transcarpathia is traditionally considered as a region rich in tourist resources, therefore, the tourism is always defined as a top-priority goal in the Regional Strategy of Development of the Transcarpathian region. According to the results of the tourist season 2019, the town of Berehove was among the regional leaders in the number of visitors and the volume of the tourist tax. Moreover, the town does not position itself as a tourist and does not take appropriate steps towards the development of urban tourism.

***Analysis of recent researches and publications.*** Tourismphobia is a rather new and ambiguous phenomenon that has attracted attention both foreign (F. Higgins-Desbiolles, S. Carnicelli, Ch. Krolikowski, G. Wijesinghe, K. Boluk, C. Milano, J. M. Cheer, M. Novelli, M. Martins), and domestic (A. Okhrimenko, N. Opanasyuk) researchers. Most of them associate it with overtourism and first of all, consider ways of solving the current situation. However, the inhabitants' Tourismphobia of the territories with a small tourist flow remains out of researchers' attention. Partially, S. Peidzha, S. Low, G. Ashworth, A. Kovalchyk, I. Pisarevskyy, and others have worked on this issue, exploring the essence of such a phenomenon as urban tourism. At present, we do not know any work of our compatriots on the Tourismphobia problem.

In this regard, the purpose of the publication was determined: to determine the level of Tourismphobia among the residents of Berehove and to identify the factors that caused this situation.

***Presenting the main material.*** Discussions continue around the definition of «tourism-phobia», «overtourism», «city tourism» concepts.

Within the scope of this study the overtourism is defined as an excessive increase in the number of visitors, which leads to an overcrowding of the territory, causing the local population to suffer from the effects of time and season peaks, causing constant changes in their lifestyle, complicate access to amenities and impair the overall well-being (Claudio Milano, Marina Novelli, Joseph M. Cheer, 2019). To this environmental pollution, damage to cultural heritage, vulgarization of national culture or, even, loss of identity, exacerbation of criminogenic situation, increased sense of underperformance due to economic inequality with tourists, infrastructure problems, etc. should be added.

Overtourism is a complex problem that arises when tourism at a certain time and place begins to exceed the boundaries of the physical, ecological, social, psychological and political capacities of the territory and local communities (Freya



Higgins-Desbiolles, Sandro Carnicelli, Chris Krolkowski, Gayathri Wijesinghe, Karla Boluk, 2019). The result of overtourism is tourism-phobia, a phenomenon characterized by the negative attitude of the destination inhabitants to tourists. For the foregoing reasons, it is clear that saturation with tourists may occur even with minor tourist flows if they exceed the permissible limits. That is, theoretically, in Berehove there may be Tourismphobia due to overtourism. But to conclude, it is necessary to characterize the state of tourism in the town.

Analysing the results of foreign studies, we must recognize that overtourism is more typical for cities. Today, urban tourism as a separate component of the tourism industry is just beginning to develop its potential, and scholars are debating the essence of the terms «urban tourism» and «tourism in urban areas». We are impressed by the fact that the main difference lies in the emotional well-being of tourists in the city they visit, not in space (A. Kowalczyk, 2005). Hence, *urban tourism* is a visit to and development of knowledge of a city that is treated as a cultural heritage and regarded as an indivisible element of the tourist space. *Tourism in urban areas* combines all forms of tourism related to the resources and tourism infrastructure of urban areas (including leisure, business, cultural and entertaining, cultural and cognitive, religious, sport and shopping tourism).

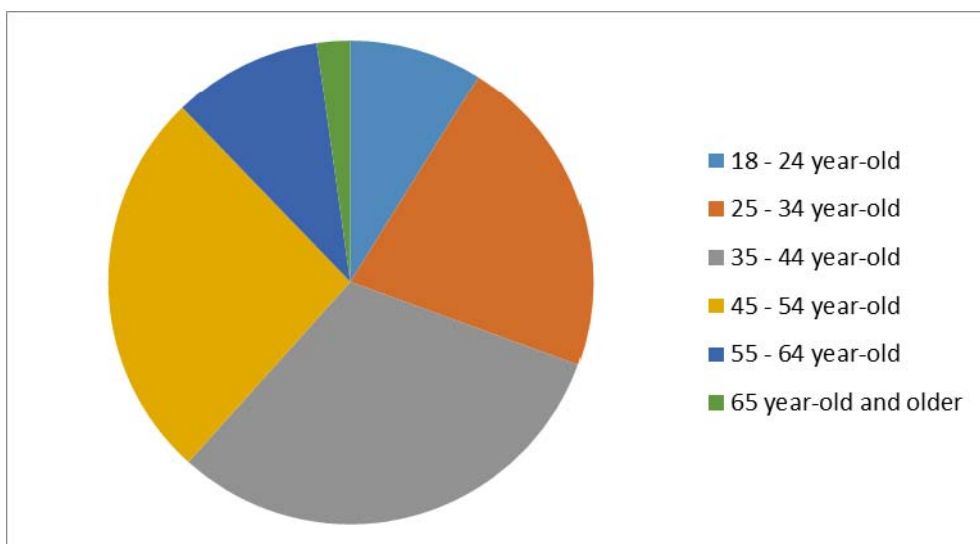
Almost all tourists in the town of Berehove (except for transit ones) have arrived for health improvement on thermal mineral waters. However, it does not make it possible to classify the town as a centre of health and recreation tourism, as the provision of health-improving services is localized within two complexes «Sports Base «Transcarpathia» and LLC «Zhaivoronok – Pachirta».

The attractiveness of urban space for tourists focuses mainly on the presentation of space (according to D. McCannel's theory of the three components of the tourist attraction of the city: tourist attractions, locals and marketing) (Lucas P. Konzen, 2014).

Despite the availability of historical and cultural tourist resources such as the Roman Catholic Church of the Holy Cross Exaltation (XI c.), the Palace of Transylvanian Prince G. Bethlen (1629), the Reformed Church (1775), the Palace of Justice of the Royal Court (1909), the Master Casino (1913), the Twin Houses, the stone humpback bridge, etc. in Berehove they are not presented and considered as a tourist resource. The same situation is with traditional gastronomic festivals, wine cellars, Hungarian cuisine.

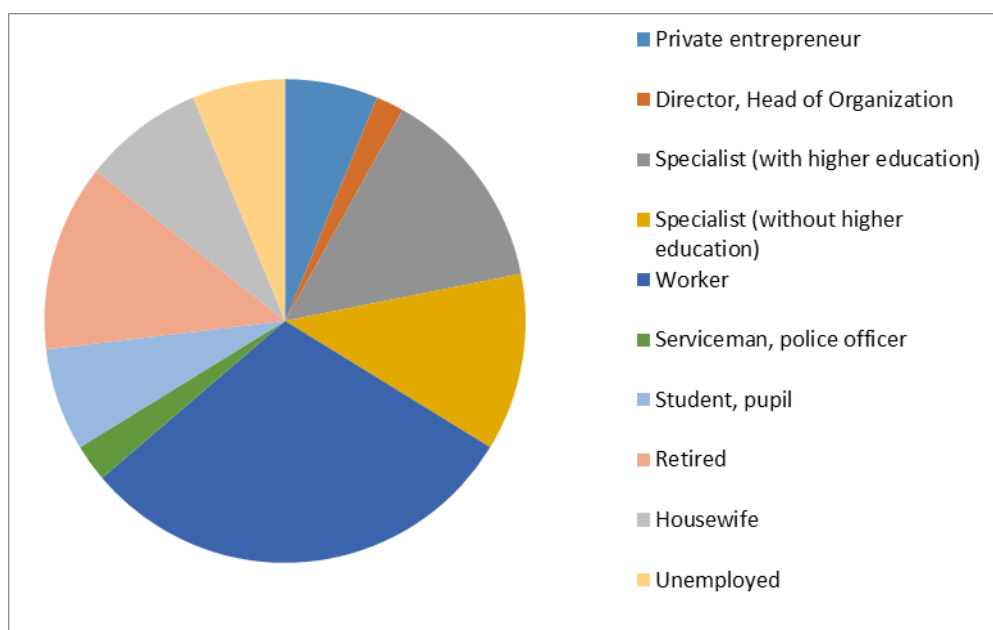
At the present stage of tourism development, much attention is paid to the environment in which the tourist comes across: marketing relations and the economy of impressions have actualized the importance of the atmosphere, the special spirit prevailing in the destination, and to which the traveller seeks to become familiar with. Therefore, the success of tourism development in a certain area depends entirely on its inhabitants and their attitude to visitors.

To determine the presence of tourism-phobia, we interviewed 160 residents of Berehove at the age of 18 and older. Due to the multi-ethnic nature of the region, the questionnaire was offered in Ukrainian and Hungarian languages. 55 % of respondents chose questionnaires in Ukrainian language. There were 15 Russian and 17 Roma among the respondents. Thus, the representativeness of the sample by national composition of the population was ensured. 65 % of the respondents are men. The age structure of the respondents is the following (see Figure 1):



*Fig. 1. The age structure of the respondents*

The socio-professional status of the respondents is presented below (see Figure 2):



*Fig. 1. The socio-professional status of the respondents*

Survey results. 112 people (70 %) believe that tourism is a promising direction of development for the town, 30 (19 %) have the opposite opinion, 18 (11 %) said that it is difficult for them to answer this question. Obviously, developing tourism in a town, where every fifth inhabitant does not see perspective in it, is quite problematic.

However, not seeing the prospects for tourism development in the town and being a tourism-phobian are different things. That is why let us look at this segment of respondents in more detail. Pessimistic sentiments about the town's tourism future are increasing with age: only one in ten under 45 has the following doubts, one in five after 45, the second (41.2 %) after 55, and all respondents over 65.

They are scared of (in descending order):

- price increases;
- deterioration of the ecological state of the environment;
- local conflicts with tourists;
- changing the habitual lifestyle;
- increasing competition for resources (such as land, apartments).

Let us analyse the results obtained: Berehove still shows persistent irritation and negative attitude towards tourists.

Of course, there is an insufficient level of improvement of urban areas, a limited range of recreational services, a minimum number of leisure activities, etc., that with growth of population in the town increases intensity. A few more specific factors that may be detonators in this situation must be added:

1. Travel independence. A tourist does not contact the travel agency, finds accommodation in the private sector and therefore interacts more with the local population.

2. A limited number of services (complete absence of leisure organization) in the recreation facilities. Tourists have to entertain themselves but there are no opportunities.

3. The tourist has changed: he has become more demanding and economical. It is harder to work with him. But the philosophy of the tourist business and the level of service in the town have not changed in the last fifteen years.

4. Completion of destination lifecycle. A kind of euphoria, when everyone believed that tourism would work a miracle, is over. Life in the town has not been improved. Moreover, not everyone gets the profit, which causes the envy and frustration of others.

5. Lack of seasonality – year-round flow of tourists does not leave the town residents time to rest.

6. Typical tourist age and poor health – elderly sick people are less mobile, more conservative and conflicted.

Furthermore, some of the conflicts have an ethnic basis, because the majority of the town's inhabitants are Hungarians and most tourists come from Ukraine. And

according to the survey among those who do not see the prospects for tourism development, 67 % are Hungarians. However, let us turn to the conclusions of Marco Martins: actual hatred of tourists does not depend on their ethnicity or social status, religion, gender, sexual orientation. But xenophobia, racism, and other forms of radicalism can provoke and/or to be a triggering mechanism for growing of hostility and violence against newcomers (Marco Martins, 2018). It enables to speak about the creation of an artificial basis for Tourismphobia among the population of Berehove, Transcarpathian region.

**Conclusion.** It is established that overtourism can be traced in tourist destinations, even with relatively low tourist flows and cause Tourismphobia among the local population. Tourism in the town of Berehove is developing thanks to the available tourism resources, but it is not urban tourism (like visiting and development of knowledge about the city). It is determined that 18.8 % of residents (mostly older people) do not consider tourism as a promising direction of the city development, foreseeing among the various negative consequences conflicts of the local population with leisure travellers. The factors that act as additional stimuli are distinguished: independence of travel; a limited number of services in recreation resorts; the sophistication and economy of the modern tourist against the background of the constant philosophy of the local tourist business; completion of destination lifecycle; lack of seasonality; the age of a typical tourist.

The scientific controversy over Tourismphobia has emerged recently and is rather limited. The reasons for Tourismphobia are heterogeneous, that indicates the complexity and the need to define different research parameters. The prospects for further research are to identify bilateral approaches to regulating tourism activities, taking into account not only the tourist's impressions but also the quality of local population life.

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## **FORMATION OF TOURIST CLUSTER AS A WAY TO ECONOMIC GROWTH OF THE REGION**

*The article explores the issues of clustering as an effective mechanism for improving competitiveness. The trends that contribute to the implementation of the cluster approach in tourism and the main benefits of creating such clusters are identified.*

**Keywords:** *cluster policy, region, tourism, tourist destination, tourist cluster.*

**Relevance of research topic.** In the context of globalization and structural restructuring of the economy, intensification of national and world competition, as well as the spread of integration tendencies, tourism plays an important role in overcoming the crisis in the country's economy, as it is an important factor in the socio-economic development of the regions. The positive tendency of the development of domestic tourism, which has been observed in recent years, provides for an increase in the level of employment of the population, earnings of investment flows to the regions, filling of state and local budgets.

The creation of tourist clusters in different regions of the country is a promising trend and has a positive impact on the development of regional tourism. In recent years, the need to solve the problem of forming new approaches to the creation of tourist clusters which has become especially urgent, so, the issue of the creation and functioning of tourist clusters as a basis for enhancing the tourist attractiveness of the region is urgent and needs further study.

**Formulation of the problem.** One of the factors of the organization of high-tech production and a way of increasing the efficiency of using regions' tourism and recreational resources is the formation of tourism cluster entities of sectoral and interbranch character.

The main consumer of tourist services is the tourist who forms requirements for the tourism product. Looking at this, the degree of satisfaction of the spiritual, emotional needs of the tourist determines the level of competitiveness in the industry.

When forming a tourism cluster at any territorial level, it is necessary to take into account that insufficient level of development of at least one of the components of the tourism infrastructure can negatively affect the overall tourist's impression from visiting the tourist and recreational region. Therefore, the task of the tourism cluster is to successfully promote the tourism product market and to achieve a common economic result through the effective management and implementation of marketing communications and the collaboration of related businesses and institutions, which in common share tourism resources, specialized tourism infrastructure, local labour markets. The business activity of economic entities operating in the region directly affects the pace and sustainability of its socio-economic development in the uncertain conditions of the market environment.

**Analysis of recent researches and publications.** Scientists such as: M. Porter, O. D. Kol, I. I. Potapova, Ye. V. Vidishcheva, V. F. Danylchuk and others were engaged in research of problems of creation, functioning and development of clusters. Problems of efficiency of tourist clusters, strategic vision of the industry development are the subject of research of such scientists: N. Andrusiak, D. Didenko, O. Kuzmina, S. Nordin, D. Proskury, S. Sokolenko, I. Shymakovoi and others. However, despite the wide range of research findings of the above authors, it should be acknowledged that the problem of regional cluster formation at the regional level is insufficient.

**Presenting main material.** Clusters around the world are considered to be an effective means of generating national competitive advantages, enhancing production efficiency through the vertical and horizontal integration of both industries and enterprises. The active interaction of all members of the tourism cluster allows to obtain the overall result – a complex tourism product that is competitive in the international market of tourist services, which cannot be obtained from the isolated operation of every element of this system.

In the process of cluster development, a synergy effect is particularly evident, which allows to obtain an overall effect that is not equal to the sum of the effects of the isolated operation of each element of the system. For the development and operation of the tourism sector on a regional scale, the cluster synergistic effect will be achieved more quickly due to the closeness and close contact of the cluster members, which in turn will promote tourism in the region.

The creation, formation and operation of a regional tourism cluster is always linked to the emergence and manifestation of a growing effect, first of all, synergistic, which provides quantitative and qualitative growth for many components of the socio-economic development of the region, which in turn contributes to improving the competitiveness of the region as a whole. The regional cluster plays a leading role in the process of activation of innovative development in the tourism region's industry, since its activities optimize the performance of production systems, development is activated for high-tech and knowledge intensive industries, take advantage of company

specialization, creating on this basis a powerful synergistic effect of socio-economic growth at both regional and national levels. M. Porter defines: clusters are geographically concentrated groups of interconnected companies, specialized suppliers, service providers, firms in related industries, also related organizations (universities, standardization agencies, trade associations) in certain industries that compete with each other but work together [8, p.256] (Porter,2005).

The tourism cluster is different from the manufacturing one because the tourism industry has its own characteristics therefore, it requires the integration of the efforts of enterprises of many types of economic activity in the process of forming a complex tourist product competitive in the international market of tourist services.

There is no unity among scientists in the interpretation of this concept. Some authors consider the tourism cluster as a socio-economic system [1] (Bakurova, Didenko&Popova, 2011), others – as a complex of geographically localized and interconnected business structures of different industries [2; 6] (Havryliuk&Okhrimenko, 2015; Kol',2010), there are also views on the tourism cluster as a system of intensive production, technological and information interaction or the optimal form of social dialogue [3; 7] (Hontarzhevskaya, 2006; Krainyk&Bil, 2009). In our opinion, all definitions reflect the characteristic features of the tourist cluster, which unites the efforts of all its participants, aimed at the process of creating a competitive tourism product with the aim of increasing tourist flows to the region and meeting the requirements of each consumer of tourist services.

The functioning of the tourism cluster, which is a form of concentration in the region of tourism components, creates opportunities for fuller utilization of the tourism and recreational potential of the region through the formation of network links between businesses that are geographically concentrated in its territory and involved in the formation, promotion and sale of tourism products. It promotes the development of tourist destinations.

Cluster formation can be carried out by several approaches: evolutionary, institutional, resource-technological, geographical, qualitative, behavioural, structural, managerial, systemic, strategic. The factors that influence the development of the tourist cluster are conditionally distinguished:

1. Resources – the foundation on which the success of any tourism business, including the tourism cluster, is built. Resources are divided as follows:

- natural resources, attraction resources, fashion trends, pilgrimage, other resources, objects that underlie the tourist product;

- human resources – a necessary resource for servicing the tourist product;

- financial resources – ease and accessibility to various sources of investment;

- informational resources – a source for facilitating access to information, making the right organizational decisions, prospects for strategic cluster development, implementation of innovative technologies, etc.;



- scientific and technical resources received by the cluster members, availability and quality of the research received;

2. Ancillary industries that indirectly influence the development of the tourism cluster, but without which the cluster will not be able to function effectively;

3. Administrative barriers: fiscal policy, criminal situation, anything that prevents cluster creation and development;

4. State authorities: levers of influence, regulations, laws, on the one hand, on the other – support and promoting cluster development. For tourism businesses, cluster membership allows you to: gain greater access to information on various aspects of the activity; opportunities to enter the national or world market; attracting investment to improve service quality and enhance competitive advantage; access to legal and marketing advice; participation of the management of tourism enterprises in seminars conducted to familiarize themselves with the peculiarities of doing business. The cluster approach offers several advantages (institutional, innovative, performance enhancing), at the expense of which provides economic growth, attracting foreign direct investment, solving the problem of employment. The main advantages of the cluster model of organization of tourist activity of national enterprises are:

- increase of economic efficiency and competitiveness of joint activity of the enterprises integrated into the tourism cluster compared to the separate activity;

- reducing the cost of services through the sharing of tourism resources and tourism infrastructure, expanding the range of competing suppliers and consumers of tourism services, development of cooperation, contractual specialization;

- stimulating innovative development, expanding access to innovation by increasing the inter-firm flow of ideas and information;

- formation of a local sectoral labour market that allows for the exchange of employees, their internships, advanced training; improving the investment attractiveness of the regions;

- the clustering of tourism with proper organization stimulates the growth and development of other industries;

- cluster technologies help to establish links between state and business circles in solving economic problems of regions [5] (Kalchenko, 2009).

Location in one region of accomplices allows you to quickly set goals, objectives and make the necessary decisions on existing problems. The effective activity of a cluster is determined by the nature of the relationship of its potential participants with regional governing bodies.

The cluster approach provides authorities with the tools to interact effectively with business, a deeper understanding of its characteristic indicators and tactical objectives, possibility of purposeful, real and motivated strategic planning of regional resources, development of territories. Successful implementation of cluster policy self-governance by regional authorities requires interconnected and coherent regional

development strategies and strategies for the development of individual clusters. Regional authorities should be interested in integrated socio-economic development of the territories, ensuring normal living conditions of the population, creating clusters and achieving their effective structure.

When forming a cluster strategy, the type of cluster construction should be taken into account: geographical, horizontal, vertical, lateral, technological, focal, qualitative. Recreational tourism is characterized by the combination of several industries or sectors of the economy. This indicates the priority of horizontal type of construction of recreational and tourist clusters.

In order to develop a tourism cluster in the region, an active cluster policy is needed, which could provide for the removal of various barriers on the one hand and facilitate the expansion and strengthening of cross-sectoral and intersectoral links on the other.

Cluster policy should be understood as a set of government regulation measures taken by public authorities to enhance the competitiveness of the country's economy by creating conditions for cluster development. Cluster policy is one of the tools of regional development and therefore should stimulate business initiative at the regional and local levels.

The main tasks of the state's cluster policy should be:

- creation of favourable conditions for effective organizational development of clusters, including identification of potential cluster participants, removal of certain restrictions, ensuring increase of competitive advantages of cluster participants;
- coordination of activities of local executive authorities and business associations in the implementation of cluster policy;
- ensuring effective methodological, information-consulting and educational support for the implementation of cluster policy at regional and sectoral levels;
- ensuring effective support for projects aimed at enhancing the competitiveness of cluster participants, taking into account cluster development priorities [4] (Davydenko,2018).

The state's supportive cluster policy focused on the development of tourism infrastructure in the region, stimulating innovation, initiating educational programs, projects for tourism business entities, the introduction of certain privileges and preferences to stimulate business development is a prerequisite for the effective development of the tourism cluster.

**Conclusion.** The regional cluster plays a leading role in stimulating the innovative development of the tourism industry in the region, since its activities optimize the performance of production systems, the development of high-tech and knowledge-intensive industries, the benefits of company specialization are used, creating on this basis a powerful synergistic effect of socio-economic growth, both at the regional and national levels. The creation, formation and operation of a regional

tourism cluster is always associated with the emergence and manifestation of a growing effect, first of all, synergistic, which provides quantitative and qualitative growth of many components of the socio-economic development of the region, which in turn contributes to increasing the competitiveness of the region as a whole.

To increase the efficiency and functioning of the regional tourism cluster requires an organizational and economic management mechanism, the basis of which is the alignment of goals and objectives with the methods and means of achieving the intended results of the implementation of decisions. The important function of the organizational and economic management mechanism is the formation of fundamentally new approaches to adaptation of cluster members to interaction, cooperative communication, readiness to develop forms and methods of internal network cooperation.

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## INVESTMENT ASPECTS OF THE TOURIST COMPLEX IN UKRAINE

*The article deals with the investment problems of the tourist complex of Ukraine, as well as an assessment of its current state. It is emphasized that the country has considerable tourism potential, which is able to ensure the development of the tourism industry of Ukraine as one of the leading types of economic activity. It is substantiated why the tourist complex of the country has undergone significant changes in recent years. The factors that impede its development, including lack of public funding, unfavourable investment climate, imperfection of the legal framework and its non-compliance with international standards, are highlighted.*

**Key words:** investment, tourism, investment climate, structural transformation, capital investment.

**Relevance of the research topic.** The tourism industry is extremely profitable and promising in the current dynamic environment. Positive changes in the tourism sector have an effective impact on such sectors as: construction, agriculture, transport, trade, communication, consumer goods production. Tourism is one of the most promising directions of structural transformation of the economy. Despite the global financial and economic crisis, the tourism sector is growing at about 10% per year, with international tourism accounting for 6% of total world exports and about 30% of world services exports.

**Formulation of the problem.** Ukraine is a country with enormous investment potential, especially in the tourism sector. This is driven by a favourable climate and abundant natural resources. The tourism sector is a promising sector for investment, since tourism is one of the main sectors of the world economy, as tourism is included in the daily life of the majority of the population. Also, this industry creates many economic benefits for the development of Ukraine, in particular contributes to the development of infrastructure (restaurants, hotels, etc.), contributes to income growth and improving the welfare of the population, etc. A significant portion of the tourism industry's growth is attributable to raising the revenue side of the country's budget

through tax revenues. At the same time, tourism increases the opportunities for attracting different types of investments.

The purpose of the article is to study the current state of tourism investment in Ukraine, identify current problems and prospects for its development, directions of attracting additional investment funds.

**Analysis of recent research and publications.** It is worth noting that in recent years, both domestic and foreign scientists have been engaged in tourism investment issues, among which it is worth noting Sokhanvar A., Miller G., Simpson M., Twining-Ward L., Tudorache D., Simon T., Frent C., Musteat-Pavel M., Gkoumas A., Humeniuk V., Voroshylova G. and many others. A lot of information is available on the World Economic Forum, the World Tourism Organization and the State Statistics Committee of Ukraine. However, despite the increased attention of scientists to the problems of investment in tourism, theoretical and practical aspects of the development of the industry, a number of issues need further research and detail. In particular, the issues of investment attractiveness of the tourism sector in Ukraine and the prospects of investment in the economy remain undisclosed, which is of unconditional scientific interest and identifies the relevance of scientific research.

**Presenting main material.** Tourism is a priority area of the economy for most of the world, as tourism revenue reaches 50% [1]. For example, tourism is among the top three industries in countries such as the USA, France, Italy, Spain, Malaysia, Thailand, Egypt and Cyprus. Also, this industry is developing at a rather dynamic pace in several other countries, and is of key importance for economic development, as it contributes to the creation of new jobs, enhances the standard of living of the population, promotes the development of industrial infrastructure and increases foreign exchange earnings in the case of foreign investment. The most debatable issue is the question of financial support for the functioning of the country's economy. The revitalization of modern economic development is impossible without effective investment activity, especially in the sphere of tourism.

Ukraine is a European country that has unique natural and climatic resources, an optimal location. This may be the basis for increasing the economic attractiveness of the region. The great advantage of Ukraine is the presence of a large number of historical monuments of architecture and culture, including antique ones; attractive natural landscapes, including coastal and mountainous areas; significant volumes of cognitive tourism, such as historical and architectural reserves, theatres, museums, ancient castles, palaces, fortresses and parks.

In this regard, Ukraine as a country with available tourism resources is attractive enough for investment, but this is not a major prerequisite for increasing the overall tourist attractiveness of the country. On the background of investments intensification, it is occurred the growth of business activity not only in the sphere to which they are directed [3]. The achievement this requires needs the formation and

renovation of a new material base, construction of new hotel complexes, sanitary-resort areas, modernization and reconstruction of historical cultural monuments. This will only be possible due to increased investment in tourism, but a favourable investment climate is needed to increase the financial income.

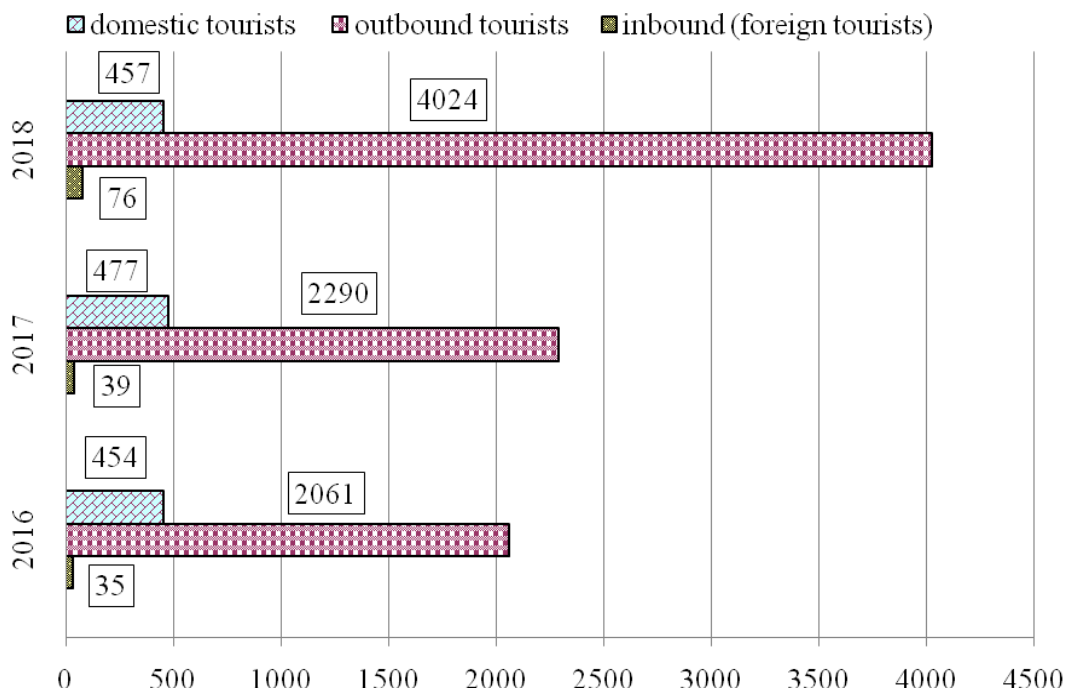


Figure 1. Dynamics of tourists by type in 2016-2018 (thousand)

Source: Tourism Statistics of Ukraine [8]

Investment climate refers to the economic, financial, and socio-political conditions in a country that affect whether individuals, banks, and institutions are willing to lend money and acquire a stake (invest) in the businesses operating there [2]. The investment climate in a country or region can be defined by a wide range of factors that determine whether domestic and foreign investment happens: by the soundness of macroeconomic policies, the strength of economic and political institutions, the functioning of the legal and regulatory framework, the quality of infrastructure and other services, amongst others [5]. In particular, the number of tourists sorted by tour operators and travel agents in Ukraine by type of tourism (thousand) is presented in Fig. 1.

The development of an effective investment policy in the future will ensure the formation of a favourable investment climate. Ukrainian economy has been in a difficult position since 2014 as a result of the military conflict in the east of the country, the occupation of Crimea by the Russian Federation and its aggressive policies. In this regard, the solution of the problem of providing a favourable investment environment for the development of entrepreneurship is quite relevant, since it depends on the restructuring of the economic and social life of the country,

involvement in the international division of labour, the possibility of the economic sphere modernization.

The analysis results obtained indicate that the main problem today is the lack a unified targeted tourism development program in the state of justification not only benefits the tourism industry in the country and a clear strategy spelled out a list of effective measures at the national, regional and local levels [13]. Instead of conducting system market incorporation, open placement of shares on the stock market, attracting of foreign investment from leading economies of the world to the implementation of investment projects for the development of tourist infrastructure, there were contradictory non-market processes of appropriation of resort properties, and real powerful investments in the modernization of the resort and recreational sphere, its innovative development was not carried out at an adequate level [4].

However, the complication of current political trends in most cases has a negative impact on the investment climate and the international investment attractiveness of Ukraine. This is due to the activation of the following factors:

- significant imbalances of sectoral and regional development;
- high tax burden;
- outdated infrastructure;
- negative international image of the country;
- low level of investment risk insurance;
- lack of an effective legal framework on corporate governance.

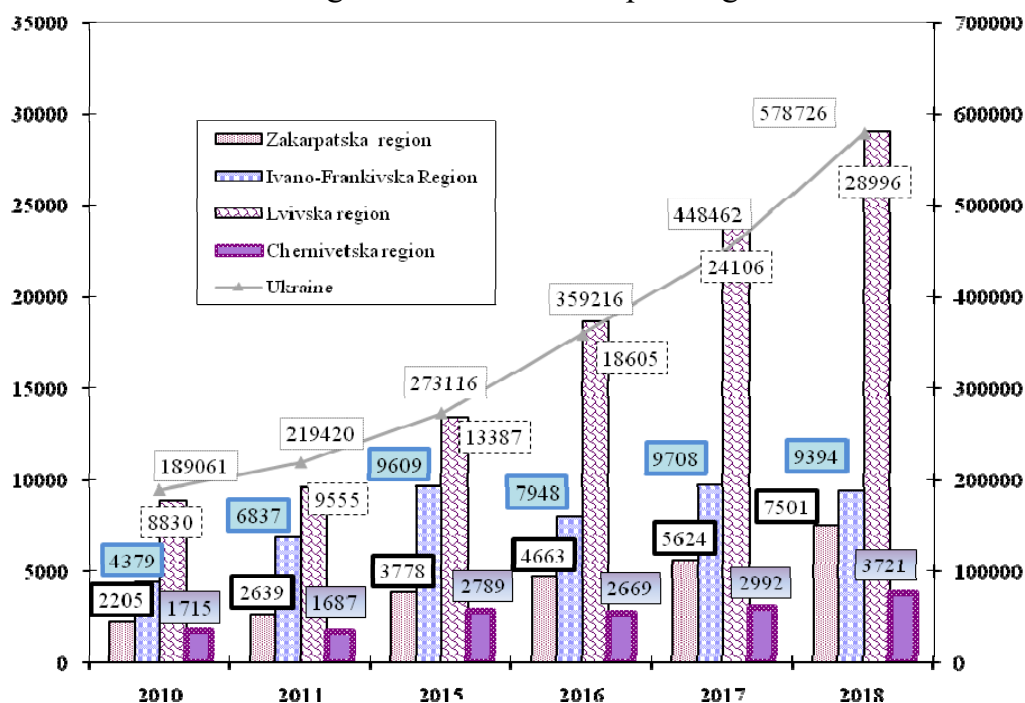


Figure 2. Dynamics of capital investment in in Ukraine and Carpathian region 2010–2018 (UAH million)

Source: Tourism Statistics of Ukraine [8].

Overall, capital investments in Ukraine increased by UAH 389 665 million in 2018 compared to 2010 (fig.2). The most priority investment objects in economic practice are those which are characterized by the shortest payback period, significant export potential, high level of competitiveness in the domestic and foreign markets, and in the long term will be able to achieve a significant multiplier effect for activation of related industries.

Otherwise, The European Bank for Reconstruction and Development (EBRD) will continue cooperation with Ukrainian small- and medium-sized enterprises (SMEs) in the tourism industry in 2020 [12]. Aiming at the search of viable mechanisms of foreign investments involvement to Ukraine the government regularly holds business forums with foreign investors participation; indicated measures are to contribute to improve the investment image of Ukraine and to provide growth of foreign investment amounts and capital investments in the economy of the state [10].

The acceleration of tourism development in Ukraine is caused by a large number of negative factors, most of which are outdated. One of the main ones is the imperfection of organizational and methodological support of the enterprises of the sphere of tourism by the state bodies, the inconsistency of the comfort level of hotels, holiday homes and boarding houses – world quality standards, low investment in the development of the material base of tourist complexes.

**Conclusions.** In the current conditions of economic development of Ukraine, the main problem is the lack of effective programs for the development of small business in the restaurant and hotel services sector. At the same time, the declarative nature of the programs at the local level leads to the fact that the deduction of funds for the development of branches of the tourist complex is carried out on a residual principle, while their number remains small.

To sum up, the need to involve investors in the process of expanding the tourism sector is obvious. However, at present, there are a number of problems that hamper the attraction of additional financial resources, including the following: the feasibility of creating and functioning a public administration system for tourism activities with high tourism potential; the imperfection of the regulatory framework for regulating the tourist business and the lack of consistency with international standards; uneven amounts of financial revenues in the development of the material base of tourism business in Ukraine; unfavourable investment climate.

Therefore, the urgent needs of the tourist complex for investment require a clear and effective investment strategy for the future. It is capable of promoting the development of a favourable investment environment through the comprehensive implementation of investment policy instruments and the unification of common interests of private investors and the state.



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## **SWOT-ANALYSIS OF PERSPECTIVE DIRECTIONS OF TOURISM DEVELOPMENT OF POST-CONFLICT TERRITORIES**

*The article is about the results of the SWOT analysis of perspective directions of tourism development in post-conflict territories. SWOT analysis was used in determining the tourism opportunities of the region; analytical methods were used in summarizing the analysis. The study found that the post-conflict territory is able to develop through the implementation of the idea of restoring cultural, educational, medical, rural, green and sports tourism. SWOT analysis of possible directions of tourism development in the post-conflict period as a means of development of the post-conflict territory conditioned the novelty of the obtained results.*

**Keywords:** *post-conflict territory, SWOT analysis, development, tourism.*

**Relevance of the research topic.** Post-conflict territories are in a difficult socio-economic state. A prolonged conflict on the territory impedes its development and restrains negative destructive processes. As a result, problems with scientific research have arisen. This led to the choice of topic and its relevance.

**Formulation of the problem.** Ukraine was not ready for conflict situation, did not have experience of recovering tourism activity (like any other) after the conflict. Hence it is necessary to study theoretical and practical experience in this matter.

**Analysis of recent research and publications.** Pre-conflict period tourism opportunities of the territory were explored by O. Lyubitseva, V. Zaleschuk, G. Myshechkin, O. Anosov, and G. Zavarika [1, 2]. Scientists emphasized their prospects and the need to use them. Over the past six years of conflict we do not have any scientific work of proposed topic. This research is devoted to the analysis of perspective directions of tourism development in post-conflict territories.

Task of the article is to analyse the tourism opportunities of the Donbass by the method of SWOT analysis. It is a well-known tool that allows you to identify factors that positively or negatively affect certain metrics. It is usually used in the formation

of scenarios for the transformation of socio-economic development of the territory. Statistical and analytical methods will be used to summarize the analysis [8, 9, 10, 11].

**Presenting main material.** SWOT analysis involves building a matrix into the relevant cell that include the strengths, weaknesses of the industry, its capabilities and threats. Strengths include those features that present additional opportunities (favourable circumstances that can be used for the development of the industry), and weaknesses (elements that may adversely affect the development of tourism potential) represent the lack of something necessary for the operation of tourism in the region or those elements that adversely affect its development. According to the method of its implementation, in each group of parties there should be no more than 10 indicators, otherwise the procedure of further actions becomes complicated, becomes cumbersome, loses its objectivity and leads to inefficient use of resources. SWOT analysis of tourism potential of Donbass is presented in Table. 1.

*Table 1*

**SWOT-analysis of tourism potential of Lugansk region**

<b>Strengths of tourism industry (S)</b>	<b>Weaknesses of tourism industry development (W)</b>
<ol style="list-style-type: none"> <li>1. Availability of various natural resource potential, the historical and cultural heritage for the development of several types of the tourism: rural, green, event, ethnographic, ecological, adventure, industrial, cultural, educational, medical, sports, business.</li> <li>2. The experience in conducting exhibitions, fairs, festivals, competitions in various sports, seminars.</li> <li>3. Sufficiently diversified development of food enterprises, which allows to organize tours for different consumers.</li> <li>4. The presence of a research and production cluster in Severodonetsk, Lisichansk, and Rubizhne.</li> <li>5. Interest of a certain part of the population of the region in the development of tourism.</li> </ol>	<ol style="list-style-type: none"> <li>1. The proximity of the conflict zone, part of the territory is not under the control of the Ukrainian authorities.</li> <li>2. Non-compliance of tourist services with international standards.</li> <li>3. Low competitiveness of the hotel fund, lack of room fund in case of further development of the tourist services market.</li> <li>4. Insufficient tourism branding of the region. Lack of information on tourism potential.</li> <li>5. Obsolete transport system of the region. Lack of modern vehicles to service tourist flows.</li> <li>6. Destroyed tourist infrastructure.</li> <li>7. Ecology problems in areas close to the demarcation line.</li> <li>8. A threat to the lives of civilians as a result of landmine clearance.</li> </ol>

<b>Strengths of tourism industry (S)</b>	<b>Weaknesses of tourism industry development (W)</b>
6. Significant potential of agro-industrial complex development due to fertile soils and farming traditions. 7. The presence of international and humanitarian missions providing economic, technical and social assistance to the region. 8. The favourable ecological situation in the north of the region, due to the lack of industrial production, creates conditions for the development of rural, green tourism.	9. Violation of human rights and freedoms.
<b>Opportunities (O)</b>	<b>Threats (T)</b>
1. The development of various types of tourism after the conflict. 2. Development of tourist infrastructure by attracting investments. 3. Increasing the attractiveness of the territory on the basis of a stable trend of marketing strategy implementation. 4. Attracting highly qualified specialists from other regions. 5. Possibility of attracting additional financial resources through participation in international projects of socio-economic development of territorial communities.	1. Continuation of the conflict. 2. Imperfection of the legal framework. 3. Unsatisfactory state of infrastructure development. 4. Low population demand for tourist services. 5. Fierce competition from other regions of Ukraine. 6. Lack of support programs for tourism firms. 7. Migration of the population, especially young people to other regions. 8. Negative image of the region as dangerous for visiting the territory. 9. Low level of investment attractiveness.


*Source: Developed by author on the basis of [1–11].*

The results of the SWOT analysis are presented as a matrix in Table. 2. The field where the strengths intersect shows the opportunities that can be amplified under the influence of the strengths. The field of intersection of strengths and threats shows which of them can be neutralized by certain strengths. The field of intersection of weaknesses and opportunities demonstrates what opportunities are reduced under the influence of specific weaknesses. The last box shows what threats are exacerbated by certain weaknesses.

Table 2

**SWOT matrix analysis of tourism development in the post-conflict period**

	1	2	3	4	5	1	2	3	4	5	6	7	8	9
1														
2														
3														
4														
5														
6														
7														
8														
1														
2														
3														
4														
5														
6														
7														
8														
9														

 Impact of relevant strengths, weaknesses on relevant opportunities and threats.

*Source: Developed by author on the basis of [1–11].*

Based on the results of the analysis, we can do the following conclusions about the possibilities of tourism development in the Luhansk region:

1. The impact of negative developmental factors is more noticeable than positive ones (30 negative versus 28 positive identified relationships). Therefore, the pessimistic scenario of development is still slightly higher than optimistic, but slightly.

2. The key strengths of tourism development include: experience in exhibitions, fairs, festivals, competitions in various sports, seminars; a sufficiently diverse development of food businesses that allows you to organize tours for different consumers; the presence of a research and production cluster in Severodonetsk, Lisichansk, and Rubizhne.

3. Key weaknesses include: insufficient tourism branding, lack of information on tourism potential; outdated transport system, poor road conditions; destroyed tourist infrastructure.

4. Based on the identified problems of tourism development in the region, the most relevant optimistic scenario, which should be formed around national ideas, emphasize the uniqueness, specificity and exclusiveness of the territory.

5. World experience should be taken into account, innovative tools used for development.

**Conclusions.** Taking into account the results of the analysis, the following conclusions can be drawn regarding the strengths and weaknesses of some specific tourist destinations. The strengths of the development of cultural and cognitive tourism include: the presence of cultural, religious and historical monuments, among which are: Svyatogorsk Lavra (Svyatogirsk), Starobilsky Monastery (Starobilsk), St. Nicholas Cathedral (m. Starobilsk), the Church of Equal Apostles Cyril and Methodius (Tyshkivka village, Markiv district), Derkul'sky Horse Factory, Holy Trinity Church (Belovodsk), etc.

The advantage of the development of medical tourism is the presence of a considerable number of medical establishments, preventive hospitals, sanatoriums in Donetsk region, in the Luhansk region their number was still insignificant. The unsatisfactory condition of some tourist objects, the lack of investment, the deterioration of the material and technical base, the employment of medical facilities by military units and displaced persons complicate the development of this important for the region direction.

The strengths of ecology tourism and green tourism include the presence of important natural sites, natural monuments, businesses providing various types of tourism services. Absence of a perfect legal and regulatory framework governing the activities of enterprises providing such services, lack of a comprehensive marketing policy, insufficient number of developed tourist routes do not contribute to the rapid development of green and green tourism.

Post-conflict territory can become a place of military tourism development, which has become very popular in the world.

The availability of natural resources for the development of hiking, skiing, water, bicycle tourism makes it possible to develop sports tourism. But the deterioration of the material base and the lack of promotional materials for the promotion of tourism products in the Ukrainian market significantly hinder this process. Based on the results obtained, it can be argued that tourism development will contribute to the recovery of post-conflict territories.

The analysis of perspective directions of tourism development in post-conflict territories will be useful for strategic planning in the future.

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## CREATIVE MANAGEMENT AS A NEW PARADIGM IN TOURISM

*The article describes the sense of creative management as a new management paradigm that is related to the introduction of humanistic and social technologies as well as to the models of management activity. The article formulates goals of creative management for tourism business. It also investigates the problem of implementation of the creative management system in the practice of management activity in the tourism industry in the realities of modern Ukraine. Emphasis is placed on the need to build a highly efficient tourism industry, which is intended to play a role of driver for the national economy.*

**Keywords:** *creativity, creative management, creative management of tourism business.*

**Relevance of the research topic.** Modern era of global social transformations and experience of economically developed countries of the world leads to the conclusion that nowadays current economic development is determined by successful management and highly professional managers. Moreover, effectiveness of the activities, industries, organizations is largely determined by the ability of the enterprise manager to strategically generate important decisions, that then materialize into a variety of managerial, social, industrial innovations. This is especially true for the domestic tourism industry.



**Formulation of the problem.** The problems of implementation of creative management system in the practice of tourism management, unfortunately, do not occupy a significant place in the studies of domestic scientists, economists and practitioners. The complex political and economic conditions, in which the tourism industry of Ukraine has been developing, have revealed systemic problems accumulated in previous years, that hinder the growth of the industry [3].

In this situation, creative management could allow Ukrainian tourism to reach a competitive level of public economy, increase the production pace of a competitive tourism product, and modernize the motivational foundations of tourist enterprises. This raises the issue of in-depth research into the problems of new transformational changes in the system of managerial relations in the post-industrial economy.

**Analysis of recent research and publications.** Important contribution to the study of the problem of creative management was made by domestic scientists, in particular: I.I. Svidruk, B.V. Litovchenko, T.V. Bozhidarnik, S.S. Holasyuk, T.I. Tkachenko, O.I. Klipkova, O.P. Pashchenko, O.V. Kalyuzhna, N.V. Savitskaya. The theory of creativity is reflected in the writings of scientists J. Guilford, K. Matsushita, K. Nordstrom, J. Ridderstrål, R. Sternberg, P. Torrens and others. The overwhelming majority of scientists-researchers of the tourism industry consider the following as main problems: outdated material and technical base, technological gap, insufficient level of staff qualification, imbalance of prices and quality of services as well as imperfect legal support of the activity of tourism business.

At the same time, paying due attention to the work of scientists in this discourse of science, it should be noted that the concept of creative management, in the tourism industry in particular, lacks a clear design and well-established content. This means that some questions remain open and debatable.

**Setting objectives.** The purpose of this article is to study main theoretical aspects of creative management, its influence on the development of tourism business in Ukraine and the need to use tools in the management activities of modern business in tourism industry.

**Presenting main material.** The era of economy of knowledge (economic development is based on intellectual property, intangible assets) in the developed countries is changing to the creative or innovative economy (the leading role in the development of society is taken by new ideas and innovations), given that the creative potential of the economy is at the forefront of economic development. In fact, the main difference between creative management and traditional administration is that the latter is based on the fulfillment of job descriptions, established rules, standards by staff, whereas creative management is a natural result of innovative and creative management revolution of the early XXI century.

Under creative management we understand such managerial actions towards the personnel of the organization that are aimed at maximum disclosure of latent abilities

of employees, use of their creative potential and initiative in order to create new, competitive ideas, products, services. Thus, creative management is management of 1) new ideas (here is the intersection with innovative management) regarding products and services as well as 2) ensuring the conditions of creative abilities realization of the personnel. It is no coincidence that under these conditions the composition of management tasks changes [7; 109] as well as the established character of manager's behaviour boundaries and the area of managerial decision-making. Moreover, professional managerial qualification is being restructured as well as the functional-pragmatic target of narrow-profile management activity is transformed into strategic, creative managerial competence.

Needless to say, this transformation in the world history of managerial activity did not occur over the night. It is important to emphasize that F. Taylor's scientific management emerged at the turn of the nineteenth and twentieth centuries as a result of his steadfast search for ways to improve production efficiency. He proposed «principles of scientific management» that led to the replacement of authoritarian methods of management with more rational scientific approaches. Management concepts of the first half of the twentieth century formalized the role of the manager in the organization (duties, functions), and reduced the management itself to mechanisms of administrative influence.

The beginning of orientation on the standards of creative management was laid by T. Peters and R. Waterman (consulting firm McKinsey) in the well-known concept of seven S, which described the management of the following basic elements – strategy, structure, amount of skills and competencies, management style, staff composition, common values and system of internal processes organization.

This concept did not only systematize traditional approaches to basic management concepts, but also pointed to the link between production processes and their contractors. A further step in the search for models of effective management was the concept of the so-called «collective wisdom» of K. Matsushita, in which the business leader of Japan in the twentieth century proclaimed that «business is people» [6].

At the end of the twentieth century K. Nordstrom and J. Ridderstrål in the book «Business in the funk style» noted the following: 1) an era, in which the alarm system is constantly working, has come; 2) the future competitiveness is determined not by the current rules, but solely by the ability to break and change them; 3) the main trend is to focus on new ideas and creative staff of organizations [1]. Thus, we can say with confidence that at the turn of the XX – XXI centuries the continuous progress of creative management is caused by objective laws of economic development. It is at this stage that the tourism industry, both in the global context and in Ukraine, plays an increasingly prominent role and, undoubtedly, objectively has every reason to play the role of national economy driver.

The tourism in many countries of the world is becoming a priority of economic development, not only in view of its dynamism and high profitability [2, 135], but also due to its significant positive socio-economic and cultural impact.

The low efficiency of the tourism industry in Ukraine is largely due to both the complexity and turbulence of the external conditions and the problems of the internal environment of the industry, in particular (a) the lack of proper government regulation and financing of the tourism sector in recent years; (b) lack of public monitoring and public reporting as a result of the reorganization of the state tourism management system; (c) unfavourable investment climate; (d) the misuse of tourism resources and related infrastructure; (e) low social and environmental performance of the tourism product; (h) imperfect statistical reporting and information support for the development of the country's tourist and recreational complex.

At the same time, it should be noted that Ukraine is an attractive region with its rich natural climatic, cultural, historical and national-ethnographic resources creating favourable conditions for the development of many types of tourism. Diversity of tourism resources provides an opportunity to enter the tourism market with unique and attractive offers. Such resources as historic monuments, architecture, religious and cultural sites, ethnographic features of the territory, authenticity of folk customs and traditions, occupy an important place in the development of domestic tourism. Assessment of the tourism potential and recreational resources gives grounds to say that Ukraine has significant prospects for the development of the tourism industry.

However, the current status of the industry with its low economic efficiency, does not correspond to the domestic potential of tourist and recreational resources. The following data indicate the unstable dynamics of tourist flows.

*Table*

**Number of foreigners crossing the state border of Ukraine,  
in thousands of people [8]**

	2016	2017	2018	2019	Increase, %		
					17/16	18/17	19/18
I quarter	2 427,3	2 631,5	2 547,7	2 357,8	8,4	-3,2	-7,5
II quarter	3 392,7	3 697,1	3 673,4	3 513,8	9,0	-0,6	-4,3
III quarter	4 559,5	4 769,5	4 935,7	-	4,6	3,5	-
IV quarter	3 226,3	3 323,1	3 050,1	-	3,0	-8,2	-
Total	13 606,0	14 421,2	14 207,0	-	6,0	-1,5	-

One of the most likely options for making positive changes in Ukrainian tourism with regard to its European integration and common civilizational priorities, given the complex socio-economic and geopolitical situation, is the transformation of

traditional systems and management mechanisms, which, unfortunately, remain insufficiently effective.

Therefore, given the current trends in economic development, creative management for tourism business is emerging as a new management paradigm that is related to the implementation of humanistic, social technologies and models of management activity so much needed for the continuation of such economic development. Nowadays the demand for creative management is also driven by the fact that all known standard approaches, tools for solving management problems, working algorithms, methods, techniques, tools of traditional (administrative) management have already exhausted their reserves of economic growth, efficiency improvement and competitiveness of the tourism industry.

Content analysis of the economic literature has allowed to form such prerequisites for the emergence of creative management as a new management paradigm: 1) inefficiency of existing managerial methods based solely on managing the internal / external environment of the enterprise; 2) post-industrial economy, which requires new managerial tools, including methods of dealing with large volumes of unstructured information; 3) shift of emphasis from analysis and control of the past to analysis and control of the future; 4) increase of organizations flexibility needed for their adaptation to changes in the external environment; 5) increase of the competition in the markets; 6) complication of managerial systems, which requires their internal coordination.

Creative management in tourism contains such characteristics that have to be a real mainstream in management activities, whereas they are very difficult to implement in reality. A specific, well- and clearly defined as well as presented in a discrete, clear, unambiguous terms management object is an important characteristic of creative management.

The above allowed us to formulate the following goals of the creative management for tourism business: 1) assessment of individual's creative potential; 2) formation of creative atmosphere in the team; 3) formation of experts group to evaluate the proposals, in particular with regard to innovation policies aimed at improving the situation and preventing crises that may occur with tourism business; 4) formation of temporary creative teams of specialists capable to effectively participate in the creative teamwork; 5) evaluation of dominant motivational attitudes; 6) definition of heurism, operations and techniques required for better and more prompt creative delivery by specialists who are part of temporary creative teams.

As a consequence, generation of new ideas and finding of new solutions in order to achieve unique competitive advantage, efficiency and effectiveness in tourism business should be the strategic goal of creative management in tourism.

Taking into account that such a concept of modern management (creative management) is a reflection of new boundaries of managerial activity, the problem of theoretical and methodological definition of its essence and tools of practical realization substantiation for the tourism industry arises. In tourism, creative result should come out of creative management, and creative managerial decisions, new ideas that ensure efficiency and profitability of a new, competitive tourism product as well as a significant socio-economic effect for the country, should be the product of the creative manager's work.

**Conclusions.** In today's economic conditions of instability and permanent crisis phenomena, the problem of developing and introducing new models of managerial activity in tourism arises inevitably. The conducted research has proven the importance of implementing the transition from administration to creative management, that foresees productive behaviour in situations of novelty and uncertainty, and undoubtedly becomes a prevailing trend on the basis of the new principle of internal harmonization of managerial relations.

Existing scepticism towards creative management can only be justified by the fact that everything «new» is at first unacceptable. The author proposes the use of a method of divergence, that involves extending the boundaries of the subject matter in order to provide sufficient space to find an effective solution. In addition, one should realize that creativity is neither a «seal of genius», nor a unique property of management. It is rather a complement to management, which, unfortunately, is very often equal to zero.

Therefore, the theoretical basis for the evaluation of the creative management value in the tourism industry should further constitute a basis for the study of the practical implementation level of creative management activity concept in tourism business. In this regard, developing a strategy for the totality of creative management, taking into account the problems and hidden opportunities of the tourist markets, based on the results of the study.

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## THE ANALYSIS OF TOURIST PREFERENCES IN SOUTHERN UKRAINE

*The article deals with the analysis of tourist preferences in the Southern region of Ukraine. The author researches a current state and economic rationale of the development of the restaurant business in Southern Ukraine taking into account the peculiarities of its formation and development worldwide as well as to determine main trends in the restaurant business in the near-term outlook. The author underlines that nowadays consumer service sphere of resorts in the Southern region is represented by a wide range of establishments specializing in various services. Dining outlets serve different groups of tourists and that's why it is necessary to use individual and specific methods and techniques of services. The author concludes that resort restaurants need to pay attention to local producers who can be competitive due to the lower prices as they are located closer to the end-users. The use of local trends in brand names and advertising, proper price policy – all these are strategies which help a local producer to work successfully in the regional market and even replace international brands. Restaurateurs and local producers can benefit due to the minimization of middle men's amount offering goods and services directly to the customer.*

**Keywords:** *hospitality, restaurant business, Southern Ukraine, tourist preferences.*

**Relevance of research topic.** Today's world deals with the instability in all spheres of our life. Global changes and downturns all over the world remind us about the necessity of urgent modifications, especially in our minds. In the context of the evolution of the modern civilization, it is necessary to develop and realize a human's creative potential that is caused by such trends as the escalation of conflicts in society and nature relationships, the information revolution, and transition to post-industrial society, globalization, etc. Along with certain progressive consequences and advantages for humanity, civilizing processes brings new unsafe transformations, requires creative searches, efficient social technologies to cope with their negative effects. But the processes occurring in the modern world are connected with the search

of the further spiritual development of the society. They require new looks at all sphere of life drawing on the people's spiritual and intellectual potential and provide the development of each person's creative abilities.

Over the last years, domestic tourism is rapidly gathering momentum and the hospitality industry is attuned to these needs. One of its integral parts is the restaurant industry influencing the country's social and economic growth. The southern region is attracting the attention of connoisseurs of antiquity with its rich historical past; tourists can focus their attention on original world-known recreational facilities, the Black and Azov Sea resorts. So it is especially important to provide a high-level recreation.

**Formulation of the problem.** In more than 40 countries of the world, tourism is the main source of revenues for the state budget. Traditionally Southern Ukraine has a great potential in this sphere as well as in many others but it has inefficient and conflicting regulation at all levels. Southern Ukraine has all the conditions for this: the geographical location, the availability of huge amount of cultural and natural resorts, relatively small but developed tourist infrastructure with 1400 accommodations, natural resorts some of which have unique healthcare facilities – Genichesk, Skadovsk, Arabat Spit, Kherson Mountains of Baidiha canyon (Stanislav), Askania-Nova, Kinburn Spit, Oleshky Pisky etc. That's why having such natural and cultural facilities, tourism should have more attention while forming and realizing the state policy in this filed.

The developed restaurant business is an integral part of the hospitality process. It is a profitable economic sector of the country. It not only serves the customers but represents the country on the international market. Dining outlets in the therapeutic facility areas serve various groups of tourists for natives and foreigners, package and independent tours. While serving the tourists, a restaurant business plays an important role and acquires some specific features to consider such a business as a part of the tourism industry.

No doubt that a restaurant business is to be adaptable to rapid modern trend satisfying needs of not only native but foreign tourists too. Tourist traffic is also important as well as factors influencing them. No less important is to follow the food preferences of the increasing tourist traffic of foreign guests. First of all, such an approach should be used in the hotel restaurant as well as in those located in the therapeutic facility areas.

**Analysis of recent researches and publications.** A lot of native and foreign scientists emphasize different aspects of the hotel business development: N. O. Piatnytska, O. D. Timchenko, O. P. Tkachenko, M. V. Chorna, N. N. Mitsenko, S. M. Bezrodna, S. M. Shamara, O. P. Butenko, T. V. Shtal, E. B. Gheribi, E. K. Kwiatkovska, G. O. Levytska [1–15].

Mentioned above authors research different segments of the restaurant business, determine upcoming trends and negative and positive factors influencing the restaurant



business. Though this service sector is of great importance and has an important role in the economy, many experts think the restaurant business to be on the nascent stage. So there is a problem in searching a developing path and efficiency improvement of the restaurant businesses. Despite some remarkable works in this field, there are some aspects such as the hospitality industry modern state, its demand for services and progress trends are a topic for further scientific investigation.

As to the statistical data, Southern Ukraine restaurateurs focus on national and Italian cuisine as well as barbecue dishes. As analysts report among 14 thousand of the restaurants almost 80% offers Ukrainian national dishes, about 73% has Italian cuisine on the menu and 45-50% serves barbecue and grill [2].

Around 20% offers Georgian cuisine that is popular in Southern Ukraine. Japanese cuisine covers 16% of the restaurants. 4% of all the restaurants have author's cuisine and the same amount is for such exotic cuisines as Chinese, Asian, American and vegetarian facilities. Some menu options such as pasta, pizza, steaks, grill dishes, Greek salad and cheesecake can be found in any restaurant [20].

**Presenting main material.** The crisis pushes restaurants to be multipurpose. Mentioned above menu options are the most popular ones in the majority of the restaurants: they do not require expensive or rare ingredients. But this format is fraying around the edges.

Nowadays there are changes in consuming in the restaurant services. The new trend is the promotion of national cuisine: Ukrainian cuisine cooked from Ukrainian food. There are also some groups representing the cuisines of different Ukrainian regions. For a while, there were a lot of national restaurants but some heavy, not authentic dishes were served there. Today there are restaurants where it is possible to taste amazing dishes from different regions of our country: restaurants of Podolia cuisine, Carpathian cuisine, Bessarabian cuisine. The restaurants emphasize national dishes – Bessarabian cuisine and wines. They work only with local food and cook dishes using authentic recipes.

One of the Southern Ukraine regions is Kherson region which has a unique area for tourism, rest and recreation. It is one among all regions of Ukraine which is washed by two seas – the Black Sea and the Azov Sea. The coastline is about 200 kilometres and it has wonderful sandy beaches, developed recreational infrastructure in 11 resorts. Specifically, here you can find:

- the biggest fresh water-storage basins in Kakhovka;
- ecologically friendly and unforgettable recreational site Dnieper Delta – one of the biggest plavni (reed marches) area in Europe;
- the longest sand spits in the world – Arabatska Strilka;
- the biggest desert island in Europe – Dzharylhach;
- the only natural desert in Ukraine, one of the biggest sands in Europe – Oleshkivski Pisky;

- the biggest artificial forest in the world – 100 thousand hectares;
- more than 70 explored balneological resorts with high potential (mineral and thermal water, therapeutic mud, salt lakes, etc.) [16–20].

Kherson region is an ecologically clean area with nature reserves: about 80 sites of national, international and local significance. Among them, there are 2 world-known biosphere reserves – Chornomorskyi (the Black Sea) and «Askania-Nova» which are submitted to UNESCO. The genuine tourist attractions are four national natural parks: «Azov-Sivash», «Oleshkivski Pisky», «Dzarylhach», and «Lower Dnieper National Nature Park». Besides natural resources, Kherson region is full of more than five thousand historical, cultural and artistic heritage (legendary Kam'yanska and Oleshkivska Sich, Scythian burial mounds, ancient settlements, Turkish fortification ruins, Cossack crosses, numerous churches and cathedrals). There are nautical, green tourism, enotourism (wine tourism), ecotourism, cultural heritage tourism in the region [10, 11].

Kherson region is no less famous in the agricultural sphere. Thus, there is a fact that the first oyster farm in Ukraine is located in Kherson region. According to historical data in the XIX century, Ukraine was a famous large exporter of oysters, well-known all over the world. This gourmet item was grown in our area and it was pretty successful. Nowadays Skifian Oysters Company [5] grows oysters on the Black Sea coast in an ecologically clean place of Kherson region, near Chornomorskyi (the Black Sea) biosphere resort submitted to UNESCO. The company cooperates with the National Academy of Sciences of Ukraine which is conducting scientific research there. These oysters are known to have soft meat with delicate marine aroma and sweet nutty aftertaste. According to the company data, they can supply 99% of oysters for the Ukrainian market. Ukrainian oysters are not worse than foreign ones and the advantage is that Kherson product can be delivered to any place in Ukraine within 5-7 hours. It is widely used by Kherson and regional restaurants which cooperate with the company.

In the south of the country, the important factor for a restaurant business is seasonal fluctuation as the duration of the swimming season is 3-3.5 months on average. The vacation season opens on May 20 and finishes at the end of September. By polling and monitoring, it is determined that the number of available bed spaces (urban-type settlements Zaliznyi Port and Lazurne, the city of Skadovsk) is flexible; the traffic at private accommodations, hotels, and other facilities is changeable.

The maximum growth is in the middle of July and August. It is connected with such factors: school holidays, vacations, favourable weather conditions. There were conducted some researches among tourists of different age, sex, etc. to define the demand for goods and services of restaurants businesses (urban-type settlements Zaliznyi Port and Lazurne, the city of Skadovsk).

Food services in the resorts can be divided- into three groups: 1) full board – 3–4 meals a day (breakfast, lunch, dinner, dinner); 2) half-board – 1–2 meals a day (breakfast, dinner); 3) individual – kitchen, kitchenette or other facilities for cooking by themselves.

Among the respondents about 35% had a rest in the facilities of hotel and catering business where they were able to have a meal in the canteens, cafes (full or half-board), the rest had accommodations in private houses (65%) and had to look for eating facilities by themselves.

It is found out that among those who live in the private accommodations, the majority of the respondents (79%) use the facilities of the hotel and catering business (canteens, cafes, etc.), and others (21%) prefers homemade food and cooks by themselves. We determined the factors influencing a sales slowdown for goods and services of the hotel and catering business in resorts. Essential factors are the following: high prices, improper working hours, poor choice and quality, bad service.

The majority of respondents negatively evaluate the work of the majority of hotel and catering business facilities but the most negative opinions are about pricing (42%), poor choice (33%), goods and services quality (25%), and improper working hours (3.5%).

The customers evaluated service culture using the following parameters: wait time, cleanliness of premises, staff neatness, staff attitude towards customers, kitchen sanitation.

The most negative opinion is about street food stalls selling fast food. The absence of sanitation, bad food technology, and poor food quality cause some negative effects in most cases (food poisoning, digestive disorders, etc.). The only advantage is the quick service. The average rate is 2.94.

The situation cannot be considered better with canteens and cafes. The average rate for canteens and cafes is 3.68 and 3.92 correspondently. Here the challenge is staff attitude toward customers and kitchen sanitation. The majority of customers do not satisfy with the crockery and cutlery cleanliness. They complained about food leftovers on the crockery and cutlery, dishwashing liquid spots on the cutlery, greasy dishware, coffee and tea stains on mugs, etc. These violations are pretty critical as they do not meet sanitation requirements for dining outlets.

Unskilled staff and seasonal job cause incompetence and poor service in dining outlets. That's why the management of these establishments should change an approach while recruiting: hire employees carefully and thoughtfully, do training, cooperate with educational institutions which train future specialists in the customer service sphere.

The question of dish choice and its quality is also pretty important. About 33% of the respondents are not satisfied with poor dish choice: starters (about 10% of all dishes) are represented by 2–3 kinds of salads from seasonal vegetables; first courses

(about 10%) are limited with borshch, solianka, and a vegetable soup; main courses (about 60%) are mainly plov, pelmeni, varenyky, pizza, etc. (easy and fast dishes); sweets (about 5%); hot (coffee, tea) and cold drinks are mainly not home-made (juices, sodas, etc.); confectionery is represented by non-homemade products.

The choice for starters, first and main courses are natural for establishments with a complete production cycle which offers some adequate nutrition. But there are few such dining outlets. Mainly they are health and recreational resorts canteens, hotel restaurants and cafes. These dining outlets serve limited groups of customers, only those who accommodate there. The majority of dining outlets is pre-prepared meals facilities and does not have an opportunity for some adequate nutrition. The possible solution may be a factory-kitchen or public canteens and fast-food restaurants [3].

Our research shows that 74% of the respondents want to get one of the meals: 17.2% needs breakfast, 64.3% – lunch and 3.5% – dinner. About 15% has no opinion; 16.2% of the respondents want to get 2 meals a day: breakfast and lunch or lunch and dinner.

We also conducted a questionnaire survey as to the prices for the meal. While polling we offered to tell the price which our respondents are ready to pay for the set menu. As we found out, about 2% think that a proper price is up to 70 UAH, 3% – more than 200 UAH and the majority of the respondents think the best price is from 100 to 150 UAH (45%) and from 150 to 200 UAH (36%). This price is considered to be the best and meets the quality of the given services.

Analysing this data, we can confirm that the best price for breakfasts is from 50 to 70 UAH, lunches – 70-120 UAH, dinner – up to 200 UAH. Researching the prices in available dining outlets we found out that the price for the set menu is from 120 to 150 UAH. But the disadvantage is there are not enough dining outlets which provide set menus to satisfy all needs. All mentioned above tells us about the main problems of the fluctuation of consumer's demand for goods and services of dining outlets in resorts.

Summarizing all the results, we can say that the chaotic work of dining outlets causes low demand level. The task of each enterprise is to get maximum profit. That's why it is strategically important to mind these critical needs. They are opportunities for enterprises to produce and sell more, hence to increase their market share.

**Conclusion.** This day resort restaurants need to pay attention to local producers who can be competitive due to the lower prices as they are located closer to the end-users. The use of local trends in brand names and advertising, price policy, influence on local retailers – all these are strategies which help a local producer to work successfully in the regional market and even replace international brands. Restaurateurs and local producers can benefit due to the minimization of middle men's amount offering goods and services directly to the customer.

Tourists visiting the Southern region including Kherson spend more and more money for buying local farm food and culinary (food) tourism are on-trend. Products sold in the fests and produced by local businesses are getting more and more popular.

The social and cultural impact of tourism on society is hard to underestimate. The positive impact of tourism is obvious for low living standards of the local population and high level of unemployment especially among the youth; low rates of construction of housing, social infrastructure facilities; poor conditions of water supply, electric power, heating systems; the lack of skilled employees, etc. Next positive impact of tourism is the governmental programmes for basic, adult and further education. This problem concerns academic programmes as well. But the most critical issue is adult education. It concerns those who are going to work in the hospitality industry as well as experts of governmental structures and local authorities whose sphere of expertise is to plan and to improve national tourism. So it is necessary to shape the tourism policy of Ukraine reflecting organizational, economic, institutional, social and psychological mechanisms to increase tourist traffic in our country. All national tourism policy is to be shaped beginning with the local authority level, with regional development strategy.

It is also possible to conclude that nowadays consumer service sphere of resorts in the Southern region is represented by a wide range of establishments specializing in various services. Dining outlets serve different groups of tourists and that's why it is necessary to use individual and specific methods and techniques of services. But there are also obvious disadvantages being corrected and changed. Despite this fact, the market for health resorts services is potentially attractive therefore it is necessary to provide several approaches to improve it and to maximize its benefits.

To improve customer service sphere in the Southern region it is necessary to stimulate the best companies in HoReCa (hotel, restaurant, and catering) sphere, to promote awards for local brands, to make top lists with the best representatives of the branch, etc. The feedback with tourists, regular monitoring of opinions and reviews allow keeping the eye on the advantages and disadvantages of the market to be able to increase tourist traffic and tourist's average purchase amount as well as tourist's duration of stay.

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## **ECONOMIC BEHAVIOUR OF SINGLE CONSUMERS IN THE TOURISM SERVICES MARKET**

*The article discusses multidisciplinary aspects for the formation of Economic Behaviour of Singles' Consumers in the Tourism Services Market, which depend on the social, economic and cultural factors. The conceptual approaches to the essential identification of single tourism have been revealed. The criteria have been developed and the sociometric research of behaviour of singles in the tourist services market has been conducted. The materials of the conducted research can be used for development of methodological base of single tourism marketing researches, improvement of the system of statistical observations and state regulation of tourism.*

**Keywords:** *single tourism, economic behaviour, consumers, services market.*

**Relevance of the research topic.** The world tendencies of development of tourism represent positive dynamics in demand for single travel, at the same time the share of the single tourism market is increasing in the highly developed countries of the EU and the world. However, the system of statistical observations in some developing countries still does not meet the requirements of users of tourist information. Single tourism statistics has not been kept in Ukraine since the time of its independence, whereas in the EU countries the single tourism phenomenon has been actively researched during the last decade. Taking into account the actuality of the

problem and its insufficient scientific disclosure, the purpose of our research is to develop conceptual approaches aimed at revealing the essence of economic behaviour of single consumers in the tourist services market, assessing the current state, detection of tendencies of single tourism development.

**Formulation of the problem.** In economics, fundamental researches of interaction of supply and demand in the tourist services market, formation of the tourist environment, evaluation of economic behaviour of subjects of tourism business and consumers of services have been conducted. However, the existing approaches to organization of business processes in tourism firms, marketing activities and government regulation of tourism need to be reviewed and improved, taking into account the concept of behavioural economy, which reveals at the most the potential for ensuring the realization of market intentions of consumers who are essentially the creators of the tourist services market. The qualitative analysis and forecasting of market dynamics, changes in trends and tendencies require a thorough study of economic behaviour of consumers in the tourist services market.

**Analysis of recent researches and publications.** The scientific basis of the research of economic behaviour of consumers in the tourist services market are formed with scientific developments of well-known scientists, scientific practitioners, and analysts.

The fundamental developments of R. Taller (2018) in the field of behavioural economics, which studies influence of social, cognitive and emotional factors on economic decision-making by individuals and which analyses the effects of this influence on market processes, have caused new discussions in economics. The methodological aspects of the research of Economic Behaviour of Singles' Consumers in the Tourism Services Market, conceptual approaches to its evaluation in the conditions of structural and institutional transformation of the market were reflected in the works of Zakharchenko P., Kostenko A., Kungurtseva-Mashchenko T. & Gorbachova I. (2019), Boyko M., Bosovska M. & Vedmid N. (2019), Melnychenko S., Mazaraki N. & Tkachuk, T. (2019), Dąbrowska, A. & Janoś-Kresło M. (2018), Hladkyi O. & Mirzodaieva T. (2018), Koval V. & Mykhno Y., Antonova L., Plekhanov D. & Bondar V. (2019), Humeniuk V. & Shtan M. (2019) and other researchers

**Presenting the main material.** In the general economic context, consumer behaviour in the tourist services market can be considered on general principles as a behaviour of consumers in any sphere which depends on various influential factors, although in fact it is a complex of actions connected with decision making, a choice and a purchase of tourist services and its consumption, as well as taking into account the branch specifics of tourism and peculiarities of consumer behaviour during their travel.

From an economic point of view, a single person is a sole household. The system of basic determinants of households, in terms of separate parameters of their



identification as market entities, takes into account that a single person is an institutionally independent unit that resides independently and manages financial resources.

The recent statistical researches of single-family households in the EU show that in 2018 about 1/3 of all households were occupied by single-family households of adults without children (Fig. 1).

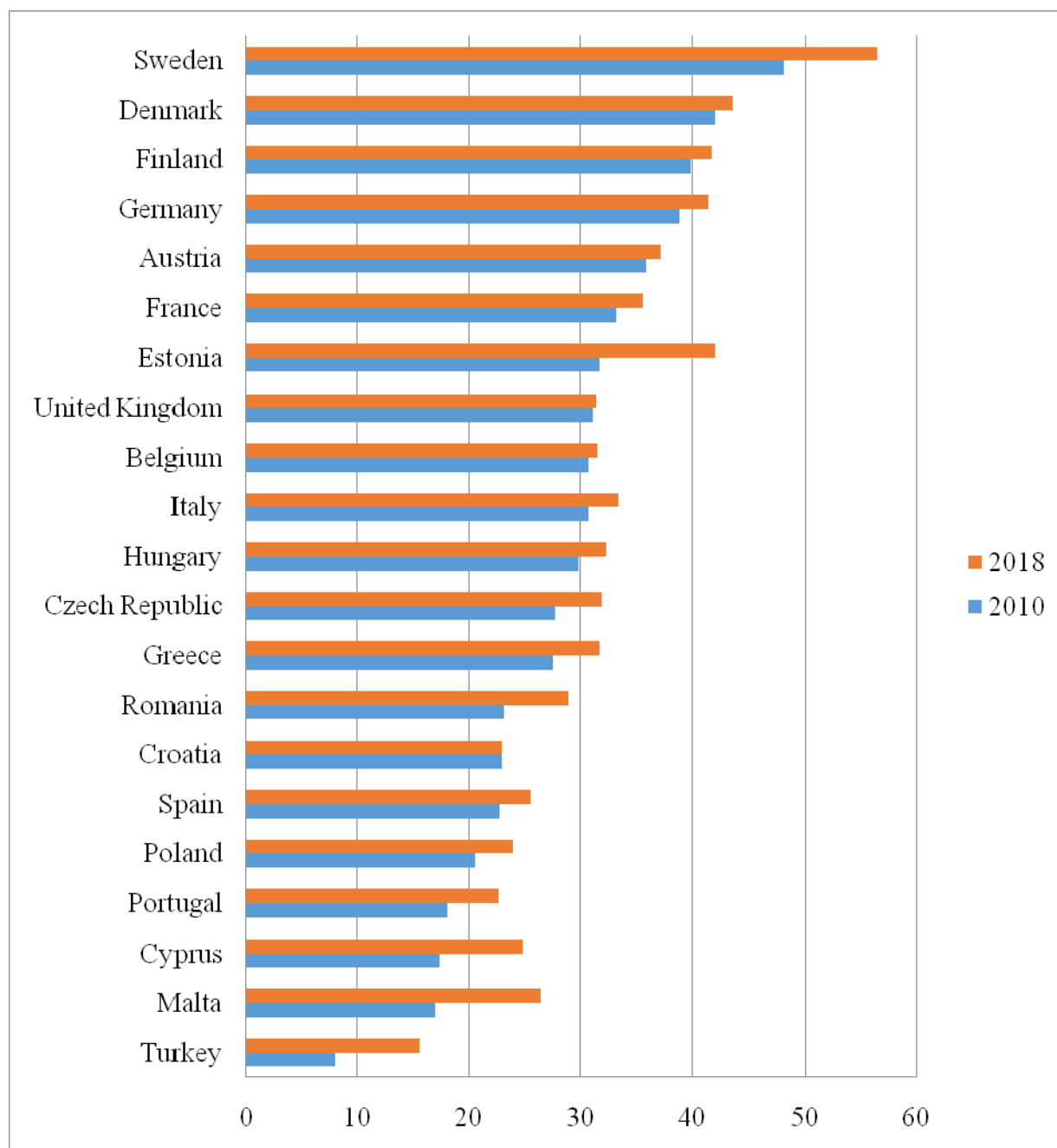


Figure 1. Single-family households in EU countries

Source: Data from the EU statistical consortium (EU statistical consortium EUROSTAT (2018), Figures daising proportion of single person house holds in the EU. Available at: <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20180706-1?inheritRedirect=true>)

The data in Figure 1 indicate that in comparison with 2010, the share of single-family households in the EU in the aggregate represented 31 per cent, and in 2018 this figure increased to 34 per cent.

Taking into account the factors of affinity and difference of economic, social, cultural development and geographical neighbourliness, let us consider the peculiarities of determination of single tourism in the example of Poland and Ukraine.

Polish single tourists are mostly 25–45 year olds, most of whom organize their own trips and are in travel for a long period of time. Almost every second Polish single person is an office employee or is engaged in mental work. More than 1/5 of Polish single persons inform that they use gastronomic, recreational, sports and cultural services every year more often, and also organize tourist trips on their own to a greater extent than before. That is why they are less likely to use travel services organized by travel agencies. Only one among four people interviewed had a special offer for single persons, though anyway these individuals still think it insufficiently suited to them. Every third respondent thinks that such offers have become bigger over the last few years, but they have the following problems when choosing a tourist product: the lack of special offers for single persons, unlike discounts for families, small amount or the complete lack of hotel rooms for one person and too high additional payments for such accommodation (Dąbrowska A., Janoś-Kresło M., 2018, pp. 20–21).

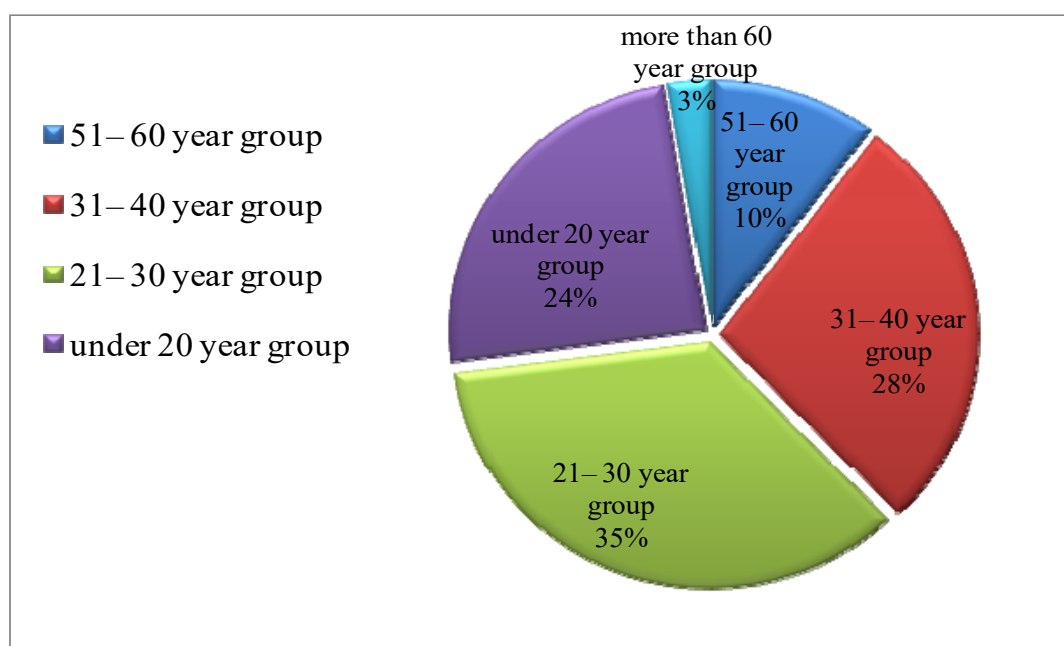
Unlike Polish single persons, Ukrainians stated that they have no insured financial assets, moreover 27 per cent of respondents use financial assistance from abroad. It is worth noting that in the sample of 100 people in Ukraine aged 25–44, 37 people have completed higher education, while in Poland 67 people per 100 respondents (Statistical Yearbook of Ukraine, 2018).

Assessing the scale of single tourism and current trends of its development, we can say that a new segment of consumers has emerged in the tourist services market which includes single persons-travellers who deny the existing social values, they can think and act differently, act as original «rebel buyers» and thus to disturb market processes, to change the market conjuncture.

Market terminology in international tourism business does not contain the notions of «young ladies» and «gentlemen», but the definition of «Singles» has become practically consolidated. To be a single person is becoming more popular and more and more people are consciously choosing this lifestyle. Just with their participation the tourist market is reviving, demanding absolutely new offer addressed to single persons. At the same time, when buying a tour with a travel agency, single travellers have to choose whether to pay for a single room for 30-80 per cent more, or to live with a stranger in a double room. That is why single persons often organize vacations independently with the help of online agents. In this connection, in order not to lose such a target group of consumers as single persons, tour operators should

modify their offer of tourist services in the market taking into account the needs of single persons.

The system of organized statistical observations in Ukraine does not currently foresee formation of a database concerning economic behaviour of single tourists, their motives and needs. Just because of the lack of proper information regarding economic behaviour of single tourists in the framework of scientific and research work on the «International Hotel and Tourism Business» Educational Program at Ivano-Frankivsk National Technical University of Oil and Gas in cooperation with stakeholders, and travel companies «Join UP! to travel «(Kolomyia),» Rest-Travel «(Kiev) in particular, a sociological research in the regime of online questioning of consumers of tourist services from different regions of Ukraine have been conducted (Humeniuk V. &Semyrga L., 2020). 240 people who are completely different in age, employment, social status and income participated in the survey. The survey was conducted during four months: from the 1st of November 2019 to the 29th of February 2020. The age structure of the respondents is quite diverse (Fig. 2).



*Figure 2. Age of respondents, %*

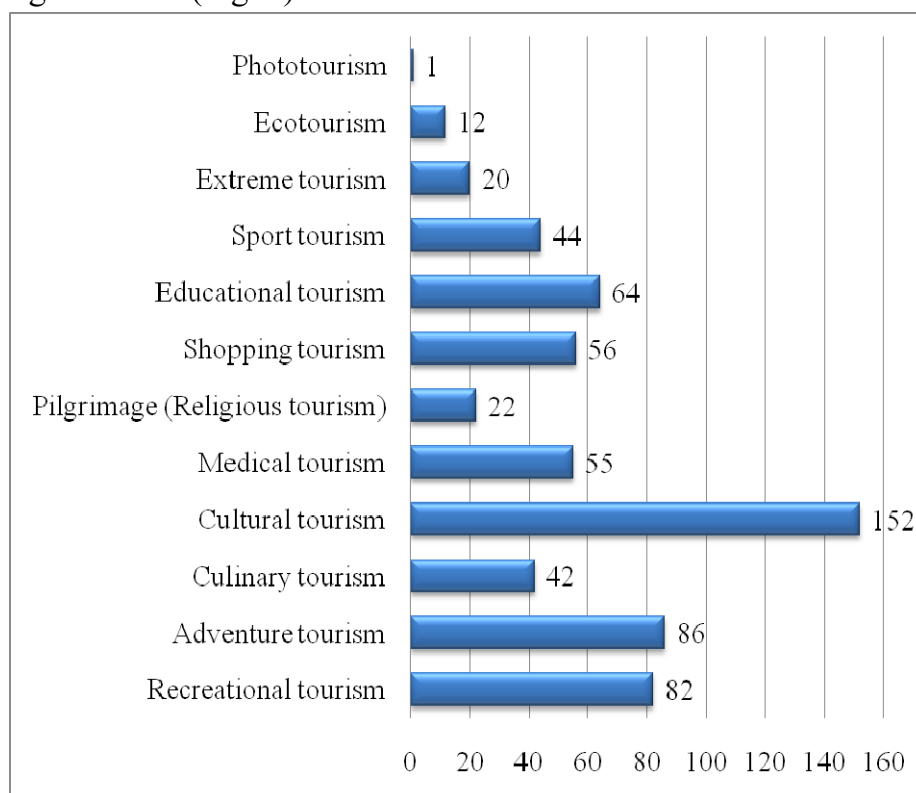
*Source: To build this diagram, the authors have used data received exclusively from the results of their own sociological research of the economic behaviour of single tourists.*

The largest share of the market segment of single tourism, as it is shown in Figure 2, is comprised by consumers aged 21-30 (35 per cent) and the smallest group is comprised by people at the age of 60 and over, but it is important to know that such persons can also travel actively and usually independently. Due to low purchasing power of people of retirement age in Ukraine, the tourist market has very little to offer them.

It should also be noted that the largest proportion of respondents who indicated that they are married or have a couple, or date, however, can travel alone (64.1 per cent). Only 31.3 per cent declared themselves as «single persons» without a pair and 4.6 per cent divorced. Therefore, it is clearly seen that the Ukrainian single tourist is not only absolutely a single person, as it may seem to suppliers of a tourist product on the market, but they are also family persons. These results clear up their large share of consumers of travel services, because when traveling on business or having a rest on weekends, they form a stream of single tourism.

This is confirmed by the answers regarding motivation of such trips. 49.6 per cent chose «the desire to rest from others» as the decisive factor of traveling alone, 38.7 per cent mostly travel independently due to business trips and work trips and only 20.6 per cent mostly travel alone due to the absence of a partner.

One of the important questions that were given to individuals concerned the types of tourism that interested them most. Respondents in this case had the opportunity to indicate several answers, so the results highlighted the proposal of which kind of tourism should be reviewed and tried to adapt to the expectations and needs of single tourists (Fig. 3).



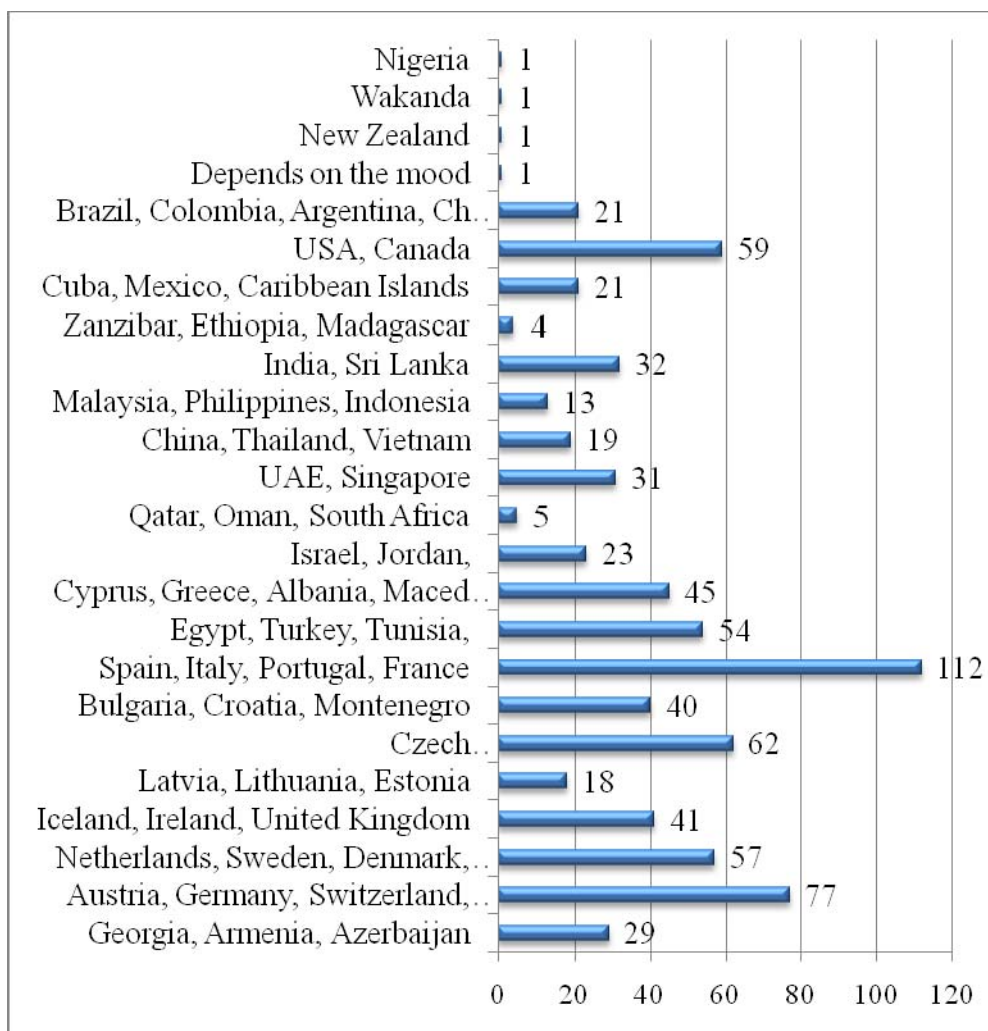
*Figure 3. Priority types of tourism, persons*

*Source: To build this diagram, the authors have used data received exclusively from the results of their own sociological research of the economic behaviour of single tourists.*

As Figure 3 illustrates, the most interesting for single persons is an excursion and informative tourism, which was marked by 152 people (63.1 per cent). Also very interesting for single tourists is adventure and entertaining, and recreational and

relaxation tourism, which comprised 35.7 per cent and 34 per cent respectively. Educational tourism also has a significant share in this structure (26.6 per cent).

However, in the international hotel and tourism business, it is also important to operate with information concerning the most popular destinations among single tourists. The results of the observations on the priority tourism directions are given in Figure 4.



*Figure 4. Popular destinations for singles, persons*

*Source: To build this diagram, the authors have used data received exclusively from the results of their own sociological research of the economic behaviour of single tourists.*

The most attractive for Ukrainian single tourists, as illustrated in Fig. 4, are destinations in the Mediterranean basin, 112 people have marked it as desirable destination in their travel geography (54.9 per cent). Although the German-speaking countries and northern European countries have almost twice as low index, it still does not diminish their role in the structure of the desired tourism offer for single tourists.

According to the results of the conducted research it has also been clarified that 54.6 per cent of respondents are employees and 14.6 per cent are studying and working; 71,3 per cent have higher education, 36,9 per cent of them have a scientific degree; the

vast majority of respondents travels several times a year for 3–6 or 7–9 days; 45.6 per cent choose summer for their travel most often, but almost 40 per cent indicated that their choice does not depend on the time of a year; 26.4 per cent get about 7-10 thousand UAH of income per month, and 29.3 per cent – within 10–20 thousand UAH.

Considering the level of respondents' income, the answers in the research were split almost proportionally: 33 per cent are ready to spend from 6 to 10 per cent of their annual income on their vacation, 29.5 per cent are ready to spend from 10 per cent to 15 per cent of their annual income and 26.67 per cent will save more than 15 per cent per year on their travel.

In financial terms, traveling for a single person causes more formal costs than for a person who travels in pairs. During a holiday, a single person will not spend as much money as a couple or a family spends, but the key moment is the cost of living for a single person in a hotel or apartments. It ranges on average from 60 per cent to 80 per cent of the cost of accommodation in a room for two persons. That is why during the survey only 20 per cent of respondents are ready to pay extra money for their overnight stay in a room alone. 37 per cent indicated «Most likely, yes», but doubt among such respondents is present, so having the opportunity not to pay extra money, they would definitely use such a possibility (Table 1).

*Table 1*

### **Division of Respondents' answers to questions on travel preferences**

Question	Answer				
	Definitely yes	Maybe yes	I have never thought about this	Probably not	Definitely not
<i>Usually the cost of living for one person in a room alone is higher than for two people. Are you ready to pay for the comfort of a night out alone?</i>	20%	37,08%	20,83%	15%	7,08%
<i>Do you use the services of travel agencies or tour operators?</i>	54,58%	-	-	-	45,42%
<i>Do you organize your vacation on your own without the help of intermediaries and tour operators?</i>	77,5%	-	-	-	22,5%
<i>Are tour operator offers tailored to your needs?</i>	7,92%	36,67%	33,33%	14,58%	7,5%
<i>Are you interested in organized package tours of mass tourism destinations (Turkey, Egypt, Tunisia, etc.)?</i>	18,33%	35,42%	14,58%	18,75%	12,92%

*Source: To build this table, the authors have used data received exclusively from the results of their own sociological research of the economic behaviour of single tourists.*

The results of the research which are presented in Table 1 showed that 77.5 per cent of respondents organize their trips independently, however, just a little bit more than a half of single tourists used the offers of travel agencies and tour operators (54.58 per cent) and the rest (45.42 per cent) did not address travel agents at all. At the same time, this indicator shows that although 32 per cent used the services of travel agents some time, they still prefer to plan and organize their vacations independently.

The reason for this phenomenon may be the lack of adaptation of an offer on the market to the needs of such a person. For this reason, only slightly more than 7 per cent gave a sure answer that offers of travel agencies and operators are sufficiently adapted to their needs. The same share was comprised by the group of respondents, who are convinced that they do not need services of travel agents and the product offered on the tourist services market is no longer actual and does not suit them.

As for the possibility to choose between a more expensive individual tour which is formed according to all wishes and a «hot offer», which is not quite suitable for a tourist but is cheap in cost, single tourists preferred an individual tour (140 responses – 58.33 per cent), which testifies about their desire to get a tourism product adapted to their needs.

**Conclusions.** Organized statistical surveys of behaviour of different categories of consumers in the tourist services market are being conducted in the EU countries, which allows to identify a separate marketing segment of single tourists during the last decade, but in Ukraine single tourists are still remain a part of the overall statistics and it is quite possible that because of poor marketing performance in this segment, they will not get the proper travel service to the extent they need.

The results of the conducted research have practical importance for the tourism business, because economic behaviour of consumers determines the volume of demand and is an important condition for modifying the market supply for tourist services. Taking into account various aspects of this research, tour operators which create a product for single tourists need to adequately assess tourist demand and develop appropriate package tours for the future.

Hotel and tourism business when creating a proposal for single tourists should take into account the possibility of non-price competition, because true single tourists when choosing a particular vacation think it less important about what offer has a discount or promotion, they look for new experiences and impressions, but not stereotypical cheap travels. The results of the research confirmed that the tourist services market in Ukraine has considerable potential for development in terms of meeting the demands of singles.

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## THE THEORETICAL APPROACHES OF STRATEGIC MARKETING IN TOURISM

*The article is dedicated to researching theoretical aspects of the concept of strategic marketing in the field of tourism business. Special attention is paid for the learning of significance and position of strategic marketing in tourism. The foreign experience on researching of conceptual aspects of strategic marketing, as well as domestic one, has been learned and generalized.*

**Key words:** *tourism business, the concept of strategic marketing, strategic management, marketing plan.*

**Introduction.** Globalization processes on international markets of tourism services demand to search effective strategic approaches in regards to competition on market considering adaptation to the existing functioning sphere's challenges. Most of the domestic tourist enterprises make decisions either intuitively or considering practical experience of existing leaders in the tourism services market. However, it is not always effective because of the different available potentials of tourism enterprises. There are some factors, such as uncertainty of the functioning sphere, growth and change of tastes of consumers of tourist services, the rapid development of information tourism technologies in the field of promotion and marketing of tourism products, which require the introduction of new mechanisms of marketing strategic planning.

Intensification enterprises' development in the hospitality industry demands from its owners searching, development and implementation of a mechanism for ensuring rapid response and adaptation to the functioning sphere, as well as searching of methods ensuring swift development of enterprises in this field. Despite the presence of fierce competition, the level of strategic orientation on tourism business enterprises is noted as low or none at all. Furthermore, the developed targets of

tourism enterprises, in general, are oriented only on internal potential possibilities, taking into account available resources. Most of the scientists emphasize the necessity of applying a marketing approach in managing all available areas of activity of the enterprise.

**Analysis of recent researches and publications.** Plenty of scientific works are dedicated to research problems of strategic marketing on enterprises by domestic, as well as foreign scientists. The most valuable achievements in the development of methodological aspects of strategic marketing are presented in the works I. Ansoff, R. L. Ackoff, Ph. Kotler, R. Koch, G-G. Lambin, M. Porter, A. Strickland, A. Thompson, J. Atkinson and others. However, these scientific developments are typical for the majority of manufacturing enterprises and are not adapted to the features of the functioning of the enterprises in the market of tourist services of Ukraine.

**The aim of the article.** The aim of this research is to learn and generalize existing approaches to the essence of the concept of strategic marketing for enterprises of the tourism business and also the separation of its characteristic features.

**Results.** The concept of strategic marketing appeared after the implementation of strategic management concept into business management practice. Those two concepts emerged due to the difficult process of management of the enterprise under conditions of unpredictable changes of external factors. Furthermore, growing variability of external conditions requires business to conduct researches and implement more complex adaptation mechanisms.

In the scope of strategic marketing concept, the theory of tourist market consumer's behaviour has improved, considering demographic, social, biological and physiological factors of their motivation. As a result, a consumer of tourism product compelled the enterprises to create new products of high consumption value, motivating by this the management to apply marketing methods.

Strategic marketing considers the needs of all tourism market users in the enterprise functioning sphere. The strategic marketing combines such specific features as gradualness, integrateness, perspective of new tourism products development and entering into new markets. Since the strategic marketing is based on the results of the analysis of enterprise strengths and weaknesses and forecast of available environment, than it sustains achieved market success and creates long-term perspectives of its development.

According to analysis of available literary sources, the strategic marketing should be considered as a new concept of business marketing activity with its own terminology and methodology, which is closely related to the management and marketing of tourist services. Particularly, in order to make management decisions, the goal setting, planning, and prediction should be implemented, which, at the same time, are necessary to solve information and analysis problems of strategic marketing.

To a certain extent, marketing could be considered as the realization of a separate function of management, which are directed on monitoring of changes in the

macroeconomics system, analysis of external factors and development of certain indicative management decisions [1, p. 12].

The successful enterprise activity is possible only if it is directed to achievement of practical final result of production and marketing activity in the modern competitive market. This result could be achieved by the interconnected implementation of strategy and adaptation for potential consumers' needs and demand as well as by the purposeful influence on them. Marketing management directs enterprise activity on achievement of long-term result in order to capture a part of market and increase sales volume.

Thus, marketing has a key role in the strategic planning industry of any enterprise by ensuring implementation of leading methodological principles, which stipulates the orientation of enterprise strategy on the needs of important groups of consumers. And, with reference to this, development of a marketing strategical plan to identify and involve the needed market segments [4].

The concept of strategic marketing in tourism has the following specific features, which define its differences from marketing and management:

- orientation not only to the customer, but also to the key market participants in general, such as consumers, rivals and decision-makers.
- direction on providing the interrelation of type «organizational culture – strategy – tactics»
- creating and implementation of enterprise's long-term perspectives, is philosophy of an enterprise's business which covers not only one subunit, but all functional units and levels of the enterprise.

Consequently, strategic marketing is a part of marketing management and strategic enterprise management. It is mainly aimed at the development of the marketing strategy for the achievement of the enterprise marketing targets considering its capabilities and market requirements.

Moreover, the enterprises' needs in strategic marketing are directly related to necessity, such as:

- to carry out their activities on clearly defined strategic opportunities;
- to develop and realize the system of monitoring and analyse of competitiveness;
- to increase adaptive capacity to change within external environment;
- to review and optimize regularly their own business portfolio.

So, the application of the concept of strategic marketing will allow achieving significant success enterprises in the tourism business. The main advantages of applying of the concept of strategic marketing are the following ones:

- 1) development of the general effective strategy of marketing activity for the subject of tourism industry;
- 2) directing the tourism business entity from inert reacting to the influence of market factors on active decisions and actions;

3) analysis and evaluation of the efficiency of each strategic business unit of enterprise in the tourism business;

4) formation of optimal sales channels for tourist products [3, p. 30].

The needs of enterprises in strategic marketing are directly related to the needs of:

- carrying out its activities on clearly defined strategic possibilities;
- developing and realizing a system of monitoring and analysis of competitiveness;
- increasing of adaptation possibility to change in the functioning sphere;
- viewing and optimizing its own business portfolio regularly.

To sum up of determining the nature and content of strategic marketing it is necessary to pay attention to the social value of strategic marketing. Strategic marketing is searching for a better opportunity to meet needs. Strategic marketing is «desiring» to maximize the quality of the product to the needs of consumers, which in turn is the basis for increasing demand on target segments.

In the result, society gains the following main benefits:

- the economic effect in the form of an increase in savings due to lower prices (as a result of increased sales);
- saving resources from the point of view of optimal use of the enterprise, which is caused by economies of scale [2, p. 57, 58].

Therefore, the essence of strategic marketing provides applying of management and marketing principles in the tourism organization on a higher quality level that provides designing and implementation of travel companies development strategies for achievement advanced and effective long-term goals [3, p. 23].

**Conclusions.** The main principles of strategic marketing on tourism business enterprises are understanding of consumer's needs; fighting for consumers with the help of a conceptually new quality tourism product; arrange the market needs and the existing potential of enterprises; orientation on long-term targets in close interaction with a general enterprises strategy; adaptation of the enterprise in terms of impact of external factors by monitoring external environment and rivals assessment systems; taking into account strategic capabilities and landmarks in the enterprises activity.

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## **FOREIGN EXPERIENCE OF INDUSTRY 4.0 CONCEPT DEVELOPMENT IN TOURISM**

*The necessity of modern information technologies in the field of tourism has been proved. Experience of the leading countries in the field of digitization of the tourism industry and introduction of the Tourism 4.0 concept are analysed. The tools that are used within the framework of the Tourism 4.0 concept are determined. The main world practices of making appropriate organizational decisions at different levels of management are identified. Their implementation will contribute to the development of digitization of the domestic tourism industry.*

**Keywords:** *Tourism 4.0; digitization; tourism industry; digital economy.*

**Relevance of research topic.** Modern transformation processes in the world economy are characterized by the global introduction of computer technologies and formation of the information society. They are aimed at the development of the digital economy based on the results of the fourth industrial revolution and are capable of substantial changing the methods of business organization, ensuring the development of countries and increasing the competitiveness of both industry and individual business.

Paying attention to the rapid development of information and communication technologies and their comprehensive integration into manufacturing and business processes, scientists (Kraus, Holoborodko & Kraus, 2018) define the global digital transformation of various industries, which are under the influence of ecosystems, and call it the Concept of Industry 4.0 (or Industry 4.0 concept).

Industry 4.0 represents the evolution of technology in the industry, which integrates traditional manufacturing processes with the information and communication technologies and information systems of the corporation (Zhekalo, 2019, p. 58).

However, it should be noted that formation of the digital economy doesn't mean the corresponding transformation and technological changes in production and business processes of a single industry. It implies all spheres in total, including the social system of the society. Therefore, digitization and access to the relevant infrastructure are equally important for the service sector. The world tourism industry doesn't stay aside from these processes.

Thus, when introducing the modern information technology in the field of tourism and hotel business, the developed countries use actively the industry-specific approaches and experience, which contribute to the introduction of the Tourism 4.0 concept and make the topic of this study urgent.

***Formulation of the problem.*** In Ukraine, the need to form the digital economy and society (Kontseptsiiia rozvytku, n.d) is recognized at the state level.

Therefore, emphasizing the importance of the use of the potential of Industry 4.0, including the tourism sector, we should pay attention to the number of problems that hinder or make the appropriate processes impossible, namely:

- underdevelopment of the regulatory framework governing the processes of the digital economy development;

- lack of high internet penetration (64.9% as of May 2018) (Dynamika korystuvannia Internet, 2017);

- the existence of a gap between the availability of broadband Internet access in large cities and small villages;

- insufficient level of the digital infrastructure development;

- low level of the digital information protection;

- lack of proper government support for organizations implementing digital technologies in the regions (even in the field of high-technology business and information and computer technologies) (Tsyfrova transformatsiia, 2018).

According to the research data, the leading countries of the world have effectively directed the opportunities of the fourth industrial revolution to the development of the digital economy and tourism in particular. Therefore, the current international experience in implementing the tools of the Tourism 4.0 concept is a serious material for studying, analysing and adapting in our country.

***Analysis of the recent research and publications.*** The problems of the development of the modern digital economy are considered by Zhekalo H. (2019), Kraus N. M., Goloborodko O. P., Kraus K. M. (Kraus, Holoborodko & Kraus, 2018).

The studies of Bogomazova I., Anopriyeva K., Klimova T. (Bogomazova, Anoprieva & Klimova, 2019), Cherevichko T., Temyakova T. (Cherevichko. & Temyakova, 2017) focus their attention to the problems of digitization of the tourism industry.

However, in the context of the digitization of the economy and the tourism industry, in particular, the problems of studying the positive experience of other countries, as well as analysing the trends in its development, remain insufficiently researched and require deeper scientific study. This will ensure the implementation of the tools of the Tourism 4.0 concept. It will increase the competitiveness of the industry.

**Tasks formulation.** The purpose of the article is to analyse the experience of the leading countries in the digitization of the tourism industry and to introduce the concept of Tourism 4.0. To achieve the goal, the following tasks were set and solved: the world leaders in the field of digitization were identified; the tools introduced by countries in the context of the implementation of Concept 4.0 in the tourism industry were analysed; the basic world practices of decision-making at different levels of management were highlighted.

**Synopsis of the material under the study.** Taking into account the fact that digitization of the economy is an important prerequisite for the introduction of Concept 4.0, we consider it to be appropriate for identifying the potential of the world's leading countries in this field.

We state that the Global Index of Network Interaction (GINI) allows to explore the transition from the basic levels of networking to the up-to-date digital technologies (broadband networks, data processing centres, cloud services, big data and the Internet of Things). They also influence the economic growth.

It should be noted that the index compares 79 countries, which together make up 95% of the world GDP, by 40 indicators and allows to analyse the influence of information and communication technologies on the country's economy; to research the level of competitiveness in the field of digital technologies; identify the stage of the country on the way to transition to the digital economy and its future growth reserves (Table 1).

*Table 1*

### **Breakdown of the countries according to the Global Index of Network Interaction (2018 Leader Countries)**

№	Country name	Rating	№	Country name	Rating
1	the USA	78	11	South Korea	64
2	Singapore	75	12	Australia	64
3	Sweden	73	13	Luxemburg	63
4	Switzerland	71	14	Germany	63
5	Great Britain	70	15	New Zealand	62
6	Finland	68	16	Ireland	62
7	Denmark	68	17	Canada	62
8	the Netherlands	67	18	Belgium	61
9	Norway	65	19	France	61
10	Japan	65	20	Austria	60

*Source: Vychod na novyy uroven rosta s pomoschyu intellektualnogo setevogo vzaimodeystviya Shema perehoda k tsifrovoy ekonomike s globalnyim indeksom setevogo vzaimodeystviya za 2018 god. Retrieved from [https://www.itu.int/en/ITU-D/Regional-Presence/CIS/Documents/Events/2018/08\\_Issyk-Kul/Presentations/gci\\_2018\\_whitepaper\\_ru.pdf](https://www.itu.int/en/ITU-D/Regional-Presence/CIS/Documents/Events/2018/08_Issyk-Kul/Presentations/gci_2018_whitepaper_ru.pdf). [in Russian].*



It should be noted that the top five GINI countries in 2018 include the United States, Singapore, Sweden, Switzerland and the United Kingdom, which have shown not only a high level of modern digitalization but also significant future potential that also creates the foundation for the relevant processes in the field of tourism.

Special attention should be drawn to the findings of researchers (Vyihod na novyyi uroven, 2018), who state that a one-point increase in the GINI will favour to the competitiveness increase by 2.1%, innovations development by 2.2% and the increase of productivity in all sectors of economy by 2.3%. Moreover, such a pattern can be traced regardless of the country's ranking.

The analysis of the US experience as the ranking leader shows that the development of the digital economy favours not only to creation of the next-generation manufacturing industries, but also to the constant improvement of the level of high-technology services.

It should be said that digitization of the tourism industry and introduction of the Tourism 4.0 concept on the basis of digitized processes allows to combine the services provision and related technological processes, based on the introduction of the relevant services (intelligent systems), into a single technological system at different stages: from designing to direct receiving by the customer. Such approach allows to design a service-product system to meet the requirements of the specific market segments, or even individual customers.

Studying the experience of implementing the tools of the Tourism 4.0 concept allows to distinguish the following world practices, which can be interesting for domestic industry: introduction of the digital platforms that allow different parties to interact online. They are able to provide an integrated approach in dealing with the customers and provide for organization of flights, transfers, accommodation, etc. This ensures the solution of the problems at different levels and optimization of financial costs and time is achieved;

development of the Internet of Things technology that enables corporations to analyse tourists' preferences with regard to locations and the range of other factors of influence. The practical implementation of such research is possible due to use of mobile guides, tickets pay applications, virtual reality technologies, etc. (Bogomazova, Anoprieva, & Klimova, 2019, p. 41);

the use of modern software applications, technical systems, chatbots that can quickly respond to the preferences of tourists, helps to search for places of interest (3D-modeling, webcams of tourist sites, implementation of QR codes, RFID tags);

implementation of sharing services that can take the relationship between the providers and consumers of tourist services to a new level. Offer Aggregators make it possible to compare prices, conditions and services rating made by other consumers. They help to choose the available options;

development of the «cloud services», which allow the staff of the travel agencies to carry out their work remotely, reduces the cost of renting premises (Voronkova, 2018, p. 50);

the use of blockchain technologies to increase the level of trust, the reliability of booking and paying, to ensure the information reliability and feedback on the tourist services received.

However, the international practices prove that implementation of tools under the Tourism 4.0 concept requires appropriate organizational decisions at various management levels, including the governmental one. Among the most important the following should be picked out:

active use of startups to generate interesting ideas for the introduction of digitization tools in the tourism sector. It should be noted that implementation of such initiatives is encouraged not only by the leading countries, but also by those where the tourism industry contributes significantly to the development of the national economy (Sri Lanka, Indonesia, Laos, Thailand, etc.);

use of marketing communication tools to promote digital products in the industry, including the governmental level (Israel, Iceland, Germany, UAE and other countries);

international cooperation in the field of digitization of the industry, which is actively demonstrated by the countries of the European Union;

introduction of the Tourism 4.0 concept on the basis of the strategic approach, which is implemented by means of formulating an appropriate strategy at the state level. This enables the countries to achieve regulated tourism development and to implement innovations in relation to other sectors of the economy along the entire cost chain (transport, education, culture, etc.). Thailand and Turkey have also presented the Tourism 4.0 strategy.

**Conclusion.** It should be noted that digitization and change of the approaches to the tourism industry are able to ensure full interaction of participants of the economic activity, enable corporations to increase their scale, expand their target customers, improve the quality of service and gain additional competitive advantages.

The leading countries of the world directed the possibilities of the fourth industrial revolution to the development of the tourism industry. The study of the experience of implementing the tools of the Tourism 4.0 concept made it possible to summarize world practices and to identify not only the basic tools, but also the relevant organizational solutions implemented at various levels of management, including the governmental one.

It should be emphasized that studying the positive world experience of implementing the Tourism 4.0 concept and its adaptation to domestic conditions will allow to form a modern effective basis for forming an effective state policy in this field.

However, it should be stated that implementation of the experience requires appropriate adjustment of the legal basis, development of the appropriate infrastructure, and institutional transformations. These areas will be the prospects for further research.

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## **COMPARISON OF TRAVELING HABITS AND TENDENCIES IN UKRAINE AND DENMARK**

*The article presents the results of consumers' traveling preferences research. The collected data operates the Ukrainian and Danish citizens responds. Moreover, the critical factors, which form the ability to travel and also the main destinations were analyzed.*

**Keywords:** *traveling, tourist, tourism, Ukrainians, Danish.*

### **Relevance of research topic.**

People have been always craving for traveling, craving because of many reasons: money, power, fame, territory, protection, but I suppose that the main reason was always curiosity. That same curiosity which has been always pushing people to discover and explore.

Today, however, people do not travel because of conquering purposes any more (most of the times), they still travel because of the same curiosity, but modified one. These days people are seeking for impressions, communication, beautiful pictures for their social media and inner experience.

The same curiosity made me research the topic of traveling from the professional perspective. In this article I decided to deal with traveling habits and tendencies in two completely different countries: Ukraine and Denmark.

### **Formulation of the problem.**

Tourism industry is one of the leading sectors of the world economy, which contribution to the global economy is constantly growing. It is influenced not only by the ability to meet the needs of the population in recreation, health restoration, in the pursuit of knowledge of culture, everyday life of other countries, but also with by the

fact that the development of the tourism industry makes it possible to increase the number of jobs, increase the funds in the budget countries.

The purpose of the article is to identify traveller preferences for residents of Ukraine and Denmark.

After implementation of visa-free mode in our country, entrance of international low-cost airlines, people have been given more opportunities to travel abroad, to European countries in particular. From another hand, economical crisis and inflation of hryvnia tangled and, in some cases, made it impossible for ordinary citizens to travel.

All in all, traveling habits and tendencies in our country are changing rapidly, altering nation` mindset and also the share of tourism industry in country`s budget.

The reason why Denmark was chosen as the comparable country is quite obvious: it is completely different from Ukraine, both in case of mentality and culture, and also in case of economical position.

Apart from that, Denmark can be used as a good role model for our country, in case of traveling opportunities and tendencies.

According to data of the World Bank data, the GDP per capita in Ukraine and Denmark for 2018 is \$3095,2 and \$52279 accordingly, which is almost 22 times difference. [1] Therefore, I would hazard a guess, that due to such a massive economical difference, we should also find differences in the traveling habits and expenditures, what I would like to study in the body of my article.

#### **Analysis of recent researches and publications.**

The results of recent research on this topic are highlighted in the works of Ukrainian scientists M. Boiko, M. Bosovska, T. Gorodnya, N. Vedmid, who analyse the peculiarities of the use of marketing in the activities of tourism enterprises. However, it is not a comparison of the preferences of tourists from Ukraine and Denmark, which determines the relevance of this study.

**The body.** According to the annual report of the World Tourism Organization, during 2017 the amount of Ukrainians travelled abroad is – 26 437 413 person (times), from which 98% for touristic purposes. Meanwhile, in Denmark that number reached 8,102.00 accordingly [2]. Statistical information on tourism is based mainly on data on arrivals and overnight stays along with balance of payments information. These data do not completely capture the economic phenomenon of tourism or provide the information needed for effective public policies and efficient business operations. Data are needed on the scale and significance of tourism. Information on the role of tourism in national economies is particularly deficient. Although the World Tourism Organization reports progress in harmonizing definitions and measurement, differences in national practices still prevent full comparability.

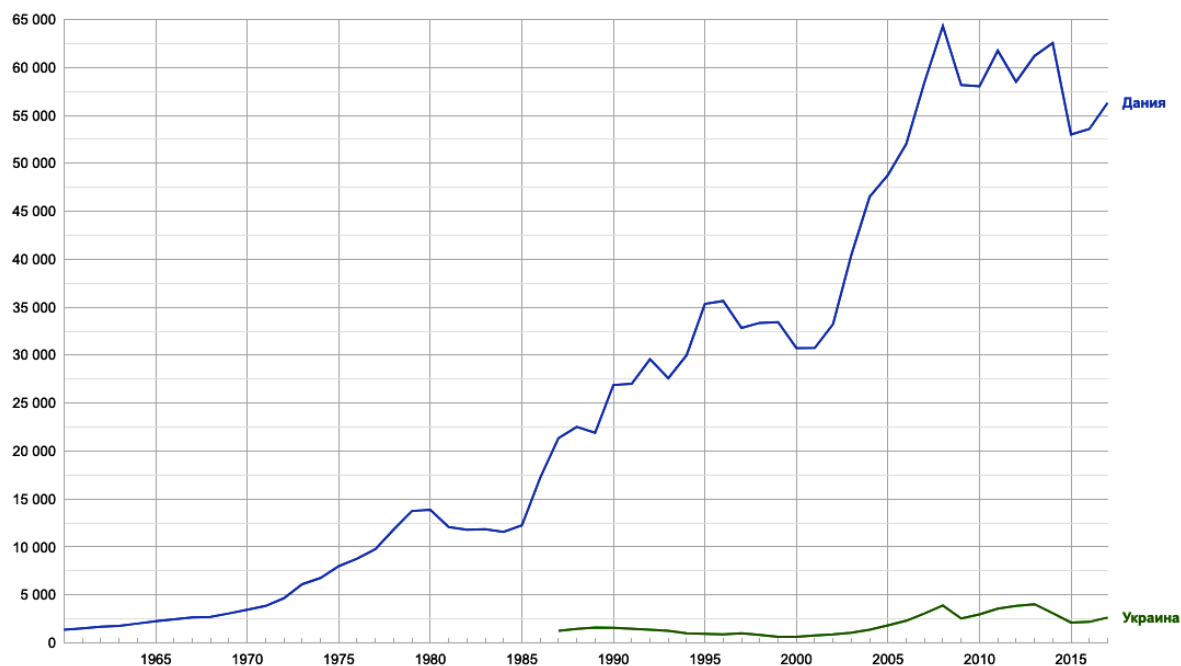


Figure 1. GDP per capita in Ukraine/Denmark in \$

Departures data measure the flows of resident visitors leaving the country of reference. Departures are not necessarily equal to the number of arrivals reported by international destinations for the country of reference. In many countries, the characteristics of trips and visitors are established through questions on the entry/departure cards, in surveys at the borders, at destination (accommodation surveys) or as part of household surveys (for domestic and outbound tourism).

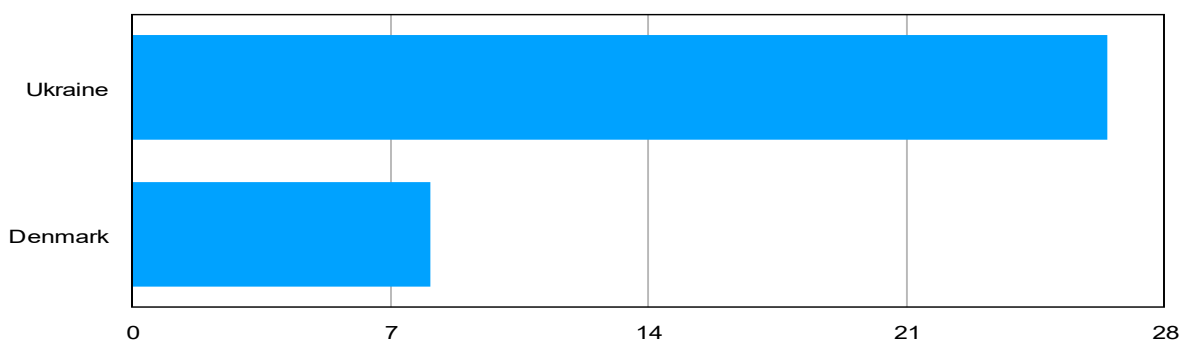


Figure 2. The WTO annual report 2017  
Amount of Ukrainians and Danish traveling abroad in 2017

The entry/departure cards, or records of entry and departure, captured and reconciled by the immigration authorities are often the basic source for establishing the flows of inbound and outbound visitors.

These cards usually collect information on a census basis on name, sex, age, nationality, current address, date of arrival (or departure in the departure card),

purpose of trip, main destination visited and length of stay (expected on arrival and actual on departure for inbound visitors; expected on departure and actual on arrival for outbound visitors).

Data is collected using one of three methods, or a combination of these to determine the flows of outbound visitors: using an entry/departure card; a specific survey at the border, or observing them from household surveys because they belong to resident households. In the latter case, the information on outbound trips is usually collected at the same time as that on domestic trips [3]. The given data is interesting, because if we take these numbers in proportion to the total population amount, we'll see that the percentage of Ukrainians travelled abroad is 62,7%, however in Denmark it's – 139% (which means that Danish people can travel more than one time/year).

At the same time, we can also find a major difference at the tourism expenditures. For example, according to the Visa Global Travel Intentions Study 2018, on average, Ukrainian citizens spend \$ 979 for a trip, meanwhile Danish spend around \$ 750 which is really surprising [4].

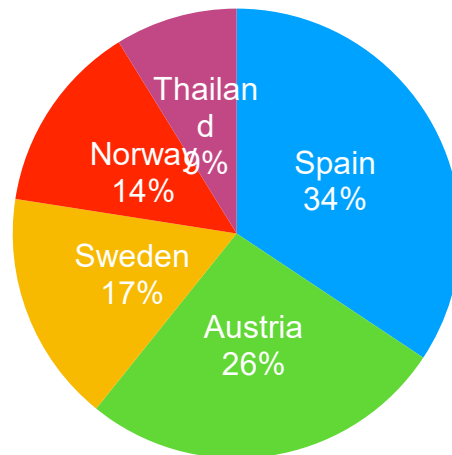
I suppose that such a surprising disparity can be provoked by the high distinction in social classes in Ukrainian society from one hand, and the Danish social equality from another. Since in our country, with an average wages \$ 217, according to the National Pension Fund data [5], it would be hardly possible to travel anywhere, I would make a suggestion that only people with wages higher than average can afford traveling, and as well spending more for luxurious vacation. However, it is well-known that Scandinavian countries are the leaders among social equality rates. Therefore, if we talk about an average salary in Denmark, which is \$ 3163 after tax, what will be true for most of the Danish citizens, it sounds more realistic that ordinary Denmark citizens can afford traveling abroad, and that the data above is more steady and reflected.

Another interesting point of my research is: if both Danish and Ukrainians travel abroad anyway, what are the most common tourist destinations, and what is even more fascinating what are the most popular ways of travel, are they so different and if so, what does influence on that traveling habits?

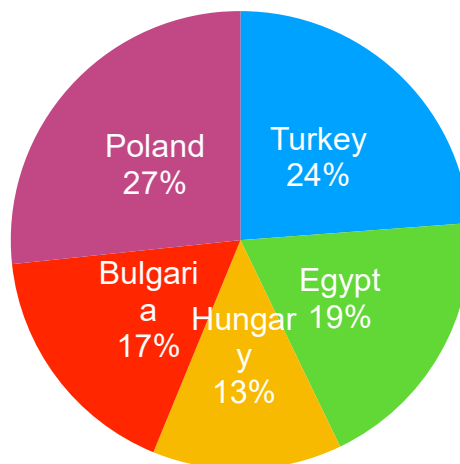
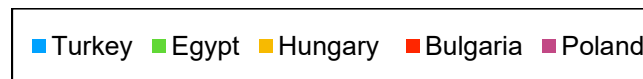
Due to Ukraine Border Service data Ukrainians most often went to Turkey, Egypt, Bulgaria, Poland and Hungary. It is worth noting that the State Statistics Service in its calculations refers to the data of the State Border Guard Service and reports that only 120 thousand people went on holiday as organized tourists. Although more than 1.2 million Ukrainians went to Turkey last year. Apparently, this difference in numbers is due to the fact that our people prefer to modestly remain silent at the border, where and why they go, masking the purpose of the trip by the phrase «private trip». Of the 26.5 million Ukrainians, 99% of those who travelled abroad did so [6].

What is more, according to the statistics data, during the past 2 years there was a major increase of trips to European countries, such as Germany, Italy, Spain, etc. those changes are interconnected with several factors:

- implementation of Visa-free mode;
- entrance of international low-cost airlines;



Meanwhile, the most common destinations for Danish travellers are: Spain, Austria, Sweden, Norway and Thailand.



*Figure 3. The proportional diagram, showing the most common tourist dest. For ukrainian (left) and danish (right) travellers in 2017*

As we can see, there is no matching point between tourist destinations. However, we can still find some similarities among choosing habits: most of both



Ukrainians and Danish choose the neighbour countries to visit more often. They do it from ecological, economical or other reasons. It is still a question.

Another interesting point is that Danish and Ukrainians prefer completely different types of vacations. The vast majority (86%) of Ukrainians prefer to travel independently and plan the route on their own, mainly because it is so cheaper and much more convenient, because in this case the travel plan can be painlessly changed and redone. However, it is still quite common to use the travel agencies services. Only very few mentioned that they do not trust travel agencies (4%). Exactly half of travellers prefer beach vacations, just over a third are interested in sightseeing, and only 16% for outdoor activities.

Talking about Danish travellers, the majority of them are interested in sightseeing and cultural experience (45%), active vacations (32%) and at the third place goes beach vacations (18%) [4].

The interesting distinction can also be found in the average age of traveller's scale. It can be surprising, but while in the most active travellers' age from Ukraine is 25-35 y.o, in Denmark that is 50-75 y.o. Such an 'mature' age of Danish travellers, actually, can be easily explained by the social politics and labour laws in Denmark, due to which retired people are free and financially sustainable to travel abroad [7].

What is more, we can find a major discrepancy in another crucial sector- education abroad. Despite the fact that in our country the most active age travel-group is 25-35 y.o, the percentage of Ukrainian students studying abroad is comparatively low – 8% from the total amount of students [8].

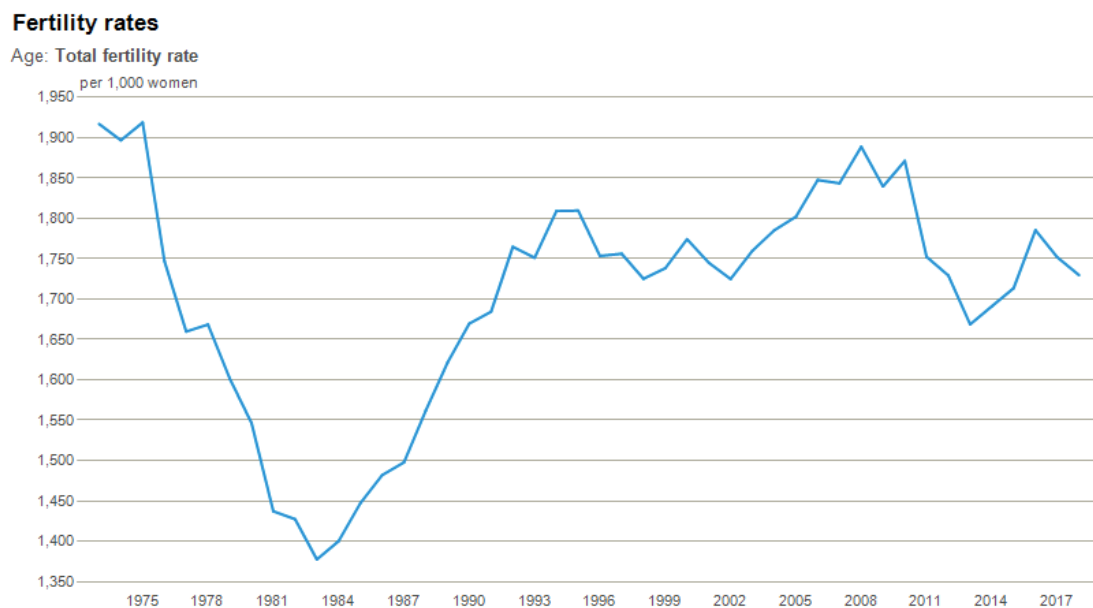
Unfortunately, the world studying- exchange programs and volunteering programs such as Erasmus, Erasmus+, AIESEC, Workaway, etc. are not really common in our country and are used mostly specifically. Meanwhile, according to Ministry of Higher Education of Denmark data, in 2013 in Denmark the percentage of youth moving abroad to study was 17% which was dissatisfactory, so during past few years the Danish gov. Implemented a range of international programs, which enhanced the number almost to 35%. Furthermore, after graduating, Danish students usually have an opportunity total a 'gap year' to relax and travel before starting a job, which is 90% financed by the government. From my perspective those differences are quite crucial [9].

It is well-known truth that 21 century is a century of advertisement. While doing the research it was quite a disappointment than the outcome about governmental or any social kind of traveling advertisement. Most of the ads, promoting traveling abroad are private publications of tour-companies, airlines, resorts and bus operators. What is more, these days in Ukraine, as in other CIS countries it is more and more popular to follow various social-media pages, focused on traveling opportunities, selections of cheap flights opportunities, educational and volunteering programs, advices, etc. From one hand, such a tendency is worth developing, because it is really

useful for traveling freshmen and not only for them. However, it doesn't exclude the fact that the amount of governmental support and assistance in traveling sector is almost equal to zero. There is no social campaign on internet, encouraging youth to go studying abroad, there is no governmental health insurance program, there is not that much partnership programs, you have to make an immense research to find out any information about.

Sure, that is obvious that the route of such a dolorous situation has to be hidden somewhere in depth of country's economical stagnation.

Nonetheless, there is still a silver lining can be found in other countries' experience. For instance, one of the latest social advertisement campaign in Denmark, was aimed to promote the number of travellers abroad. Such an advert is to some extend controversial. The thing is like so many European countries, Denmark is dealing with a rapidly declining birthrate. The future of the country is now unclear; with a birthrate of just 1.7 children per family, there aren't enough new-borns to maintain the population. And with a population of 5.6 million in 2017, the country is pretty small to begin with.



*Figure 4. Denmark fertility rate*

Therefore, a Danish travel company has come up with a unique way of enticing travellers on active holidays, and helping Denmark's stagnant birth rate while they are at it. The video starts off with gloomy music and images of an elderly woman who seems to feel empty and sad without a grandchild by her side. «But don't despair,» the announcer says. «We may have found the solution.» Citing statistics that suggest that couples have 51% more sex while on an exotic, romantic holiday, the ad then shows a young couple in a series of situations dripping with innuendo. «Send your child on an active holiday and get a grandchild within nine months,» the ad cheerily suggests,

before offering a booking discount of 1,000 DK (about \$150) and an «activity package,» but also a special deal for singles wanting to mingle.

The advert was fully supported and partially financed by the government<sup>6</sup> as so it helped to acknowledge straight about two problems:

- declining birthrate;
- promotion of traveling abroad;

**Conclusion.** Today, traveling is a worldwide trend, and step by step our country is adopting it, expanding the cultural borders, introducing new traveling programs and destinations. However, analysing the plain facts, compering our traveling habits to others countries, it is obvious that we have a lot to work on: starting from economical issues, to health care programs and foreign language knowledge.

To sum up, it would be rational to say, that there always are some factors which do not depend on us, nevertheless, there is always something that can be done by ourselves. It sounds shocking, but the percentage of people in Ukraine, who are able to speak English at the average level is lower than 20%, while in Denmark is 86% [10;9]

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## **ANALYSIS OF DISTRIBUTION AND FINANCIAL EFFICIENCY OF TOURIST ENTERPRISES IN UKRAINE**

*The article investigates and analyzes the financial results of tourism enterprises of Ukraine according to the data of the Ministry of Statistics for 2017–2018. The peculiarities of the regions by the indicated indicators are revealed.*

**Keywords:** *tourism enterprise, financial indicators, region, profitability, rating.*

**Relevance of the research topic.** Ukrainian tourism business is at a stage of its development, both by types of tourist services and by region. The financial results of a tourism enterprise don't always meet expectations. Official information recently released in Ukraine on many statistics has made it possible to review and analyze regions in terms of performance and trends in 2017–2018. Such a study will create an overall financial portrayal of the tourism business in Ukraine.

**Formulation of the problem.** Effective functioning of tourism enterprises of Ukraine can be facilitated by the analysis of available statistical information and finding ways to create or transform a certain direction of their activity and increase the profitability.

**Analysis of recent research and publications.** Among the scholars who have already researched the financial efficiency of the tourism business are Konishcheva N.I., Balashova R.I., Lehan V.M., Sobolev O.O., Sobolev I.I., Zhukov O.O., Zakorin N.D. These authors studied the resources of the travel company as a source of profitability, considered the importance of its business relations with contractors, determined the theoretical approaches to the break-even point in their activities. Now it is possible to examine official statistical information and to try to analyse its data.

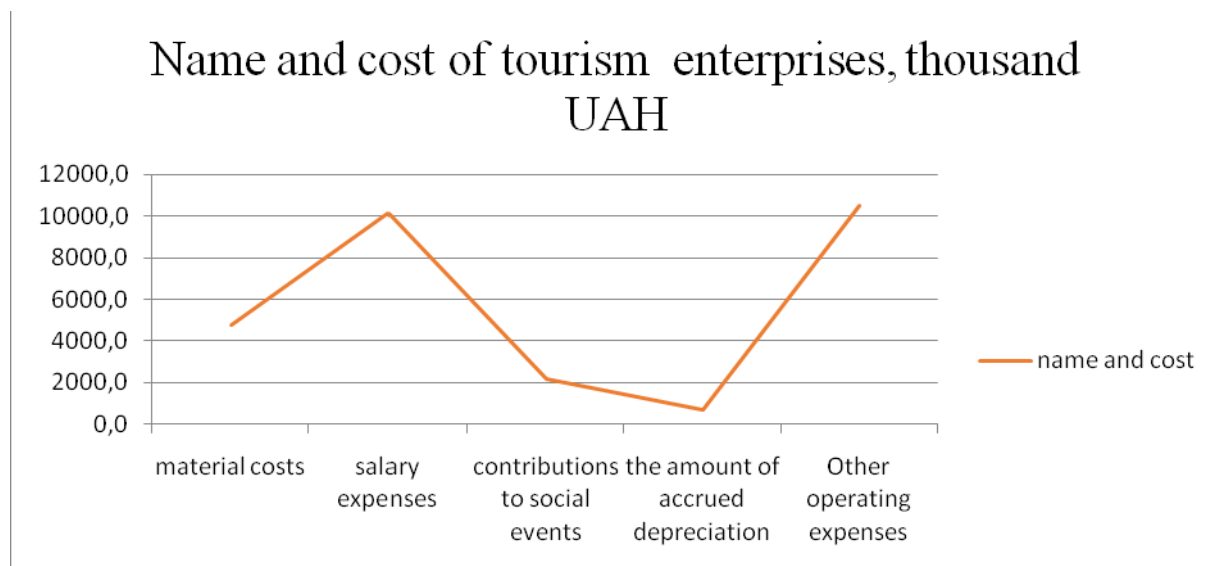
**Setting objectives.** On the basis of the above, it is possible to formulate the task of the study, which is to study and analyze the territorial features in the effectiveness of the activities of tour operators and travel agents in Ukraine.

**Presenting main material.** According to the Law of the country «On Tourism» in Ukraine the main types of tourism enterprises are tour operators and travel agents. The law describes their features, namely:

Tour operators are legal entities established under the legislation of Ukraine for which the exclusive activity is the organization and creation of a tourism product, the implementation and provision of tourist services, as well as the intermediary activities for the provision of main and related services and which have been licensed to operate in accordance with the established procedure.

Travel Agents are legal entities established under the legislation of Ukraine, as well as entrepreneurs that mediate the sale of the tourism product of tour operators and tourist services of other entities of tourist activity, as well as intermediary activities for the realisation of characteristic and related services [1].

Since 2019, the Ministry of Statistics of Ukraine provides an opportunity to study and to analyse information on quantitative and qualitative indicators of activity of enterprises of the tourism industry of Ukraine [2]. On the basis of these data, the number of enterprises engaged in tourism activity increased by 5% compared to 2017, and the number of entrepreneurs increased by 42%. The largest growth was shown by Kyiv, where the number of tourist enterprises increased by 105. About half of the regions of Ukraine, by contrast, reduce the number of representatives of the tourist business, including traditionally tourist regions. On average in Ukraine, the income of a tourism enterprises has increased by almost 14%, in particular excursion business has improved the profitability by 55%. Such dynamics of indicators shows a sustainable development of the tourism industry and confident hopes for further positive dynamics. Unfortunately, the increase in the rate of profitability is accompanied by a corresponding increase in the expenses of the tourism business, among which the highest increase is the cost of labor of workers (37.5%), the amount of commission expenses (37%) and other operating expenses (68.7%). Among the costs of paying for the services of third-party organizations, it is necessary to note the reduction of the cost of rail transport services by 70% and the visa security for tourists – by 20%. Thus, tourists do not favor trains because of low service, and the start of visa-free travel with a number of countries has reduced the percentage of visa costs. Among the increased cost indicators we have the following: 110% – expenses for water transport (cruises), 60% – for bus transportation, 50% – for food, 40% – for excursion service. Increasing the level of material costs mentioned has an objective explanation. It is related to the increase in the level of inflation and prices for tourism products, the dependence of the tourism industry on a number of infrastructure services. And this significantly reduces the overall profitability. The structure and cost indicators of tourism enterprises are presented in Figure 1.



*Figure 1. List and cost of tourism enterprises*

Unfortunately, financial indicators for only two years do not allow us to form a general idea of sustainable dynamics, but only to see trends in change. Nevertheless, they deserve attention.

*Table 1*

**Financial performance of tourism business enterprises of Ukraine  
in 2017–2018 [3]**

Indicator	Total		Tour Operators		Travel agents		Subjects of excursion activity	
	2017	2018	2017	2018	2017	2018	2017	2018
Revenue from the provision of tourist services, mln	18503	21070	17917	20308	552	715	34	47
Operating expenses, mln	14901	17926	14264	17125	612	772	25	28
The financial result of the enterprise, mln	3602	3143	3653	3182	-60	-57	8	18
Total profitability, %	24,17	17,54	25,61	18,58	-9,72	-7,36	31,6	64,4

According to the data presented in Ukraine, the activity of travel agents in 2017–2018 is unprofitable. Tour operators have some profit, but overall profitability tends to decline. One of the reasons is a big dependence of the tourism business on the political and economic situation in the country, the growth of the US dollar and the euro currency. Outbound tours are particularly sensitive to the rise in foreign exchange rates. On the contrary, the financial results of enterprises engaged in excursion activities are increasing sharply. This indicates an increase in demand for tours of Ukraine. Nevertheless, despite the increase in revenues from domestic excursions,

unfortunately, they have a low share in the total income of tourist operators, namely, Poltava and Sumy oblasts with leading figures of 20 and 13% respectively. The lowest available indicator in Ukraine was shown by the Kiev region (5%).

If we consider the changes by region, we have this result: the leading number of tour operators is in Kyiv (352), Lviv (58), Odessa (17). On the other side, there are no operators at all in Severodonetsk, Kropyvnytskyi and Poltava. About the quantity of travel agents, we have as leaders Kiev (489), Odessa (111) and Dnipro (107 agents). Chernihiv, Zhytomyr, Kherson (11 for each), Severodonetsk (7) have the lowest quantity. Majority of the excursion companies are situated in Kyiv (15), Lviv (12) and Odessa (7), and 11 regions do not have them at all. Thus, the gap between the number of tourism enterprises in the regions of Ukraine is huge.

The table below shows the rating of regions of Ukraine by value of the financial result of activity of tourist operators and agents in 2018.

*Table 2*

**Profitability rating of tour operators and travel agencies in Ukraine  
in 2018 by region**

Financial results of tour operators, ths		Financial results of travel agencies, ths	
Kiev	2750944,6	Kherson	25065,20
Lviv	290812,9	Donetsk	12421,50
Ivano-Frankivsk	90225,3	Odesa	6787,70
Odessa	36750,6	Chernivtsi	5376,90
Volyn	10402,9	Kropyvnytskyi	4362,00
Vinnytsia	7084,3	Zaporozhye	3937,90
Cherkasy	2902,3	Dnepropetrovsk	3919,90
Donetsk	1520,3	Kiev region	2859,20
Dnepropetrovsk	1340,7	Zacarpathian	2750,30
Ternopil'ska	1286,0	Kharkiv	1924,30
Kiev region	504,0	Ternopil'ska	1570,40
Zaporozhye	389,3	Zhytomyr	659,00
Sumy	358,9	Vinnytsia	539,70
Chernihiv	285,1	Volyn	493,80
Nikolaev	140,1	Poltava	404,80
Kherson	124,2	Sumy	401,90
Zhytomyr	93,3	Ivano-Frankivsk	382,50
Rivne	60,6	Rivne	353,00
Khmelnitsky	-9,4	Chernihiv	297,60
Zacarpathian	-200,1	Khmelnitsky	183,70
Kharkiv	-474,1	Nikolaev	91,80
Chernivtsi	-12546,6	Lugansk	26,00
Kropyvnytskyi		Cherkasy	-70,30
Lugansk		Lviv	-4058,80
Poltava		Kiev	-127516,80

So, the most effective tourism operators work in Kiev, Lviv and Ivano-Frankivsk, and work in Khmelnytskyi, Transcarpathia, Kharkiv and Chernivtsi is unprofitable. Kherson, Donetsk and Odesa are the top ranked travel agents, and Cherkasy, Lviv and Kiev are showing the unprofitableness.

**Conclusion.** Around the world, there is an increase in tourist flows to different destinations, including domestic ones, each year. The profitability of the tourism business with the appropriate efforts is indisputable, which is confirmed by both the owners of the enterprises and the states receiving a strong tax profit from tourists. In Ukraine, outbound tourism is now dominated by standard tourist attractions of the world, but the possibilities of domestic travel are almost ignored. Activity of excursion firms confirms great opportunities for development of this direction. Our country has the largest territory among the European countries, so it has many tourist resources and opportunities.

According to the conducted research, it is necessary to conclude that there is an uneven placement of representatives of the tourist business on the territory of Ukraine. There may be some reasons for this:

- Uneven development of tourist attractions in the country;
- Insufficient quality of infrastructure of some regions required for tourists;
- Different level of solvency of potential clients of the tourist business;
- The presence of a prolonged military conflict in eastern Ukraine;
- Underdeveloped marketing activities of tourism enterprises, including for the development of domestic tourism, etc.

Thanks to the appropriate actions of the state and the interest of business, Ukrainian tourism has many opportunities and prospects.

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## **CUSTOMER ORIENTATION AS THE RESTAURANT HOSPITALITY PHILOSOPHY**

*The paper discusses the main aspects of the philosophy of restaurant hospitality. The concept defines the main forming components. Was elaborated connection of the customer service culture, which is the determinants of hospitality strategy of the restaurant subject development strategy. The paper concludes with the expected contribution and future lines of research.*

**Keywords:** *hospitality philosophy, customer orientation, restaurant business*

**Relevance of the research topic.** Today, the activities of restaurant operators are focused on the needs and demands of the consumer, which must be sure to create lasting positive impressions. This is quite a difficult task, which is to understand the psychophysical characteristics of humans, behavioral techniques and reactions to objects and phenomena. Philosophy as a science operates with a powerful methodology for the perception, objective analysis and interpretation of objects and phenomena, explaining their causes and consequences. Exploring civilizational transformations of life standards, historically has been emerged a different way of philosophy – a philosophy of hospitality that studies and explains values as the core of a client's worldview, his expectations, and ways to control his attention that lead to success in the restaurant business. The monitoring and implication of trends in the hospitality services market with generational theory are aimed at developing a

successful strategy for the development of a restaurant entity, which determines the relevance of the chosen research topic.

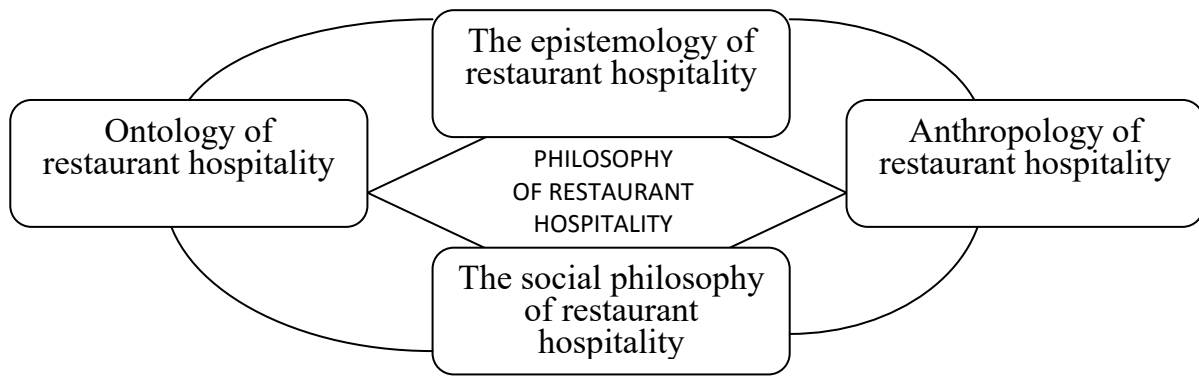
**Formulation of the problem.** The philosophy of hospitality in a broad epistemological sense encompasses an analyzing methodology of functions and components of serving people as an objective reality. Components of restaurant hospitality are presented in a variety of formats and include, in addition to gastronomic traditions, entertainment concepts. Turning to the philosophical methodology, restaurant hospitality builds activity, relying on the attributes of restaurant service and creating comfort. Therefore, the purpose of our study is to substantiate the theoretical foundations and empirical approaches of separation the realities of cultural and moral practice, as well as to offer a conceptual framework for the impact of restaurant hospitality philosophy on the customer service quality through client-centered management.

**Analysis of recent research and publications.** Philosophy is the basis of all sciences and scientific methodologies, has centuries-old traditions and heritage, from which knowledge and consequences are still drawn. Antecedents of hospitality sphere, based on philosophical attributes, still attract considerable interest today from both scientist and practitioners [5, 15, etc.]. However, the philosophy of hospitality sphere is a subject of the attention of mostly sociologists and culturologists [11, 12, 14, etc.], and little is captured in economic debates. In particular, restaurant service is explored through the lens of quality in the works of Komarnitsky I. [6], Naumenko M. [10]. In turn, customer orientation has recently become an object of increasing focus on the IT-marketing mix [2, 7, 8, 9, 13, etc.]. Thus, due to the transformation of social and philosophical thought, changes in the preferences and information perception of generations, the development of economic theory and practice of combining these concepts forms a new methodological field of research – the philosophy of hospitality, a separate branch of which is restaurant hospitality.

**Presenting main material.** The philosophy of the restaurant business reflects a general approach to doing business of its owner and management, which expresses the ethical and moral values that reflect the essence of the restaurant concept. The efforts made by the staff of the restaurant to attract and serve of guests contribute improvement of the guests' satisfaction and ensure the integrity of the restaurant hospitality philosophy.

Review of scientific sources [1-12] allows to define the main tasks of the research: to determine the theoretical basis of restaurant hospitality philosophy, elaboration of the consumer outlook of the restaurant services and construction of theoretical components of client-oriented management of the restaurant business

Thus, the philosophy of restaurant hospitality is a system that includes the following components (Pic. 1).



*Pic. 1. The system of philosophy of restaurant hospitality*

*Source: authors development by [1]*

The restaurant hospitality ontology defines the essence of the restaurant business as a socio-economic category, characterizes the choice of restaurant concept, the format of establishment, its interior and exterior solution in accordance with current market trends. It forms the basis for modeling business processes and facilitation of restaurant.

In its turn, the epistemology of restaurant hospitality explores the reasons for choosing one or another concept, the format of a restaurant. It is by operating categories of epistemology (cognition, consciousness, feeling, mind, truth) are built the techniques of marketing impressions that are used in the system of client-oriented management.

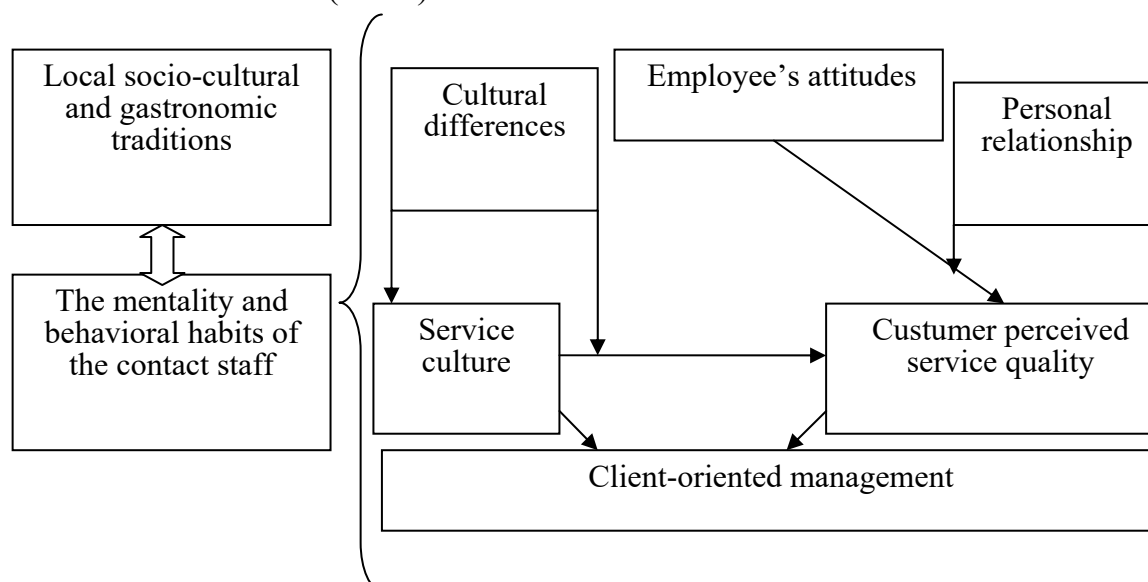
Trying to understand tastes and needs of potential consumers, to predict their development, restaurant establishments consciously and unconsciously rely on the tools of the philosophical anthropology of restaurant hospitality. Restaurant concepts are represented by different national cuisines, which have strong traditions and satisfy consumer demand for food of a certain type, differentiated attractions and more. This is the basis for formation of gastronomic tours, restaurant schools, and finally national identification. National identification through gastronomic traditions is a component of social philosophy that explores the patterns of society development, social groups, and individuals.

These theoretical aspects of the restaurant hospitality philosophy allow to deepen the study of the consumer outlook of restaurant services, understanding of which in development allows to encourage consumers to loyalty and commitment to the brand. A landmark in this regard is the knowledge of situational elements of consumer behavior and process information feedback. They are methods, principles, theories, norms, values, in other words, social factors of cognition in the context of their situational specification in the spirit of the ad hoc hypothesis.

Today, we are seeing interesting trends in the restaurant business: development of street food and food courts that are focused on healthy eating, the concepts of slow food, mix of restaurant formats and more. However, the quality of restaurant offerings

and restaurant service is the basis of all restaurant establishments. Therefore, strategic decisions of restaurants capture new ideas, values, ideals, norms, principles in their activity, as well as theoretical components of client-oriented management.

In recent years, the philosophy of restaurant hospitality has been based on a study of consumer needs, tastes and requests. A supportive service culture as a key factor in customer oriented management is an important resource and can influence on customer service quality assessment. Customer-oriented management is possible only through sufficient satisfaction and dedication of the restaurant establishment workers, quality support to its needs and interests. Employee satisfaction with work is defined as their emotional reaction on a restaurant, their identification and participation in the organization. Thus, in our view, employee satisfaction and affective devotion mediate relationship between the service culture and the customer oriented perception of the restaurant establishment (Pic. 2).



*Pic. 2. Conceptual framework of restaurant service culture in customer oriented management system*

*Source: authors development by [4]*

Based on the analysis of the literature [1-15] it can be noted that the client-oriented system in restaurant hospitality is formed by the following factors [14]:

- demographic and social factors (gender, age, level of education, place of residence, income) that effect on level of perceived quality of service;
- assurance and reliability as a restaurant product;
- tangibles. material values form a comfortable environment of restaurant service;
- responsiveness and empathy, because the biggest gap between expected and perceived quality of restaurant services is in the area of responsiveness.

It should be noted that the contact staff should have a broad outlook and be able to support conversation on any topic chosen by the guest, naturally, within reason.

And, of course, they are obliged to know the menu thoroughly, to speak without stylistic mistakes, not to confuse terms and concepts, to be sensitive and to inspire confidence in the institution.

In order to increase the clientele orientation in the communication management system, it is necessary to use internal PR-technologies that are focused on the dissemination of corporate information («complaint books», «bulletin boards», closed to third-party pages on the site, etc.). Thus, hospitality philosophy of the restaurant will be not only a theoretical aspect of development strategy, but also a practical operating tool for customer-oriented management as a successful business technology.

**Conclusions.** Our research into the philosophy of hospitality through the prism of customer orientation allows us to define it as values and priorities of quality interaction with consumers. The hospitality philosophy embraces both customer-oriented and service-oriented philosophy that seeks to create a culture of service among the staff, as well as material attributes: interior, facilities of the restaurant, quality of restaurant products and their service, comfort of guests and the staff. Combination of these components builds brand loyalty and promotes a sustainable relationship that contributes to the success of the restaurant concept and business as a whole. Deepening of the research into success of interaction between components of the restaurant hospitality philosophy is promising in terms of testing and practical examples.

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## **CORPORATE SOCIAL RESPONSIBILITY OF THE TOURISM ENTERPRISES IN THE PERIOD OF COVID-19 CRISES**

*The article discusses main approaches to corporate social responsibility solution of tourist enterprises for the period of Covid-19 crisis and ways of achieving goals of sustainable development of tourism, which can depends on force majeure factors.*

**Keywords:** *CSR, tourist destination, sustainable development of tourism pandemic.*

**Relevance of research topic.** CSR has become especially relevant today when external factors have become a force majeure and necessitated the urgent search for new tools to solve the problems in the tourism industry, which suffered the greatest losses among the industries. Therefore, CSR in times of crisis caused by the pandemic coronavirus is a tool of great importance and effectiveness, both for the current solution of the problem and for the future strategic decisions of tourism enterprises and the industry as a whole.

**Formulation of the problem.** Globalization processes in the tourism sector have had both positive and negative effects. Excessive consumption and rapid development of tourism in recent decades have led to unsustainable consumption of natural resources. The term sustainable consumption refers to the consumption of resources that will enable future generations to use these resources. One of the prerequisites for sustainable consumption of the tourism product is socially responsible tourism.

Analysis of recent researches and publications. Questions of formation and realization of social responsibility of tourist enterprise, theoretical and methodological bases of providing of its realization, formation of a complex of indicators of

assessment of social activity of CSR and factors of its providing are revealed in works of domestic and foreign scientists, among which works: J. Anderson, R. Blomstrom, B. Black, and G. Bowen. National aspects of realization of CSR and sustainable development are depicted in the works of: A. Mazaraki, E. Romat, T. Tkachenko, M. Boiko, S. Zhukova etc. But the question of CSR of tourism enterprises especially in the period of crises are newly created and have not been investigated.

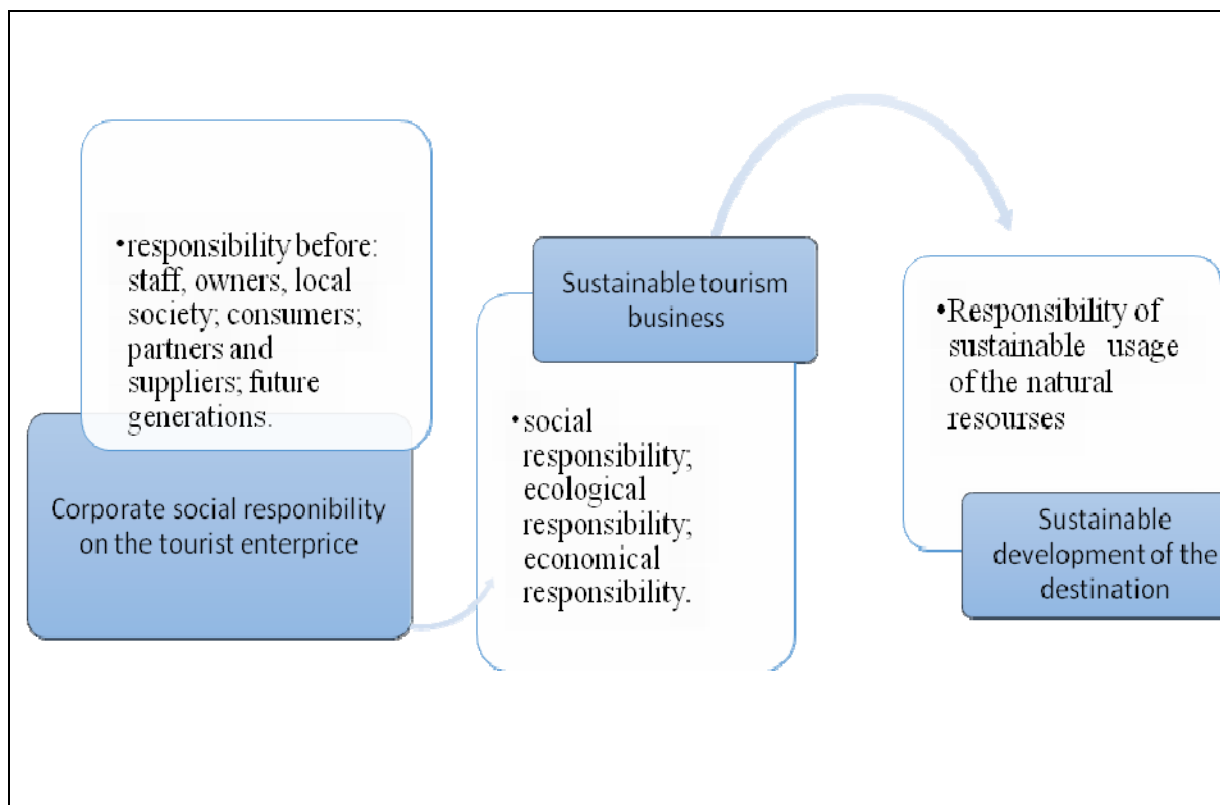
**Presenting main material.** March 2020 crisis linked to the Covid pandemic – 19 almost stopped the consumption of tourism product worldwide and led to a worldwide crisis in the tourism sector. The total loss amounts to \$ 350 billion and is not the limit. According to the World Travel & Tourism Council, the number of jobs threatened by the COVID-19 pandemic could be up to 75 million.

Europe threatens up to 10 million travel and tourism jobs, nearly \$ 552 billion in losses. The tourism industry, like many others, needs to be restarted and launched in an entirely new philosophy, the prerogative of which must be to fully integration the principles of social responsibility and sustainable consumption into its strategy.

Socially responsible tourism is a term that can be used to describe the application of CSR principles in the functioning of tourism entities. It should be noted that the Social Responsible Tourism Initiative was initiated by the members of the World Tourism Organization (WTO, since 2003 – UNWTO; UNWTO – World Tourism Organization) in 1997 during the meeting in Istanbul and recognized as tool for development and advertising of tourism enterprises. In 1999, a document was published acknowledging the value of tourist travel for both tourists and residents of the areas visited. The result was the formulation of the principles of responsible tourism in 2002 (Declaration on Responsible Tourism in Destinations [26]). The document identifies the way in which the tourism industry and travellers themselves influence sustainable development, points to the preservation of appropriate proportions between the economic, environmental and social spheres.

Considering that socially responsible tourism is a certain philosophy, way of thinking, the CSR strategy has the potential to actively implement these principles. Socially responsible tourism is currently the most dependent on the consumer. But any stakeholder group, no matter where they are, must remember the impact it has on the local economy, environment and society. Socially responsible tourism also includes the purchase of goods and services from small businesses, local entrepreneurs. Socially responsible tourism is an attitude respecting the culture and traditions of the country of visit. Socially responsible tourism counteracts the negative impact of tourists on the environment. The basis for this trend is to maintain a balance between all three areas (economic, environmental, social).





*Figure 1. Correlation between social responsibility of tourism business and sustainable tourism development*

Analyzing the level of social responsibility of domestic and foreign tourism enterprises during the quarantine period, it should be noted that one of the first companies that showed social responsibility was the Wizz Air airline, which gave Ukrainian tourists the opportunity to book their flights for free and to introduce an automated ticketing process, this, future carriers will receive 120% of the original booking price

Wizz Air is an example of a fast and quality response to the circumstances and a high level of social responsibility.

The legal fact of the introduction of quarantine in Ukraine was attributed to force majeure in accordance with Law No. 530-IX «On Amendments to Certain Legislative Acts of Ukraine aimed at Preventing the Occurrence and Dissemination of COVID-19. According to the procedure, the CCI of Ukraine confirmed the recognition of quarantine by force majeure. This means that tour operators and agents, under the terms of the agreement with the tourist for force majeure, can offer them the transfer of their trip to other dates and not reimburse the cost of the tour already paid or partially paid.

Analyzing the observance of the above conditions by the tour operators we have the following officially published conditions:

Table 1

### Solution of the tourism enterprises and level of customer satisfaction

№	Tour operator	Way of decision	Satisfaction of clients
1	Coral Travel	Cancellation can only be made taking into account the actual cost of the tour operator, which can amount to 100% of the cost of the cancelled tour. Reviewing a cancelled tour individually within 14 days of cancellation booking a tour for another period, for any tour operator's booking price available online with the preservation of the pre-booking course. Cash advance on a preliminary application for a new application	40%
2	TUI Ukraine		38,5%
3	TPG		26 %
4	Anex Tour		49%
5	Join Up		37%

As we see the result of clients satisfaction by solution of tourism enterprises is quite different, but mainly less than 50 % of clients who have bought a travel package for the period of quarantine are satisfied.

UNWTO has issued a series of recommendations calling on the governments of all UN countries to urgently and vigorously support and assist the tourism sector not only to overcome the unprecedented COVID-19 challenge but also to further develop it. The recommendations are the first result of the work of the Global Tourism Crisis Committee, created by UNWTO from high-level representatives from the tourism sector, as well as from other bodies throughout the United Nations system.

The recommendations provide countries with a checklist of possible measures to help the tourism sector maintain jobs and support companies at risk at the moment. Mitigating the impact on employment and liquidity, protecting the most vulnerable and preparing for recovery should be our key priorities. The level of impact of COVID-19 on global tourism has not yet been assessed. However, it is necessary to support this sector right now so that it returns stronger and more resilient. ()

Main directions and recommendations for tourism enterprises:

- saving jobs, supporting self-employed workers, providing liquidity, promoting the development of hospitality and tourism industry skills, especially digital skills;
- cancellation of the travel restrictions as soon as the health emergency permits, promote visa facilitation, strengthen marketing and consumer confidence;
- concentration on the sustainable development goals of the UN Global Compact.

Using the recommendations of UNWTO, the primary task for tourism enterprises in crisis is to strengthen their socially-responsible actions towards the main stakeholders holding the enterprise effectiveness:

**Staff:** job retention, digital staff training, brand retention through employee retention, cooperation with digital partners to provide digital skills training for current and future tourism professionals and further promote existing digital learning opportunities, developing of free online training courses for those individuals most affected economically, such as those who become unemployed, seasonal workers, and those limited to reduced work hours, in partnership with universities and other educational and training institutions.

**Consumers:** maintaining brand reputation and customer base through loyalty reimbursement of money spent on tours

**Local Communities:** Collaboration and providing possible sponsorship to build reputation capital,

**Partners:** Maintaining partnerships based on the optimization of favourable contractual relationships, creation of crisis management mechanism and strategies to manage the current crisis engaging all relevant stakeholders.

**Conclusion.** Corporate social responsibility is basic option for the period of crises. Now is unique opportunity to shape the sector and to grow in the future with inclusivity, sustainability and responsibility prioritized. Furthermore, to build for the future, special attention should be placed on building resilience and on promoting sustainability at all levels. This crisis could jeopardize our collective ability to achieve the 17 SDGs by 2030. Tourism enterprises should invest in creating of sustainable products at the ethical level to support conscious consumers and increase brand competitiveness. Approach recovery as an opportunity to jump start the sector towards a new model of sustainable production and consumption.

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## PARADIGM OF THE NATIONAL TOURIST SYSTEM

*The importance and necessity of understanding the paradigm of the national tourist system, which reflects its initial concept and basic principles, is revealed. The article summarizes the authors' vision for the formation of this paradigm. It is justified that the formation of the paradigm of the national tourism system is carried out on the basis of the cohesion of the paradigms of economic and tourism systems. The authors understand the paradigm of the national tourism system as a polystructural, integrated, network, creative formation that is developing in the conditions of transitivity, digitization, experience economy, blurring the lines between tourism and everyday life, on the principles of sustainable development, inclusivity and globalization. It contributes to the formation of social, ecological and economic result, humanization and person-oriented approach in the society.*

**Key words:** *paradigm, tourism, national tourism system*

**Relevance of the topic.** The national tourist system combines a significant number of economic activities, resources, institutional structures, information and communication channels within its functioning and it is also a prerequisite for the development of hotel, restaurant, transport, insurance and other services. Therefore, it is necessary to understand the system of concepts for this important sphere, which describes the features of the phenomena and processes inherent in the national tourism system, to understand its initial

concept and basic principles. These principles form the basic requirements on which the national tourism system is researched and reflect its paradigm.

**Statement of the issue.** The current stage of development of tourism systems is characterized by a variety of approaches, theories, visions, so the understanding of the paradigm for any complex system, including the tourist system, is extremely important and necessary. The study is based on this idea and it identifies the fundamental principles of the paradigm of the national tourism system.

**The analysis of recent researches and publications.** Many scholars naturally link the development of tourism systems to the dominant worldview paradigm in their studies. Thus, P. M. Burns and M. Novelli in their work (2006, p. 7) emphasize that «in-groups and out-groups, social identity, nationalism, ethnocentrism, postmodernism, culture, etc. have great resonance for tourism studies on both sides of the «host – guest» equation (or with increased mobility perhaps we should call it a continuum)». T. Kuhn was the first who used the concept of paradigm in science in the second half of the twentieth century. He defined paradigm as «universally recognized scientific achievements that, for a time, provide model problems and solutions for a community of researchers».

Nowadays, in the late twentieth – early twenty-first centuries, tourism is characterized by very dynamic and comprehensive scales. A lot of researches have been devoted to determining the forces, scales and consequences of the transformation of tourism systems. However, it is quite difficult to identify clearly the defining features, essence and duration of the modern tourism development period. Thus, J. Tribe, G. Dann and T. Jamal (2015, p. 1) in their study emphasize that «tourism research is not governed by restrictive paradigms on the spatial level, but the social level of neoliberalism may limit paradigms».

Although tourism had deep historical roots, however, it was formed as the object of scientific researches in the second half of the twentieth century (Airey, 2007; Jafari, 2007; Nash, 2007). Thus, Airey D., Tribe J. (2007) highlight in their works industrial, fragmentary, benchmarking and maturity stages of tourism science. E. Fayos-Sola (1996, 2013) uses different approach to interpreting the periodization of the development and study of tourism systems in the late twentieth – early twenty-first centuries. He distinguishes «The Fordian Tourism» (the paradigm of mass tourism) and the paradigm of «ThePost-FordianTourism» («post-mass», «individual» tourism) in his works. According to this interpretation, the period of «mass tourism» is referred to as «The Fordian Tourism» or «The Fordianphase» (from 1960 to 1970), when signs of a global phenomenon began to emerge in tourism, the supply of services was standardized, transportation, especially aviation, was developed rapidly. Thus, we state the diversity of opinions on the periodization and paradigms of tourism systems.

**The overview of the main research material.** In this study we assume that the evolution of the national tourist system is based on the synthesis of development on the one hand – economic systems and on the other hand – tourism systems. The following paradigms of economic systems are historically distinguished: classical, neoclassical, institutional, Keynesian, neoinstitutionalism, monetarism, systemic, evolutionary,

neoliberalism, postneoclassical, postmodern, non-systemic, post-industrial paradigms. Tourism is characterized by a variety of views, in particular «since the nineteenth century there has been a large-scale transition from a more or less unified tourist understanding to the spread of innumerable discourses, forms and embodiments of tourist views, so in a simple sense we can speak of the globalization of the tourist view, because multiple thoughts are the basis of a global culture that is developing almost everywhere» (Urry 2001, p. 7). This confirms the existence in tourism of different full-fledged paradigms and sub-paradigms, and we believe that they correspond exactly to the different stages of its development that need to be considered.

The scientific systematization of views on tourism, with a clear identification of paradigms (platforms), concerns a fairly recent period, dating from the 1960's. This opinion was supported by the fact that the consideration of tourism as a systemic phenomenon began in the 1960's. Internationally recognized scientist J. Jafari (2003) identifies 5 platforms (periods) of change in the tourism research system. We understand these platforms as «paradigms». In addition, from the point of view of the present, let us try to make some additions to these paradigms (Table 1).

*Table 1*

**Dynamics of change (platforms / paradigms)  
in the tourism researches system**

Platform / period	Name of phase (platform)	The main features of the phase (platform)	Authors' selection of paradigms
1 / the 1960s	The advocacy platform	Domination of economic views on tourism	The economic paradigm of tourism
2 / the 1970s	The cautionary platform	Identification of negative and positive impacts of tourism, especially in the context of ecology	Ecological paradigm of sustainable tourism development
3 / the 1980s	The adaptancy platform	The emergence of alternatives to mass tourism	Socio-cultural paradigm of tourism
4 / the 1990s	The knowledge platform	More comprehensive (complete) understanding of tourism as an interdisciplinary phenomenon	
5 / from 2005	The publicoutreachplatform	Positioning of tourism in global political structures, attracting a wider range of stakeholders	Integrative paradigm of tourism
6 / from 2010	<i>no information</i>	Blurring the lines between tourism and other activities; technological innovations; development of human potential by means of tourism	<b>Paradigm of mobility, transience and creativity of tourism</b>

*Source: Revised by the authors by Jafari, J. (2003)*

Thus, we note that over time, under the influence of socio-economic, political, technological, psychological and mental factors, there is a «transition from the paradigm of «mass tourism», which has been the norm for over thirty years (since its capacity is not enough to achieve competitiveness) to a new paradigm or «new tourism» that is gaining ground due to its ability to cope with prevailing circumstances» (Fayos-Sola, 1996). The International Conference on Innovation in

Tourism and Hospitality (CIT 2013, Valencia, Spain) was held under the theme: «tourism has offered worship to the 'Ford' archetype of mass production and mass consumption for too long. «It is time to change the paradigm» (Fayos-Sola, 2013). The Post-Fordian Tourism is characterized by the processes of marketing expansion, new forms of production, public-private partnerships and reduction of state interference.

Such view expresses D. Dredge (2016): «tourism and hospitality are now showing signs of moving into a post-industrial epoch. In this new order, the tourism industry is moving away from a Fordist industrial model of production and consumption; it is de-industrialising and its traditional structures (supply chains, management structures, etc.) are breaking down and reconfiguring» (Dredge, 2016, p. 20).

We have analysed the overview based on the past and present of tourism systems and believe that the following major priorities for their development can be outlined: 1) continue the implementation of sustainable development ideas; 2) creativity in different spheres, actions, social networks; 3) mobility and rapidity of tourism; 4) deepening globalization; 6) dominance of digital technologies and their further improvement; 7) cooperation and implementation of the idea of a reflexive approach to tourism; 8) network cooperation in the management of tourism systems (state-private-public); 9) dissemination of the «informal component» (provision of tourist services, organized in the freelance form, tourism of public organizations, amateur tourism) and processes of «shared consumption»; 10) «blurring», the destruction of borders, boundaries and other obstacles to travel and the involvement of more and more people in these processes; 11) search for personal identity through tourism; 12) understanding the dynamics and rapidity of processes; 13) need for travel, as in ordinary household activities; 14) blurring the borders and reducing the difference in culture and everyday life; 15) enrichment, development, experience, satisfaction; 16) pursuit of authenticity; 17) creative tourism; 18) overtourism; 19) responsible tourism.

**Conclusions.** Comparative analysis of the evolution of the development of paradigms of economic systems and tourism systems confirm the natural interconnection of these processes: 1) on the one hand, the prerequisite for the formation of the paradigm of the national tourism system is its study as an economic system; 2) on the other hand, the NTS paradigm is based on the study of tourism systems. The identification of the paradigms of tourism systems, despite the fact that the paradigm is a coherent and stable set of views shared by a scientific society over a long period, testifies the diversity of views and interpretations. This confirms again that the study of tourism systems is in the initial stages and the research requires the construction of a stable and integrated platform.

It should also be noted that in the current «fleeting» reality of the paradigm cannot be considered too rigid and immutable, on the contrary, they become flexible and variable and they are characterized by the multiple of variants of their understanding, as well as the possibility of modifications of the structure under the influence of changing environmental parameters. Therefore, the NTS paradigm is

formed taking into account the optimal and mutually agreed combination of these paradigms of economic and tourism systems with the application of the principles of sustainable development, adaptability, taking into account the changing endogenous and exogenous factors. Accordingly, the NTS paradigm is seen as poly-structural, integrated, network, creative entity that develops in the conditions of transitivity, digitization, experience economy, blurring the lines on the principles of sustainable development, inclusivity, globalization, and it contributes to the formation of ecological, social and economic development and humanization of the society.

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## 2. Panel discussions

### CREATIVE BRANDING TECHNOLOGIES FOR TOURIST DESTINATIONS

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### ROLE OF TEMPLES IN XXI CENTURY: MOTIVATIONAL TOURIST SOURCE IN SEARCH OF THE SPIRITUALITY OR SECULAR KNOWLEDGE

*By investigating the reflection encampments in Kashi City and its Temples, the research looks at what spurs vacationers to encounter Dhyan (Meditation) in Indian sanctuaries, and how they shape that exposure. The investigation depends on member perception and in this way incorporates material has derived from inspection, casual and official meetings, individual encounters, and supporting citations. From the examination, it tends to see that the reflective understanding incorporates sacrosanct and mainstream encounters, while in the business setting the exposure moves back and forth among fallacy and holiness. It has noticed that the traveller setting of division from day by day life, the scene estimations of the areas, the sanctuary climate, the sharing of encounters with similarly invested people, contact with priests and coaches all add to the faculties of individual health that members acquire.*

**Keywords:** Dhyan (Meditation), Kashi, Holiness, Traveller, Reflective Experience.

## **Introduction:**

Inside India, and all the more all-inclusive, Meditation has picked up acknowledgement as a travel industry item as of late, in this manner adding to the scope of the travel industry encounters that guarantee profound, psycho-legitimate and potential wellbeing benefits. As per measurements stated on the Buddhism Route of the Indian administrations of Kashi, more than 100 Indian sanctuaries have been holding themed rumination camps since 2010. Vacationers go to the sanctuaries, dining, functioning, thinking and staying with the priests in the duration of the 'contemplation camps', wanting to find answers for individual issues, to just add to their encounters of life, or on the other hand to get away from everyday stress (Cooper, 1991; Brown, Shaver and Sadhra 2010). Surely, in a more extensive setting, proof supports that Vipassana, a type of contemplation got from Buddhism (Young, 1997, Gunaratana, 2002), has given significant benefits in pressuredischarge (Hayes and Davis 2011) and this manner has a possibility for attaining these goals.

In this manner, in certain occasions the experience may be purifying and keeping in mind that the underlying acquisition of such an encounter might propel by a desire to unwind, some might change over to Buddhism (Tweed, 1999). This sort of outcome brings up fascinating issues, for example, what inspires visitors to take part in Meditation camps, what did those tourists learn and undergo the change? Furthermore, are these encounters functional in natural ways, or do the spiritual tourists accomplish any feeling of the otherworldly?

The objective for this research paper is three-overlay. First, it tries to look at the ideas of the Meditation intercession camp inside the more extensive writing of strict the travel industry, and in doing so try to find the conversation in an Indian contemporary and recorded setting. Second, it at that point inspects the procedure of cooperation in a Meditation camp from two viewpoints. The first depends on an examination technique for participatory perception, while a subsequent point of view has commenced on the mutual explanations made by different members at two reflection communities. The final area of the paper tries to draw out subjects, thus add to the writing on the travel industry and spirituality by this assessment until now little inquired about the phenomenon of Meditation different camps (temples) in India (Varanasi).

## **Literature Review:**

Current investigations on contemplation, journey and strict the travel industry fundamentally receive points of view got from brain science, clinical science or strict examinations trying to quantify the impact of ask and reflection on a person's feeling of prosperity and conduct (Wu and Lin, 2001). Consequently, analysts have tried to clarify the encounters regarding tending to anomie produced by a consumer, conventional society (for example Kelly and Smith 2006) while Habisch and Opdebeeck (2011), in the Indian setting, discussion of the wish to revive the 'spirit' of Indian old-style philosophy. Sharf (1995), in any case, proposes that some consideration

should take when looking to define reflective encounters, contending the last term is over-utilized because of a western impact on Vipassana, and that one should focus more on the «crucial specialized terms identifying with Buddhist customs, including Samatha (focus), samadhi (stupor), prajina (shrewdness), samdpatti (higher accomplishment), vipassana (knowledge), smrti (care), srotadpatti (stream-passage), satori (understanding), kensho (seeing one's inclination), and even makyo (the domain of dream)» (Sharf, 1995, p. 231). He recommends that traditionally these are «deciphered phenomenologically: (and) are accepted to assign distinct «conditions of awareness» realized by Buddhist professionals amidst their spiritual meditative methods» (Sharf, 1995, p. 231). He likewise recommends that customarily the reflective was not an essential piece of religious ways of life, yet was a 20<sup>th</sup> century creation (or change), and this attention to the change development is enormous when looking to comprehend the existing «item» or «administration» offer in contemplation «sites».

As far as concerns. Its, the travel industry writing speaks to attention on voyagers (Eade and Sallnow, 1991), which expects scientists to think increasingly about what visitors state. As Collins-Kreiner (2010, p. 451) takes note of, «the guest realisation, irrespective of whether we refer to it as a journey or the travel industry, is in reality not alike and involves various sorts. The inspirations of guests are additionally profoundly various, extending from interest to a quest for signifying» and along these lines suggests the need to intently look at the talk utilized by explorers (or the reflective) to all the more likely comprehend the idea of their encounters.

At present, a significant part of the English language scholastic writing starts from investigations of journey and appearance to houses of worship and looks at to what a «journey inspiration incites degree visits to such destinations». Doubtlessly for some guests, reflection likely could be just a piece of the entire visit. While such tourists can devote time in implore and contemplation with pastorate thus get an encounter of sharing practices identified with the profound that may prompt conviction, (for example Andriotis, 2009; Sharpley and Sundaram, 2005), different thought processes (right now) may encroach dependent on stages of comprehension of Buddhism (McIntosh, Wong and Ryan, 2013; Ryan, Wong, and McIntosh, 2013b; Yeh, Liu and Ryan 2009). In this manner, another concern is the setting of conviction frameworks. Buddhism is training that knows about the job of the scene, custom action and factors other than just the self right now a consciousness of the «present time and place». This way, different variables can be critical in the Meditation reflective experience.

Moreover, in the Chinese cases concentrated here, strict the travel industry varies from that depicted in the west (Wang, Huang, and Zhang 2007). For instance, Zen reflection in Indian sanctuaries has frequently sorted out with regulated exercises and rigorous principles, and voyagers wanting to take an interest likely could be needed to finish polls before being allowed to imbibe the customs of spiritual

meditation contemplation. It accordingly varies from the exercises related to Taoist or Buddhist locales for celebrations as displayed, for instance, by Gu. and Ryan (2010) or Ryan, McIntosh and Wong (2016).

### **Meditation is Holy or Common?**

Hallowed and mainstream in strict the travel industry

In the English language writing about the journey and the utilization of consecrated spots for the travel industry, reference likely could be made to continue, for example, the «hallowed and common», and «journey and the travel industry» (Smith, 1992). As a part of strict the travel industry, Meditation in sanctuaries can likewise estimate by those ideas, yet incorporates further thoughts related with physical and spiritual prosperity, and faculties of character with God, self, the universe and others. It is not to express that these last inquiries do not emerge on account of journey, irrespective of whether of European or Asian, however the procedure of time consumed in contemplation camps, the temporary departure from the world that has included, leading an voluntary life for a period in the organization of priests and nuns and participating in customs all these empower more reflection. In the Western countries, the equal would be the 'evacuation' rehearsed by basically the Anglican and Catholic Church.

Positive journey and the travel industry are two ideas that have generally laced as confirm by the Chaucer's Canterbury Tales, and it is spoken to journey is the most particular type of the travel industry (Singh, 2005 Cohen, 2003). Generally (notwithstanding the proof of Chaucer's contribution) journey is believed to be devout, and pioneers are said to put stock in strict rules as they set on the excursion to fulfill some holy thought visualisation (Smith, 1992). Contrasted with the standard, superficial and lively nature of the travel industry (Turner, 1975, Boorstin, 1964), the journey is introduced as being holy a result of its strict embodiment (Durkheim, 1995). Journey to the travel industry is juxta-situated similar to the holy to the common, both speaking to 2 boundaries of the travel industry, that is, the strict versus the epicurean.

Given the intricacy and subtleties engaged with appearance to hallowed spots, the contrasting controls of history, human science, a thropology and different sciences have been lead to manage upon the topic (Vukoni, 1996, Sopher, 1967) in endeavours to reconsider the connection among journey and the travel industry. Morinis (1992) authored the term 'focal point of the world' when re-ordered the land goal as not just a spot far away in present physical separation (Eliade, 1969), yet additionally as a spot brimming with values and the profound focal point of a conviction framework. Similarly, Turner's idea of the liminal (Turner, 1987) has additionally incomprehensibly applied to such focuses (Turner and Turner, 1969). The extension of the middle not just methods geological separation, (for example, places situated in any case empty desert), yet additionally a separation in social terms (the inside encompassed by a bustling business world) (Turner, 1973; Turner and Turner, 1978). Cohen (1979) given a grouping of five methods of visitor exposure as indicated by the

sightseers' interest for 'the middle' and the proper ways from it and the capability empirical method of journey. The middle in Cohen's exploration is increasingly much the same as a profound focus past local society and culture than is just the customary focal location of journey, for it is point where the two travellers and vacationers are seeking after an inside focal point of their own and looking for the 'extra-standard' that gives a significance. It ap-chimes since it has a 'legitimacy' that satisfies the needs for an existence external the exposure of every day (ordinary) life. In MacCannell's words, the visitor exposure offers to validness.

(MacCannell, 1973) and the travel industry is the journey of mainstream social world. Graburn (1989) grip to a comparable feeling, in regards to the travel industry to be a 'consecrated mainstream' venture where importance is looked for and exists in a world corresponding with both journey and natural thought processes. The connection among the travel industry and journey, therefore, has the capability of getting nearer, and maybe the traveller is a large portion of a visitor, and the vacationer is a large portion of an explorer (Turner and Turner, 1978).

As far as it matters, Smith (1992) proposed a theory between the journey (as the consecrated) and the travel industry (the mainstream), and in this way found differing phases of strict the travel industry between the posts. Every individual can be a traveller or a vacationer, and the person can choose a job, maybe unknowingly, and in this way have a fluid character inside one excursion. Mainly Smith (1992) refers to Jackowski's (1992) idea of information based the travel industry where the traveller specifically looks for implications started on a quest for existence with place, a character that might be close to familial, spiritual, familial and not strict in the feeling of sorted out religion, yet which may have parts of otherworldliness as in the visitor tries to go past self.

In another research conducted by interpretative and constructionist bits of knowledge of the spiritual world (for instance Philips and Dann 2001), notions of the expedition have made without standard severe substance, be that as it may, hold the sentiment of a 'supernatural concentrate's unexpectedly ousted from a familiar world. Regardless, it has insisted that travellers a significant part of the time scan for encounters of fixation rather than those of duty (Nolan and Nolan, 1989). When in doubt, it has recommended that such visits to refuges and houses in India are dynamically acceptable with this last sort of inspiration under philosophies approved. These approaches plan to confer a feeling of being 'Kashi' while strengthening a standard culture of a unique game plan of shared blueprints of affiliations that regardless weight regard for power (Ryan, 2011, pp. 110e123). Like this the Indian government is as of not long ago perusing for further UNWTO world legacy accreditations for different areas, containing those of extreme implication, to continue with an Indian national character while improving the status of India all around. In this way, from a Han point of Given this point of view, the shelter changes into a mutt and fluid site where visitors can recuperatesoul and brain similarly as demanding explorers

do, yet where the proficiency of the development business shifts from that of the outing (Yang, Xu, and Cui 2014). In any case, inside requesting for ground-breaking nature exist in the two sets and might be met (Li, 2014; Zhang, 2003).

To the degree it has any kind of effect for them, Kliot and Collins-Kreiner (2000) joined the segment of the sanctified and standard to Smith's continuum of the trip and the development business to make a four-cell lattice. It held Smith's grouping of sorts of vacationers and wayfarers. Nevertheless, even more, obviously secluded each on an emotional space while including a pioneering visitor against underlying condition at the cross explanation behind the two continua. The development business has, in this way, imagined as a typical outing wherein the vacationer encounters a «recreation of life» and changes into another individual (Singh, 2005). Unquestionably, Graburn (1989) suggests that without an opinion of recovery, the development business loses its significance. In like manner, it may express that routinely the standard outing is associated with inspirations of scanning for self, yet nearby looking for social and energetic understandings of (periodically celebrated)

Spots. From this point forward, the regular outing has been re-contextualized, and new conviction has worked during the time spent regular outing (Bixby, 2006).

### **Sanctified Cognizance and Meditation Reflection**

The assessment camp is, in this way, a mix of Meditation consideration and the development business and has become a prominent thing in India. While separating the miracle, some Hindu analysts have defined it from serious the development business. Specialists like Yu (2013) and Zhang (2014) bring up that reflects the development business started from regular demanding capacities that assist pastors to advanced levels of care, and vacationers accomplish the impact of extraordinary cleansing by following similar exercises. Others, for example, Zhu (2013), see «thought the development business» as an advanced lead framed by tries for the motivations driving getting compensation (Zhu, 2013). Despite the way that Meditation assessment may lose something of its commitment when passed on as a development industry thing, it, in any case, remains set up in Buddhism and cannot be helpfully separated from its last beginning.

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### **Sanctified Meditation Reflection**

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These models are moreover distinct with reference to what Kujawa (2017) explained as a verbose move in both our view of what includes the demanding pursue and the inspiration of vacationers, and what Woodhead and Heelas (2005, p. 150) call «fundamental moves in the sanctified scene». They advised that the get-together of «supernatural quality» addresses a path away from «sectarian religions». It, they dispute, is an aftereffect of «the colossal energetic turn of present-day social values» (Heelas and Woodhead, 2005, p. 129) that rotates around a person is one of a kind way of life. Like this, to the degree concerns Kujawa (2017) sees that contemporary demanding the development business has from time to time connected with looks for individual and exceptional encounters not found in made conviction frameworks whose conventions have regularly held as illustrative of a movement that makes anomie. The crucial right now by both sociological and spiritual considerations that the present requesting of things inside and without oneself is all chaotic.

The Indian social circumstance of the mid-twenty-first century has resulted to be isolated by sang, sense, particularly among the vivacious (Zeng, 2017). This belief of not seeing a potential power in present-day Indian society is in opposition to jianku pusu (the technique for testing work and standard living of the Maoist time allotment) and rejects clear industrialism created. This assumption of sang, got together with the rediscovery of standard Indian culture, has incited the headway of energy for standard Indian remarkable conviction frameworks similarly as fervour for Christianity e all of which considers reflect a crucial the individual centrality of which Meditation is eventually one clarification. Sang goes past a basic 'dropping out of Indian cultural value'.

Another factor that drives vitality for Meditation is the Indian energy for exhaustive ways to deal with overseas success. Physiological benefits have discovered identified with reflection (Goleman, 1976), as having mental (Hayes and Davis 2011 Wu, 1993). Bussing and Cysarz (2005) discovered explicit advantageous physiological impacts from decreased heartbeat and modified energizing from getting a handle on the Zazen (the leg over leg lotus sitting position) typically got in Meditation astute practices. Such findings additionally can address those looking for reflection camps.

Given both the making enthusiasm for different sorts of strict regimen and the chance of the learnings, it has felt fitting to survey further the enthusiasm of thought camps in Indian. Meditation thought visitors might accomplish an encounter of phenomenal purification and change, a condition of slackening up and re-foundation of self, away from their reliably lives, or at progressively sad, generally two or three sorts of progress in success through eating routine and exercise. The going with zone consequently portrays the zone of the assessment.

### **Study District: Varanasi**

Exactly when all have said in done, reflection camps change dependent on various subjects, kind of shelters, time designation and number of allowed individuals. People once in a while should be picked by study or meeting, and they come across age criteria (reliably be underneath 35 years old), direction (have qualifications over those of a lesser moved preparing), and now and again even sexual heading (a significant part of the time that of being a male). These impediments have not exclusively gotten from responsible practices taking everything into account. Nevertheless, may in like way reflect a severe system's or shelter's physical cutoff points (as for the model, many are male just foundations). Such obstructions pick the chance of the palpable masses (among elites), and in like manner the attributes of the model. While endeavouring to think about this, the assessment has based at two unique camps that allowed an association dependent on solicitation necessities and grades of standard adherence to the transmits of Meditation. The two shelters are remarkable inside India for their appearance camps. The first is the Sarnath, and the second is the reflection camp supported by different temples in Varanasi.

Different temples in Temple has arranged in the Fairy Lake Botanical Garden of surrounded in the BHU campus and nearby area. Varanasi is a fast-developing new city symbolizes of the «Traditional Culture of Country», and the haven has started in the ancient era during the hour of social and money related demeanour of significant change. Narratively this is said to credit the Temple a sentiment of dynamic quality and youth. The reflection place at Vishwanath Temple in BHU has been used for teaching and setting up a full scope of social affairs that fuse thought camps for understudies, a Sinology day camp, junior classes for Indian Culture. The consideration camp went to for this assessment was held for a week. It was generally for expert consideration specialists, and considerably phenomenal in substance to that of Varanasi (see Figs. 1 and 2). At the hour of the examination, the number of individuals



was more than 400, encompassing a lot of non-severe vacationers and close to eighty clerics. Table 1 exhibited the traits of these camps.

Before the standard time of groundwork started, the first designer travelled to Varanasi in Jan 2020. They conversed with ten guests and recorded their practices to take a gander at the experience guests got at such a places to those of reflection spiritual tourists. By then, the first maker was introduced to the two reflection camps referenced above and went about as a customary part. The team did not scrutinize an abundance of information about thought to start as a fledgeling, however, one with energy for the subject. Part observation meets and utilized materials have been consumed for data grouping. The decently enclosed arrangement of reflection camps infers that part observation is especially fitting as an investigation process. At present, first maker could realise, contact and smell the particular setting despite sharing, talking and viewing. During these camps, the maker observed nuances of the scene, events and exercises and collaborations among spiritual volunteers, meditators and specialists. At the same time, easygoing discussion have applied to locate a useful pace establishment of the individuals to set up associations between the maker and various individuals

### **Tourism Context in Meditation**

As opposed to conventional meditation that seeks an disposing of spiritual life and death to look for universal truth on the basis of sense of being existent and of alertness (Dumoulin, 1976), today's spiritual tourists' meditation realization has recreated containing various exposure like enriching of our soul, senses of welfare and a «smoothing» of soul and emotion (Brooks, 2011). The tourists' spiritual meditation exposure has designed the references where they accept distinct principle in distinct spaces. The particular reference includes a pattern of behavior along with tourist location.

Thus, it very well may be fought that inside the totality of traveler proficiency, setting and practices, both the common and the profound exist at the same time. The Temple setting (likewise with numerous traveller encounters), is brief, while the very 'break' from day by day life is itself dependent on the secularization of religion as in the reflection camp is a business item that is publicized and advanced in an India. That world is intricate. The secularization of contemplation camps is commenced on a few things, comprising of reawakening of religion by present-day Indian after the Maoist time frame when the different political parties did not endure any religion., (b) as a response to the clear industrialism that portrays Indian life in urban places and (c) as a method for attempting to understand these complications in any case, to all the more likely market, the intercession occasion as a travel industry item, sub-segments, for example, the magnificence of the scene, the flavour of nourishment and the potential increases of physical just as mental prosperity are completely highlighted in publicizing. However a feeling of the strict stays

consistent, and the priests and contemplation coordinators and volunteers realize that few vacationers may change over to Hinduism, get confidence in the standards of Meditation, thus progress toward Vipassana and the force it can bring.

#### The Age of a «Holy» Encounter

The voyagers right now from all over India and carried with them various foundations and inspirations, which thusly make them, explore, feeling and act unexpectedly. Similar is the generative procedure of the reflective experience. As mentioned already, journey and the travel industry are the two elements of the sightseers' inspiration right now, (1992), For his part, Collins-Kreiner (2010) contends that so weaved are the two that the strict vacationer finds it tough to spiritually separate them, and a crossbreed structure may state to happen in practices and even in cloths wearing pattern (Dora, 2012). While this might be valid for some instances of the West civilization of restricting the travel industry, Meditation strengthens thoughts of self-acknowledgement in the present time and place, which implies that how a reflective visitor comprehends Meditation will influence their experience. Similarly, the practices of thoughtful travellers may vary in their ways to deal with learning Meditation, and along these lines, the vacationer serves to co-make their experience. It has seen in situ where it has seen that one gathering would, in general, secure comprehension of Meditation by reaching others and connecting with the outer condition (regardless of whether characteristic or social), while others decide to interface just inside themselves all the more unassumingly.

On the other hand, there is an extreme desire to free oneself from the pressure of day by day life. On the vertical pivot, there lies a range of meditative system that has coordinated to an inward consciousness of oneself, and then again, an external pursuit coordinated toward a valuation for self and the minute with regards to associations with the external world, regardless of whether ecological or social.

Nonetheless, it is to notice that inside the Indian idea, these are nowhere the basic dichromatic classifications but instead, there is a movement inside every self that defines the entire, and innate in the grouping, there lies the third measurement, which is that between the regular and human-made universes. All the more, for the most part, the idea is demonstrated by, for instance, the consideration of human figures in the Indian old style fine art of shan-shui painting, which naturally incorporates another divergence, that of the rigidity of the stone and the delicateness of water. Therefore, in the depictions of visitor/member grouping, the one can flow into the different as people may themselves cross starting with one cell then onto the next in the framework. Another case of the flow is that every vacationer has deliberately attempted a division from their day by day universe of work and family however inside the boundary of the camp may yet embrace another type of partition or dismissal of detachment. It is the choice with regards to the favoured level of cooperation with other camp members. So, one may accordingly include a component

of character as some of the people are attracted to the contemplative and thoughtfulness while others, progressively outgoing person, are attracted to an increasingly social association.

### **The Age of a «Hallowed» Encounter**

The sightseers right now from all over India and carried with them various foundations and inspirations, which thusly make them feel, see and carry on unexpectedly. So too is the creative procedure of the reflective exposure. As noted beforehand, journey and the travel industry are the two elements of the voyagers' inspiration right now, (1992), For his section, Collins-Kreiner (2010) contends that so weaved are the two that the strict vacationer finds it problematic to isolate them, and a crossbreed structure may state to happen in practices and even in cloths style (Dora, 2012). While this might be valid for some western instances of strict the travel industry, Meditation contemplation fortifies ideas of self-acknowledgement in the present time and place, which implies that how a thoughtful traveller comprehends meditation will influence their experience. Similarly, the practices of thoughtful vacationers may contrast in their ways to deal with learning Meditation, and along these lines, the visitor serves to co-make their experience. It has seen in situ where it has seen that one gathering would, in general, procure a comprehension of Meditation by reaching others and connecting with the external condition (regardless of whether regular or social), while others decide to collaborate just inside themselves all the more modestly.

Because of this perception and the division between the mainstream and the holy as portrayed above, it got conceivable to develop a necessary representation of the sort of members at the reflection camp. Along these lines, one lot of explanations behind investment (the inspirational drive) exist as a continuum between a quest for profoundly arranged significance toward one side and on the other, a craving for an escape from the pressure of everyday life. On the vertical hub there lies a range of reflective practice which has coordinated to an inward consciousness of one self, and then again, an external hunt coordinated toward energy about self and the minute with regards to associations with the external world, regardless of whether natural or social.

In an attempt to this, an investigation of the content appeared to create a progression of such procedures or stories, and these are as follows:

- a) The connections of outward-arranged sightseers
- b) Rendering and separating
- c) The solidarity of paradise and men
- d) Meditation discovered dormancy
- e) Spiritual enrichment and direction found in and with others
- f) Sacred setting

Every one of these procedures has now depicted thus. The cooperations of outward-situated visitors

Outward visitors act like numerous different vacationers and see contemplation the travel industry as much the same as other ordinary occasion exercises. They have pulled in by inspirations like touring, expanding information and a desire to encounter unexplained new things.

For a significant number of these «Outward voyagers», their encounters move from the mainstream to the holy. To begin with, they care increasingly about the excellence of the landscape, the nature of the convenience and the curiosity of the religion. Regardless, many are available to a profound encounter somewhat and will, in general show more regard towards Buddhism toward the finish of their reflections, regardless of whether holding question about Meditation and its standards. Their progressions of perspectives might be said to be because of the traveller setting of the climate and watched practices of others. From one perspective, the visitor setting of air works as a «bubble» brimming with Zen (Cohen, 1979) which isolates their impermanent situation from the mainstream world both in separation and discernments, making them increasingly reflective of self and the human situation in a setting of contemplation. It has supplemented by the utilization of scene and investment in Buddhist exercises and life designs that help accomplish a feeling of the solidarity of paradise and man, in this way conveying the reality of Meditation through exercises and changed the view of Buddhist through the direction of others.

### **Division and Rendering**

Here the vacationer setting of the climate is as an air pocket without fixed structure. It grasps the whole contemplation space and in this way isolates Meditation reflection from everyday life, unwittingly as it.

### **Capacities by Division and Rendering.**

The minute the vacationer ventures into the sanctuary and its customs, the person arrives into a space that is a long way from normal work and connections. The partition from public life needs the traveller to begin a procedure of alteration that by and significant looks for a rapprochement to Hinduism openly. Respondent, a 29-year-old person project lead, was an alcohol merchant in different Province and recounted his bustling work routine and his energy to put away his work schedule. He remarked, «I killed my cell phone the moment I loaded up the aeroplane, and have kept it switched off as of recently.» He fundamentally viewed reflection in the sanctuary as a way to unwind, and he invested a lot of his energy perusing old style works of writing and mulling over the magnificence of mountains. Be that as it may, as time passed, he wound up looking for the organization of the priests to address them on Hinduism. He proceeded, «I do not have anything important to think or to do in the sanctuary, you can see Meditation in every last bit of the spot, and I cannot resist pondering it. Meditation is an exceptionally fascinating thing,

and we feel we might want to be interminable in the wake of devoting such a long time here.» Similar to numerous others, he flew down to Varanasi, and like the vast majority of the journey, travelers needed to take both a plane and a train to find a workable pace. The excellent ways from the voyagers' own houses and their familiar environment offer an opportunity to sightseers to be reawakened, to be anybody and resume, if just for a period, their lives. The quiet of the sanctuary likewise encourage them to discharge themselves, so overlooking the entangled world with its bogus worries that only causes stress and more stress.

Living the «quality of Hinduism» and engrossing information on Meditation, the vacationers, apparently go to a comprehension of probably a portion of the essential fundamentals of Hinduism. Such understandings incorporate proclamations, for example, «Initial, one lives at the time and should identify what you are doing well currently; second, be benevolent; the third standard, comprehend that the world is merciless and figure out how to set it aside and not be caught by weakness, be stubborn as the priests said». It was right now few respondent (a multi-year-old male with a graduate degree) described his reasoning and assessment of the experience. He at first felt the contemplation camp as a result of businesses without a doubt. However, he bit by bit; he arrived at a resolution that was not right and what he got while being at the camp was a procedure of direction instead of trade. He proceeded to state, «One sanctuary has its attractive field, and you cannot consider other inconsequential things. Um, how might we say, we feel the thing can oversee me be kind on any occasion.»

Individuals advance into public creatures through the oblige instruments of consensual principle and pattern, yet Hinduism proposes that the fundamental idea of people cannot be eradicated. To all the more likely agree in the natural spiritual world and that of human instinct, numerous Hindu Temples are situated in the mountains. They were trying to mix into nature and pass on the idea of concordance.

Few another respondent (a multi-year old undergrad female understudy) has run of the mill of numerous when discussing nature. She disclosed to us that she did not put stock in any religion previously, and she has spurred to go to the contemplation camp to acknowledge the scene to look for a surprising encounter. They were impervious to complying with the sanctuary's standards. They would nod off when perusing Hinduism sacred writings and dream about how attractive some youthful priests looked. None the less, being tired with the priests she took to heading off to the temples and practically out of weariness, began to recite to spend time. The Kashi Vishwanath and other temples in Varanasi turned into preferred spot, and incredibly, they wound up working on reciting and contemplation for quite a while. Gradually they embraced the wearing of ritualistic dots and discovered themselves own acknowledgement of Hinduism, to where they were unable to hold on to tell others of her change. Few of them stated in the following voice considering as individuals, «I was sitting tight for the dawn in

Ganges Ghats one morning. Out of nowhere, the sun is shining brightly over the land. It is a minute hinting me that we feel it is the brilliance of God. Perhaps, it is about the solidarity of paradise and man? That is the thing that I need to state. We feel I am in the concordance of nature; we even become a piece of it. It has said by Meditation that we have to find the genuine self, and we can find it just when we overlook mainstream wishes. Presently we believe we have discovered the genuine self; it is in the dawn.»

### **The Idea of Vipassana (Meditation)**

Reflection camps consistently have fixed plans. There have masterminded exercises including vipassana, reciting and strolling from five in the first part of the day to eleven at night. It is during these occasions that the significant ideas of Meditation are clarified and contemplated. For some voyagers, Meditation is baffling to such an extent that it nearly appears to instigate them to consider

For another few respondents, multi-year old women who had been changed over to Hinduism by their auntie, however, it was the first experience of sanctuary reflection. They came, and stated, forever experience, to more readily know an invisible world. They looked at the Meditation intercession in different spiritual Temple to an entry-level position in an organization, saying that possibly she could «become more intelligent in reflection». Although she griped about the confined room, the wet blanket and necessary nourishment, they believed they were acquiring another comprehension of Meditation by in the long run figuring out how to ponder. For her, the way to rehearse Meditation is to keep the sentence «who is appealing to Buddha?» as a main priority. They painstakingly thought about the educator's directions (which included confusing proclamations) and presented the words consistently through times of contemplation, and as she put it, through occasions of feasting and in any event, resting. At long last, following a few days of training, they went to a getting that: «I contemplated in Temple for a week, and I wondered what who is appealing to Hinduism implies. We feel that we can isolate the soul and body in contemplation, and distinctively observe the soul detaching from the body. Who is appealing to Hinduism implies we are not my-self, and you are likewise not your-self, we are taking a gander at the self all things considered». Each movement composed by sanctuaries is ceaselessly conveying the idea of Meditation; it forces the voyagers to consider it again and again with the goal that something of intelligence will be achieved.

### **Illumination and Managing from Others**

«Outward visitors» like to company with others due to their interest. They advance their comprehension of Meditation and Hinduism through conversation with each other. The set of three of the Buddha, the sangha and the dharma, (the devout requests) is the pith of Hinduism. What is more, the sangha is the one in particular that can be contacted. So the guidance of teachers donates a lot to Meditation contemplation, and vacationers practice the experts' illumination to develop themselves.

### **Inward Tourists: Separation**

In correlation, «Internal voyagers» invest little energy reaching the outside. They have propelled to come to dispose of the disturbance and vulnerability which, to them, is making them insane in day by day life. What they need is a space from which they can close out outside unsettling influence. There is likewise a feeling of change detailed by these «internal sightseers». Internal vacationers portray a feeling of discharge from the truth of an outer world and feel unceasing through the acts of breathing of inward breath and lapse. It can be considered they feel the breath of life. In the change of the «internal sightseers», two obstructions are developed to isolate the self of reflection vacationer and the external world. One is the visitor setting of environment that isolates the sanctuary from healthy everyday life. The other is simply the air pocket between the traveller and the earth, which gives internal voyagers space where just oneself can exist. With the assistance of the two boundaries, the individual can converse with oneself uninhibitedly. The «internal traveller» looks to focus on the feeling of 'now'; overlooking the faculties of disturbance or vulnerability and keeps up an emphasis on the reflective with the assistance of scene, movement and others, remarkably the teachers. In the end, they change their demeanour toward the common and secure a feeling of harmony wherein they can grasp the mainstream way of life through a superior comprehension of the reflective world.

A significant number of the «internal travellers» gave proof of progressively independent airs, needing; it appeared, to close them in a nothingness space without unsettling influence.

On the most recent day of the camp, be that as it may, she was grinning and appeared to be an alternate individual. She clarified: «Hallucination was filling my psyche, my little girl's activity has been stressing me for such a long time a period. We truly need her to take the test to be a government employee, yet she did not obey what we said. We were frustrated. We were thinking for quite a while during the most recent days in Nuonatayuan. At long last, we discovered we paid attention to everything in this way, and it has called continuing in the self-image by Buddhism. We did such a significant number of wrong things to my little girl and myself.»

### **Pilgrims: SacredContext**

Pilgrims reach the temple meditation camps for reasons such as getting near to Triratna (a Hindu sign signifying Hindu teaching jewels), praying to the Hindu god, or discovering themselves. At the very least, they wanted to «take time off» for a brief break from their everyday realities. They usually regarded meditation as a way to nurture themselves, likely to praise Buddhism better, and believed that by meditating together they could achieve more significant change. Pilgrims «outward» pursue Hinduism by communicating with others while pilgrims focus

on experiencing meditation as ones under the principles of silence. These pilgrims are typically Buddhist or inclined to know about Hindu ways of life and see everything relevant to Buddhism as the intervention of the saint and want to create a spiritual realization in the minute they reach a meditation setting. The rites of fasting and singing are therefore of significance for them.

He said he would dream that he could imagine very distinctly in his dreamed. When he reached Kashi Vishwanath Temple, Finally, it was found to be the example of his dream. The hills and mountains, the old houses, even the shapes and grey colour of clouds were exactly as he saw in his dreams. «It must definitely be the message from God», it could not conceal his thrilled expression and stop talking. It was adopted to Hinduism some two years earlier.

For the travelers, every task has devoted to delivering the idea of Meditation. It is not uncommon for fantastic philosophies to seldom appear while meditating, and how to remove such notions was a common topic of thought. For some participants though, having such illusions is not regarded as a bad thing. She recollected feeling as if in a fire which was the message of God to remove karmic destiny. «Maybe», she described, «there were, so many evil things moving nearby me in the past, so much destiny of Karma, and I also realized like scorching in the fire. It is real. We have encircled in fire, no issue the walking, meditating and chanting, such a big flames. Then the soma evaporated, and we became lucent.»

The job of the educators is to approve on the shrewdness and precepts of the past bosses. As a traditional follower of preaching of mediation, the teacher will most likely be unable to define the idea of Meditation, to completely comprehend or have «the extraordinary insight», however through the communication with aces, priests, volunteers and different meditators, educators go to a more profound comprehension of Hinduism. The most satisfaction I gained in this camp is that we studied something new which I was not aware of in the past. We got few answers, and the answers were related to each other.

### **Conclusion**

This research paper find out spiritual meditation in Indian temples as exposed by travelers attending spiritual meditation camps that though small but fast-developing part of the portfolio of spiritual tourism business products in India. Two examples have been used to examine the creation of religious encounters of visitors through fieldwork-based on observations and readings of the participants. From the study, two significant modes of interaction have suggested occurring through spiritual meditation tourism. One is a an exposure of secularism that stimulates the senses and creates an enhanced awareness of the environment, society and riches of human attainment; the other is a religious exposure as if it were a knowledge of the spiritual and a better understanding of life's purpose. Visitors' understanding of contemplation differs in the course of its realization, though it appears to move from secularism to sacredness. It does seem that the



context of the temple partially builds the meditative experience of Indian visitors. The original context involves an environment of religious practice by monks, in which the practice of chanting and meditation is central. Centred on meditative tourist spirits (that of a finding for reality or escape) and immersive style (internal and external), four styles of meditative spirituality tourists have been selected within which a variety of concepts of differing significance have been described. The setting of sanctuary, scene, instructing and practice worked contrastingly for every classification of sightseers concerning how they acquire an encounter of the hallowed, however procedures of partition and connection assume a crucial job. Outward sightseers assemble an acknowledgement of Buddhism by interfacing with the priests, which encourages them to comprehend Buddhist tenets more readily and to reflect on everyday life; internal visitors make a space detached from the mainstream to communicate with oneself, which alleviates from faculties of wretchedness and weakness; outward travellers and internal explorers think about sanctuaries and priests (the sangha) as agents of a perfect soul achievable by individuals.

According to Cohen (2003), pilgrims (local pilgrims from within) seem to be adjacent to the method of survival. The Meditation practice is known and respected by many meditation visitors, but they notice it as a recluse trying to be a transient member in which they come back to a life dwelled beyond the temple. Meditation travelers create consciousness by constant engagement with each other, but the learnings provided is not that of the original's ongoing, regular ritual in which it is a service sold to travelers. As Cohen (1979) said, spiritual tourism business will not turn into the focus of the everyday private plan; it acts as an instrument for moderating worry and distress. In this situation, the relaxation visitor will take into his everyday life the values and strategies of meditation learned during the camp. From the perspective of spirituality, it is a means of getting back to their heart where there is the 'real' self. Meditation is a technique of dealing with pain from a pragmatic perspective. Tourism is a means of finding yourself (Smith, 2003), a self that can be concealed by the positions placed in a modern-influenced 'unreal' environment. Such visitors have drawn to the experiential style in the five model specifications of Cohen, but something supernatural emerged when they mimic the 'religious' actions and dive into the background. They draw upon the point of mere religious experience for many of the respondents.

As a commodity being packed and developed to enable an interpretation of Meditation within a specific duration of time, the Vipassana meditation Camp strengthens encounters that have been achieved over more extended periods by specific and perhaps more unique methods in the past. However, does this reduce experiential authenticity? The essence of Hinduism, which differs from Abrahamic religions, needs to be understood when finding an answer to this question. Lin (2011) says that Catholicism and Buddhism are two holy, secular poles. Yang,

Cui, and Xu (2014) suggest the spiritual exposure is more secular rather than pious. That is to express, the sacred exposure in spiritual meditation tourism business may not be natural, but it has considered being sacred when correlated the more worldly behaviors.

Considering from the context of Indian culture and tradition, these are influences with secular in nature, since our existing life is made on delusion, and the paths leading to the dispense of illusion and accomplishments of nirvana are various, diverse, and through the cycle of karma and rebirth, having variable longevity. Straight from the perspective of Hinduism, the method of these varied paths is secondary. It very well may be a result of the 21st century or the strictly roused expedition of a previous generation it does not make any difference.

What is important however is that it is a reflective excursion that every individual seeks after to a superior comprehension of the awesome that is nirvana? In this way, one can improve as a Buddhist inside the boundaries of the mediation camp, and every person has the infinite time to pick up nirvana.

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## **THE DIRECTIONS OF SPA & WELLNESS TOURISM DEVELOPMENT IN UKRAINE**

*The article discusses new trends of Wellness and spa tourism development in Ukraine. The main theoretical fundamentals of SPA and wellness tourism development are discussed. The researches of Country Competitiveness Rating for SPA and Wellness development are substantiated. The main quantitative indicators of wellness and spa activity in Ukraine and other European countries are explored. The dynamics of the development of sanatorium and wellness resorts in Ukraine is proposed.*

**Keywords:** *wellness and spa tourism, resorts, sanatorium, Ukraine, European Union, Country Competitiveness Rating, indicators of activities.*

**Relevance of research topic.** Wellness and SPA tourism has become a growing force driven by the changes in lifestyles simultaneously by demographic and psychographic factors. The ageing of the European population and the growing health awareness to live better with a nonstressful state of mind has been creating demand for a new range of health-related products and services in a large leisure setting. Identifying this and considering the growing demand for but also the supply of health tourism products and services, – the recent re-emergence of demand for wellness experiences has presented destinations with a new opportunity to develop and sell innovative products in this area.

Therefore, the main aim of the article consists in analysing of prerequisites, problems, and perspectives of the industry of wellness and spa tourism development in Ukraine. Elaboration of recommendations concerning stimulating the domestic market of wellness tourism development and distribution policy for it is envisaged. The urgency of the research is the need to improve the management of services distribution in Wellness and SPA tourism and to create an efficient marketing system for the operation and development of enterprises in the market is due to the growing competition in the tourism industry against the background of demand reduction for services.

**Formulation of the problem.** The main problem of this study consist in investigations of theoretical substantiation of the nature, place and importance of domestic health and spa tourism in the system of international tourism market, the application of methodological tools and recommendations for the improvement of domestic health tourism based on the use of foreign experience in the distribution management of regional tourism in Ukraine.

Reforms process on the way to euro integration of Ukraine stipulated urgency of the development of those branches of economy that are able in short term perspective give impetus to the social-economic growth of the regions and improving the investment image of the country in general. Within recent time wellness and spa tourism start to become popular.

**Analysis of recent researches and publications.** In one way or another, in the investigations of wellness and SPA such Ukrainian scientists as O. Dmytruk, M. Malska, U. Schur and others are being engaged. Scientific researches on wellness and spa tourism are mostly developed in the USA. Thus, the Global Wellness Institute yearly conducts a thorough study of the world touristic market of recreation services. The problems of the theory and practice of managing the distribution of wellness and SPA tourism services are reflected in the works of foreign and domestic scientists such as J. Bolt, D. Bukhalis, D. Jobber, J. Lancaster, and G. Stewart. In the area of tour-ism: L. Balabanova, G. Calvin, F. Kotler, J. Majkenzi, C. Melnychenko, G. Mykhaylychenko, G. Osmolovsky, T. Primak and others.

**Presenting main material.** Today, wellness and spa tourism maintain one of the leading places in the tourism industry. Wellness and spa tourism are based on the usage of naural resources: mineral waters, therapeutic muds, and climatic conditions, which in combination with each other have a positive impact on the treatment of various diseases.

Europe is one of the centers of wellness and spa tourism in the world, where the intensive development of resorts began in the XVIII century. Countries such as Poland, Slovakia, Hungary and the Czech Republic are firmly entrenched not only in the European but also in the global health tourism market. Natural conditions, resources, proper support from the state, development of resort infrastructure, use of modern treatment methods, attracting foreign investments, active promotion of the

national tourist product do their job – the world-famous resorts of the countries of the region attract hundreds of thousands of tourists every year [3].

Wellness tourism is one of the priority directions of the development of both foreign and domestic tourism in Ukraine. This is facilitated by the potential, available healing resources and natural conditions in Ukraine, which are very similar to the European countries – leaders of wellness and spa tourism.

Any type of tourism is part of an entire tourist complex that is developing based on the tourist attractiveness and competitiveness of the country, as well as its rating on the world tourist market. According to the rating of tourist competitiveness and attractiveness, compiled by the World Economic Forum (WEF) in 2013, the Czech Republic (31), Hungary (39), Poland (42) and Slovakia (54) received the highest points and places among the studied countries (Tab. 1). In 2013 Ukraine ranked 76th overall out of 140 countries represented in the report, far behind in terms of doing business, pursuing state tourism policies and cultural resources [5]. However, in terms of infrastructure, our country was on par with Slovakia and Poland.

In 2019, the Czech Republic was ranked 38, Poland – 42, Hungary – 48, and Slovakia – 60, among the countries surveyed. According to this rating, Ukraine took 78th place.

*Table 1*

### **Country Competitiveness Rating, 2013/2019**

Country	Overall Rank	Enabling Environment	Travel & Tourism Policy and Enabling Conditions	Infrastructure	Natural and Cultural Resources
<b>Poland</b>	42/42	58/45	49/55	60/50	42/34
<b>Czech Republic</b>	31/38	37/26	28/36	35/36	47/61
<b>Hungary</b>	39/48	49/42	26/17	47/45	71/60
<b>Slovakia</b>	54/60	60/47	43/51	64/68	53/59
<b>Ukraine</b>	76/78	71/65	60/70	68/73	91/89

*Source: Travel and Tourism Competitiveness Report [Electronic resource]. – Access mode : [http://www3.weforum.org/docs/WEF\\_TTCR\\_2019.pdf](http://www3.weforum.org/docs/WEF_TTCR_2019.pdf)*

So, the main obstacle to conducting any type of tourist activity, including wellness and spa tourism, is the security of tourists in the country, corruption, political instability, problems with doing business and investment activities.

There are 58 resorts in Ukraine (45 of which are national and international), while in Poland – 43, in the Czech Republic – 33, in Hungary – 22 and in Slovakia – 18. The most famous resorts are:



- Czech: Karlovy Vary, FrantiškovíLazne, MarianskeLazne, Jáchymov, Lugachovice;

- Hungarian – Heviz, Balatonfured, Hajdúszoboszló, Paradfurdo;

- Slovak – Piestany, Bardejov, Raietske Teplice, Smrdaki;

- Polish – Krynica, Dushniki-Zdrój, Wieliczka.

The most famous resorts of Ukraine are Truskavets, Morshyn, Nymyryv (Lviv region); Soimy, Svalyava, Kvasy, Sinyak (Transcarpathian region); resorts Khmilnyk (Vinnytsia region), Myrhorod (Poltava region), Berminvoda (Kharkiv region), Berdyansk, Kirillovka (Zaporizhzhia region), Hopry, Genichesk (Kherson region), Odessa, etc.

The largest concentration of health facilities in the region is concentrated in the Western Carpathians and their spurs. Polish balneology is represented by 9 types of mineral waters, Czech – 8, Hungarian – 7 and Slovak – 6 species. In Ukraine, there are mineral waters in almost every region (except Chernivtsi). In total, 8 out of 9 types of medicinal waters are represented in Ukraine.

It can be said that the natural conditions and resources possessed by Ukraine are not inferior to those of the Central European countries being explored and should be used rationally for the development of resorts and tourist infrastructure. In general, our country lacks a single state body that would fully control the market for wellness and spa services, not some of its individual parts.

In terms of quantitative indicators of health tourism, Ukraine is also not inferior to the countries of Central Europe (Tab. 2).

By the number of health-improving enterprises, Ukraine is ahead of the countries of the region. As for 2016, there were 404 institutions in our country. In 2016, 651943 people were treated in Ukrainian institutions, which is 2.1 times more than in Slovakia, but less by 1.7% than in Hungary; 12.2% than in Poland; 12.3% than in the Czech Republic.

*Table 2*

**The main quantitative indicators of wellness and spa activity  
in the countries 2016**

Indicator	Poland	Czech Republic	Hungary	Slovakia	Ukraine
Number of resorts	43	33	22	18	58
Number of enterprises	250	88	35	101	404
Number of beds	43925	22504	12420	13142	95360
Number of tourists taking a rest for the purpose, including	731453	732276	663000	304975	651943

*Source: Колективнімісцярозміщення в 2016 році. Статистичний бюлетень. – Державна служба статистики України, 2017. – 200 с.*

So, in terms of quantitative indicators, Ukraine is not inferior to the countries under study, however, we can take on their experience in organizing health tourism through the creation of a single body of control, monitoring and support of resorts and businesses.

Ukraine has a well-developed tourism infrastructure, which began to be created in the nineteenth century. It is an essential factor in the development of the tourism business, as well-developed infrastructure is one of the main prerequisites for its development. The emergence and development of wellness and spa tourism in our country are conditioned by a unique set of natural, recreational resources and a whole network of various health and wellness facilities that will be able to satisfy a fairly wide range of tourists' needs for treatment and rehabilitation. On the territory of the country there are all kinds of resources (balneological, mud, climatic), which are necessary for the functioning of institutions for the provision of sanatorium and health services.

Factors that determine the development of wellness and spa tourism: the creation of a global information space (Internet) and fundamentally new means of communication, the spread of high-speed modes of transport, the emergence of the international market for tourist services, the spread of English as a language of international communication, improving living standards in developed countries and developing countries.

One of the most pressing problems in the sanatorium and resort industry, which has exacerbated since the beginning of the restructuring of Ukraine's economic system, is a significant reduction in state funding and a decrease in the efficiency of the management of specialized health-care facilities, which negatively affected their competitiveness. At the same time, there is a problem related to the insufficient capacity of internal and external tourist flows.

Tours to spa resorts are gaining in popularity. Customers who visit wellness resorts regularly choose a new vacation spot every year. Wellness and spa tourism has such great potential, which stands out in the independent segment of the tourist market with a wide range of investment opportunities: from large-scale hotel projects adjacent to clinics and located within the city, to already existing specialized complexes with some modifications in the structure of services. The revival of medical prevention at the stage of spa treatment is one of the most important directions of development and improvement of the health care system.

The solution to this problem is facilitated by the development of the concept of health protection of a healthy person, which envisages the introduction of modern technologies of health improvement, complement of the existing system of rehabilitation treatment with spa programs with the inclusion of medical spa services aimed at prevention, formation of a culture of health in the population.

Wellness and spa tourism is one of the most promising types of tourism in Ukraine. It develops with significant resources: flat and mountainous terrain, karst

caves, mountain lakes and rivers, the sea coast of the Azov and Black seas combined with mild climates and comfortable weather conditions, hot, warm and cold mineral springs, therapeutic mud deposits, forests, diversity of flora and fauna of which the rich country. Since tourism is primarily based on natural resources, the availability of such natural diversity in the country has become a key factor.

According to the statistical materials, the geography of sanatorium and resort establishments of Ukraine largely corresponds to the territorial-component structure of recreational resources and recreational needs. Attention should be paid to two groups of areas:

1) leaders – the Autonomous Republic of Crimea (16,7% of health resorts of Ukraine), Donetsk (14,6%), Odessa (11,6%), Dnipropetrovsk (7,1%), Mykolaiv (5,0%), Zaporizhzhia (5,3%) regions;

2) outsiders – Kirovograd, Vinnytsia, Zhytomyr, Khmelnytsky, Ternopil, Chernivtsi regions (only less than 1,0%).

The dynamics of the development of sanatorium and health resorts was also analyzed (Tab. 3). According to these data, there is a generally negative trend: the reduction of sanatoriums and boarding houses with treatment from 320 in 2014 to 288 in 2018. There is also a significant reduction in the number of sanatoriums-preventoriums from 118 in 2014 to 56 in 2018, a significant reduction in children's health and recreation facilities from 13997 in 2014 to 9428 in 2018.

*Table 3*

### **Dynamics of the development of sanatorium and wellness resorts**

Year	Sanatoriums and boarding houses with treatment		Sanatoriums-Preventoriums		Holiday homes and pensions		Bases and other recreation facilities		Children's health camps	
	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths
<b>2000</b>	549	151	377	31	266	63	2010	238	7615	227
<b>2001</b>	555	151	357	29	273	61	2015	236	8578	221
<b>2002</b>	544	151	334	28	290	63	1982	236	10890	231
<b>2003</b>	536	147	325	27	292	62	2005	236	14961	228
<b>2004</b>	531	147	311	25	302	62	2033	231	19443	256
<b>2005</b>	524	145	291	23	321	65	2016	233	18366	236
<b>2006</b>	520	148	277	23	301	63	1976	232	18238	231
<b>2007</b>	523	143	269	21	302	64	1934	224	18363	226
<b>2008</b>	518	142	262	21	302	64	1916	221	18672	218

Year	Sanatoriums and boarding houses with treatment		Sanatoriums-Preventoriums		Holiday homes and pensions		Bases and other recreation facilities		Children's health camps	
	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths	total	Number of beds, ths
<b>2009</b>	513	141	252	21	296	62	1907	216	17379	198
<b>2010</b>	510	141	234	19	290	60	1920	217	17342	196
<b>2011</b>	508	141	224	19	280	59	1947	216	17703	194
<b>2012</b>	484	133	185	18	286	60	1925	208	17744	188
<b>2013</b>	477	132	165	15	271	57	1916	202	18549	191
<b>2014</b> <sup>1</sup>	320	79	118	17	90	17	1400	157	13977	126
<b>2015</b> <sup>1</sup>	309	78	79	12	76	15	1399	165	9743	113
<b>2016</b> <sup>1</sup>	291	70	63	10	73	14	1295	146	9669	112
<b>2017</b> <sup>1</sup>	290	67	59	9	72	13	1125	138	9504	110
<b>2018</b> <sup>1</sup>	288	64	56	8	70	12	1065	127	9428	108

1 Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and the temporarily occupied territories in Donetsk and Luhansk regions.

*Source: State Statistics Service of Ukraine. [Electronic resource]. – Access mode : <http://www.ukrstat.gov.ua>*

This state of sanatoriums is explained by the complex socio-economic situation in our country and the specifics of the implemented medical reform. In the past, health resorts and wellness establishments worked more dynamically and were focused on the development of mass health improvement of the population.

However, despite the negative dynamics, the conditions for the development of wellness and spa tourism are clearly observed. Moreover, it is the involvement of foreign nationals for the rehabilitation in Ukraine that will facilitate the restoration of the medical sector and the development of certain recreational regions in our country, create new jobs and suspend migration processes when the most qualified health care workers go abroad.

**Conclusion.** Ukraine has enough resorts of different specialization, but to attract the attention of foreign and domestic tourists, Ukrainian resorts need to solve a number of problems related to financing, management and modernization.

Modern strategies for the development of state and local resorts should take into account the introduction of an effective system of financing the spa industry and the creation of a system to encourage investment in the modernization and construction of facilities of the spa industry, the creation of affordable health product, adherence to

state standard methods in the field of resort treatment, coordination of activity of sanatorium and health resorts regardless of the form of ownership and subordination.

According to experts, the development of innovative health centers in Ukraine in the form of the so-called recreation parks, recropolises, resorts, and recreation zones in the traditional resort regions (Carpathians, Polesie, Azov and Black Sea coasts) will allow to create a nationwide health and wellness network. Activities to improve the operation of resorts and sanatoriums in Ukraine should turn the resort business into a highly profitable and competitive sphere of economy and medicine, since Ukraine has large natural, geographical and socio-cultural recreational resources.

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## **POTENTIAL OPPORTUNITIES FOR TOURISM DEVELOPMENT IN TRANSCARPATHIA AND THE MEASURE TO WHICH MODERN ICT TECHNOLOGIES PENETRATE INTO IT**

*The paper identifies and characterizes potential opportunities for the development of tourism in the Transcarpathian region and determines the degree of penetration of modern information and communication technologies in it. The resort areas of Transcarpathia have been identified and its natural and recreational potential is analyzed. The features of ski tourism development in the region are considered. The existing conditions for the development of urban tourism in the Transcarpathian region are investigated. Based on the theory of network organizations, the systematic orientation of the processes of informatization flow for sanatorium and resort establishments of the Transcarpathian region is substantiated and proved.*

**Keywords:** *tourism, financing, progress, recreation, region, resort potential, ICT, urban tourism, theory of network organizations.*

**Relevance of research topic.** The sanatorium and resort economy remains a key component of the tourism and recreational potential of the Transcarpathian region. New establishments appear every year, and all relevant infrastructures are being built. In this regard, it becomes important to study these modern processes and to clarify the role of information and communication technologies in them.

**Formulation of the problem.** With the development of resort and tourist management systems, sanatorium and resort treatment in the tourist complex is becoming increasingly important. Transcarpathia, with significant natural resource, healing, health and recreational potential, is at the forefront of this problem among the regions of Ukraine.

**Analysis of recent research and publications.** Many scientists have contributed to the formation and development of the theory of network organizations, on which the entire system of informatization of the sanatorium and resort complex of the Transcarpathian region can base oneself on, among which the scientific works of M. Armstrong, I. Burdyanovsky, F. Herzberg, E. Giddens, G. Emerson, O. Ermansky, M. Castels, R. Quinn, G. Saymond, L. Smith-Dory, L. Urvik, and others. At the same time, the general outlines of the organization of an integrated system of informatization of the sanatorium-medical complex of the Carpathian and Transcarpathian regions are poorly outlined, taking into account the specific features of the local tourist and recreational potential.

The purpose of the paper is to identify the main components of the tourism and recreational potential of Transcarpathia and to find out the degree of penetration of ICT technologies in it.

**Presenting main material.** It is possible to distinguish the following resort areas in the Transcarpathian region: 1) Svalyava-Mukachevo; 2) Mizhhir'ya; 3) Rakhiv-Khust. The first includes sanatoriums «Carpathians», «Synyak», «Polyana», «Sunny Transcarpathia», «Constellation», «Flower of the Valley», «Crystal Spring», «Pearl of the Carpathians»; the second consists of the Verkhovyna health resort; the third – «Mountain Tysa» and «Shayan». However, as noted by H. M. Zavarika, due to organizational deficiencies of management, moral and physical deterioration of the material and technical base, lack of financing, low competitiveness of self-financing enterprises, a considerable part of sanatorium and resort establishments is unprofitable, and therefore this segment of tourism and recreation is experiencing a deep crisis today [4, p. 15].

In the Svalyava-Mukachevo district the rare mineral springs Luzhanska 4, Luzhanska 7, Luzhanska 12, PolyanaKupel, Ploskivska, Kelechynska, Soymy, Drahivska, Shayanska and Polyana Kvasova. These carbonic hydrocarbonate, hydrocarbonate-chloride mineral waters which, by their physicochemical properties (in particular, for sodium bicarbonate), are close to the well-known foreign waters of Borjomi, Vichy, Yessentuki, Narzan, Matsesta and become the key therapeutic factor of the whole resort potential of Transcarpathia. The healing properties of Polyana Kvasova in the treatment of gastric diseases, respiratory disorders, diabetes and atherosclerosis have been revealed, and are not inferior to Naftusya of Truskavets in the treatment of diseases of the urinary tract. In Transcarpathia, about 360 deposits of healing mineral waters were discovered and explored.

Equally important for the development of recreation are the natural conditions of the region. The geographical features of the territory of the region are as follows:

about 2/3 of the area of the region is occupied by mountains and only a third – the Prytysyanska low land. The mountain part consists of the ridge and massifs systems of the Eastern Carpathians, including four ridges – Polonynsky (including Borzhavsky massif), Verkhovyna, Volcanic and Aquarius, as well as four mountain massifs of Gorgany, Svydivets, Rakhiv massif and Chornohoramassif. The highest peak of Ukraine–Mount Hoverla (2061 m) is also localized in the Transcarpathian region. In addition, the territory of the region from the northeast slopes of the Carpathian Mountains, which are located in the neighboring regions, is separated by a network of passes: Uzhotsky, Volovetsky, Veretsky, Yablunetsky, Torunsky, Legions, up to a kilometer above sea level. The village of Dilovo in the Rakhiv district, where the geographical center of Europe is located, is also tourist attraction in Transcarpathia. Region is also rich on water resources. Thus, more than 9.5 thousand rivers and streams flow through its territory, including the Tysa, Uzh, Latorytsya, Rika, Teresva, Tereblya, Borzhava, as well as nearly one and a half hundred lakes of natural origin, the largest of which is Synevyr Lake in Mizhgirsky district.

Temperate continental climate of the region contributes also to the recreation. The average temperature amplitude ranges from +21°C in summer to -4°C in winter. There are three national parks in the region: Uzhansky (VelykoBerezhniansky district), Synevyrsky (Mizhgirsky district) and «Enchanted land» (Irshavsky district). Among the natural attractions that are attractive to tourists are the following: the Valley of Narcissus near Khust, the Ugolsko-Shyrokoluzhansky mountain massif as the largest center of beech wildwoods on the European continent, the miraculous cross in the Church of Church of St. Elijah invillage Chynadiyevo, salt lakes near the village Solotvyno, waterfall Shypit near the Gemba mountain in the Polonyna Borzhava massif, Yalynsky waterfall in the Rakhiv mountains, Trufanets waterfall in the Svydivets massif in Rakhiv region, Lumshore waterfalls in Perechyn region (in particular, Nightingale, Davor, Burkach, Krutylo), Skakalo waterfall within the Vygorlat-Hutyn volcanic massif in the Mukachevo district, the cascade Kamyanetsky waterfall (Synevyr) in the Inner Gorgany massif, the cascade Drahobratsky waterfall in the Svydivets massif, the Vyshovaty waterfall, the Voyevodyn waterfall in the massif Polonyna Runa, Horodylivsky waterfall in the massif Dull and more. The Ukrainian State Allergology Hospital is located in Solotvyno, which is the deepest medical institution in Ukraine [6, p. 390], established in 1986 on the basis of Uzhgorod branch of the Odesa Research Institute of Balneology for the treatment of patients with bronchial asthma. The region is characterized by well-developed flora, with more than two thousand species. In the foothills, in the lowlands are acreage, gardens, vineyards, meadows, oakforests, beech forests, in the east of region are coniferous forests (1/4 forest area). Visiting the Transcarpathian flora is the high alpine meadows –mountain meadows, with lush grassy cover.

Equally important are other man-made components of Transcarpathia's tourism and recreational potential – cultural historical monuments. In particular, it is the



Palanok Castle in Mukachevo, the Nevitske Fortress in Uzhgorod, the Holy Cross Cathedral in Uzhgorod, the Komitatsky House and the Goryanska Rotunda in Uzhgorod, the Palace of the Counts of Schoenborn, namely White Palace in Mukachevo, Shelestivska St. Michael's Church in Uzhgorod, the court yard and the palace of Prince G. Betlen in Berehove, Franciscan Monastery and Ascension Church in Vynohradiv, Baron Pereny's Estate in Vynohradiv, Shenborn's Palace in Chynadiyevo, Reformed Church in Tyachiv, Khust Castle, Palace-Fortress in the village Dovhe in the Irshava district and others.

Another type of tourism in Transcarpathia is the ski tourism. Snow height in the Carpathian Mountains is on average 70–80 cm, which allows to development the skiing and other winter recreation in the region. In recent years, there has been an increase in the number of ski centers and rental points in the region. Thus, in preparation for the 2022 Winter Olympics in the Carpathian Mountains, investment projects are being implemented for the construction of skiing complexes in the area of the village Yasinya–Polonyna Dragobrat and the village Kvasy–Blyznytsya Mountain, skiing complex Borzhavski Polonyny, creation of Petros Mountain Resort (named after the mountain of the same name), Uzhgorod-Polonyna Runa Complex. These investment projects include the formation of a network of new hotels, restaurants, bars, cafes, fast foods, snow parks, water parks, spas and wellness centers, ski slopes and lifts, parking lots, golf courses, boarding houses, cottages and more. The main existing and functioning centers of ski tourism in the region are Pylypets, Yasinya, Dragobrat, Polyana, eco-resort Izky, Vyshka, Mizhgyria, Podobovets. Among the services, in addition to skiing, there are also ski-tours, snow tubing (chewing on cheesecakes – unmanaged rubber wheels with a solid bottom), sledding, freeriding (snowboarding and skiing), ratraks (special preparation of ski runs for skiing), après ski, rental services and more. Separate types of free ride are also available, in particular: back country (climbing to the tops (mount Hoverla) on laid routes – skayturs), heli-sky (throwing skiers to the top of the mountain by helicopter with subsequent self-descent) is not available due to high prices, although quad bike rental are offered.

In addition, it should be noted that the highest and most extreme (in the nature of the ski slopes) ski resort for trained skiers is Dragobrat, the longest route 3,5 km long on Mount Krasia in the resort Vyshka, which is also the longest in Ukraine ski slope. Less well-known liftson the basis of hotel complexes are successfully operating, in particular boogles on the territory of the sanatoriums Synyak, Mountain Meadow Flower, in the village of Osiy and in Lumshory. There are also training centers for skiing tourists. Thus, the ski school and the snowboard school function based on Pylypets resort. They offer snowboarding and skiing techniques, jibbing programs, foggles (downhill jumping from a special ski jump), ski cross (skiing at speed with turns), ski-halfpipe (skiing flip, flips, freestyle), ski-slopestyle (passing with obstacles: jumps, quarterpipes and rails).

We will go into more detail on the development of urban tourism in Transcarpathia. In the region there are five cities of regional importance – Uzhgorod,

Mukachevo, Khust, Berehovo and Chop, as well as six cities of district importance – Irshava, Perechyn, Svalyava, Tyachiv, Rakhiv and Vynogradiv. These eleven cities have the tourist potential of the mentioned profile, among which the leading cities are Uzhgorod and Mukachevo. The main tourist attraction of the city of Uzhgorod is the thousand-year-old castle, which is now the Transcarpathian Regional Museum of Local History named after T. Legotsky. It has the shape of an irregular quadrangle, and the castle complex itself consists of a palace, actually defense structures, fortress underground, the remains of the ancient church of St. George, a series of original sculptures and five parks (Meadow, Flower, Animal, Cranberry, Blueberry). Modern digital technologies are also being introduced: virtual 3D tours exist both in Uzhgorod Castle and in other places of interest in Uzhgorod. In the city there is the most developed restaurant complex in the region (Uzhgorod Castle Restaurant, Mrs. Greenwich's Mezzanine Cafe, restaurants Detsain Notary, Cactus, Charda, Venice, Corso 10, Bondarenko Confectionery, etc.). In the context of urban tourism in the city and its surroundings, the main are the following sites: Nevytsky Fortress (10 km from Uzhgorod Castle), botanical garden (since 1945, about 6000 species of plants are represented in the garden), Holy Cross Greek Catholic Cathedral, Synagogue, Brewery Owl's Nest, Transcarpathian Art Museum named after Bokshay, Gallery ILKO, Gorian Rotunda – Church of St. Annie. As in Uzhgorod, the key tourist center in Mukachevo is also the Palanok Castle-Fortress, which was founded in the XI century. Since 1960, there is a historical museum. Compared to Uzhgorod's monuments, information and communication technologies are somewhat behind: only recently the castle and its surroundings are present in the Google Street View program mode for panoramic street view. Important tourist attractions in the city are: Mukachevo Town Hall, Rakoczi Princes' Palace, St. Nicholas Monastery, Roman Catholic Church of St. Martin, and Assumption Greek Catholic Cathedral. There are two tasting tourist sites in the city: farmstead Celtic Yard Near Lovachka, where ale, apple cider, gin, grappa, grass vermouth (original Boudicca and Sacred Grove brands), schnapps are tasted; Honey House, which is a part of the Transcarpathian honey route, where are presented 4 types of local honey, honey samples from 27 countries, medovukha and herbal balm. The annual Red Wine Festival is held in Mukachevo, and the festival of flowers is held regularly in the St. Miklosch Castle near Mukachevo. Own tourist information center (Mukachevo TIC) has been established and operates for coordination of the routes of tourists in the city, which mainly catalogs the city's tourist sites and provides background information to visitors of the city. However, this TIC does not yet have its own internet site, except for the Facebook page.

The city of Khust, like Uzhgorod and Mukachevo, also had its castle in the 11th-18th centuries, but only ruins remain from it. However, it is also a tourist attraction, as it houses the Khustsky Castle Nature Park, in which houses the historic cemetery. In addition, it is a valuable attraction of sacred tourism because the heroes of the Carpathian Ukraine are buried there. The city adorns the Czech quarter, built in the 1920s in chalet architectural style. Traditionally attractive also religious buildings: the

Reformed Church of St. Elizabeth, Church of St. Annie. Also interesting for tourists are the deer farm, buffalo farm and ostrich farm, and the real natural gem of the outskirts of the city is the Khust Valley of Narcissus. A significant problem of local tourism is the neglect of tourist sites – historical cultural monuments that may be lost over time; on the other hand, there is a relatively small number of monuments, but there are great opportunities for the development of rural, forest, recreational (which, incidentally, is offset by the localized nearby sanatorium «Shayan»), winter, mountain, rafting (alloys along the river Tysa to Vynogradivare organized) types of tourism. The small town of Irshava is represented by the Enchanted Land National Park, the Smerekovy Stone Tract, the Dovgai Family's Palace, the 300-year-old forge museum of Gomora; such monument of vintage rail tourism as the Borzava Narrow Gauge Railway, built over 100 years ago during the Austro-Hungarian period. Notable tourist attractions in Beregovo are: Beregovo «humpbacked» bridge over the Verke Canal, Count court – the palace of Count Betlen, Lord's casino «Golden Peacock», Roman Catholic Church of the Exaltation of the Holy Cross on Sq. Ferenc Rakoczi II, twin palaces of Meigesh and Kubovych. Water tourism is especially developed in this city. There is a terminal-water park «Maximus», and the famous thermal waters of the Beregovo are known throughout Ukraine. Wine tasting tourism is not far behind as well, there are two tasting rooms: Chizay and Lark. In the cities of the region there is also widespread tasting tourism: Tasting Hall of honey and beekeeping products in Mukachevo, tasting room of wine «Old Cellar» in Beregovo, wine tasting room in Uzhgorod. With regard to the wine tasting segment, such facilities tend to be located in Transcarpathian wineries located mainly in cities. Internet advertising of these objects is very poor today. The main problem in the sphere of urban tourism in Transcarpathia remains the lack of a systematic approach that would combine all tourist sites into a single tourist system, in this direction only discussions are being held on the creation of tourist clusters Uzhanska Valley, Uzhgorod City and Vicinity; poor investment climate due to unresolved organizational issues in the development of the tourism sector does not contribute to attracting serious investors, such as in Lviv; local authorities not established proper public relations; despite the considerable tourism potential of the cities in the region, a quality tourist product is essentially absent. This all puts a negative mark on the economic status (low profitability) of the tourism companies operating in the region.

In the modern world, in the age of planetary transition from neo-Keynesianism to economic neoliberalism, the traditions of bureaucratic governance are being actively not used, replaced by e-commerce and other types of Internet technologies. In this respect, the centers of provision of sanatorium-medical, resort-health, as well as tourist services are no exception; the increasing scale of IT implementation and adaptation of e-communications in them is the key to increasing the level of systematic management of this area based on these centers. In our opinion, the theory of networking organizations can and should serve as the theoretical basis for the flow of these newest

processes in such a segment of the service sector as tourism and recreation. Based on the definitive characteristics of this theory, the network core is the PJSC of medical-health institutions of trade unions of Ukraine «Ukrprofozdorovnytsya», as well as the administration of the institutions themselves (within the region are: sanatoriums «Verkhovyna», «Polyana», «Carpathians», «Sunny Zakarpatya» «Shayan», «Flower of the Valley», «Synyak», «Crystal Spring»). At the national level, the company «Ukrprofozdorovnytsia» includes more than 80 resort health institutions, which serve a total of 0.5 million people every year. The main staff of the system of health resorts in the region can be considered as the first peripheral network layer, as an intermediate link between the core and temporary employees (orderlies, waiters, trade in the sanatorium, etc.). The second peripheral network layer is the transit, temporarily hired staff of sanatoriums, resort and wellness establishments. It is theoretically established that the bearers of organizational network culture are the very core of the institutional community; therefore, it is at their disposal that there is a region-wide process of ICT implementation in the segment of use of tourism and recreational potential of subordinate territories, and not only the development of information culture as a type of organizational culture among employees of reporting establishments and subsidiary organizations of different profiles. This is confirmed by the fact that nowadays PJSC «Ukrprofozdorovnytsya» currently has 60 mineral water deposits and a dozen centers of healing mud. The motivation of the network kernel is that it is an opportunity for self-realization, the motivation of the peripheral layer of our network organization – in the possibility of improving and unification of the established routine of work of institutions, the motivation of the II peripheral layer of the network community – in improving the conditions for being in the organization. As we can see, the established «rules of the game» take due account of the existing level of subjectivity of workers and interested social groups of the population, make it possible to increase the flexibility of the organization of work as a whole, and the separate introduction of schemes of tariff bits of flexible employment. In the end, it will allow to properly segment the market of sanatorium and resort services, to introduce effective programs of staff development, to improve its organizational (including information) culture along with the development of skills. This also applies to related organizations. A typical example is the developed information portal [6] located near the Uzhgorod sanatorium complex «DerenivskaKupil». For the second network layer, it is at least possible to offer the development and launch of a bot-chat recruiter, which allows to quickly and effectively filling vacancies for jobs based on the newest foundations in the HR environment in the temporary workforce market. Often, they look for potential employees on social networks – in WhatsApp, Facebook, LinkedIn, Pinterest, MeetUp, MeetMe, Telegram and more. A concrete example is the D.TalCa bot recruiter [2], which works with clients at Telegram at the world-renowned company Deloitte in Ukraine. There are opportunities to automatically connect employers to already-functioning chatbots. In order to do so, they need to submit their FAQ (a list of job applicant questions – interview) on behalf of their organization and enter it into

database for processing by a bot. In the future, the theory of network organizations confirms and develops the so-called process of McDonaldization [9], as a modern manifestation of adaptive rationality, as opposed to the theory of rational expectations, when the principles of work of the same name restaurant apply to different spheres of life of population (education, tourism, policy).

**Conclusion.** Thus, the analysis of components of the tourism and recreational potential of the Transcarpathian region showed that some of them are not realized enough (historical and cultural heritage), others are experiencing stagnant phenomena in their development due to insufficient state financial support and lack of quality investment proposals (sanatorium-resort sector) and segments such as snow tourism have been developing rapidly in recent years. In our opinion, rural green tourism, bike and extreme tourism should also be developed in Transcarpathia, which is facilitated by natural climatic and landscape conditions. At the background of diversification of types of tourist and recreational activity in the region, the issues of systematic informatization of the industry as a whole, elaboration of common rules and standards, strengthening of communication between the constituent elements of this regional information system are of particular importance at this stage.

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## **GASTRONOMIC TOURISM AS AN ELEMENT OF SMALL TOWN TOURISM BRANDING**

*The article deals with the prerequisites for forming the tourist attractiveness of small cities and surrounding areas by realizing gastronomic tourism and the opportunities it provides. The process of becoming gastronomic tourism and features of its realization in our country are described. Our own algorithm for the implementation of the gastronomic tourism process has been put forward, where its elaborate elements will serve as the basis of the tourist brand of the place, which will provide creation, development and maintenance of a permanent voluntary connection with a strategically important group of tourists, due to the reliable set of features of gastronomic tourism of this city, the availability of consistently high quality and the expected level of satisfaction.*

**Keywords:** *gastronomic tourism, tourist attraction, small town branding, tourist area branding.*

### **Relevance of research topic.**

In times of permanent economic instability or turbulent processes not only in the tourism industry, but in other sectors of the national economies, there is a need to find mechanisms that can at least reduce levels of these negative phenomena. These problems are particularly acute for small administrative and territorial centers, which,

unlike large settlements, where it is much easier to diversify influx of material and financial resources through reserves or attracting new commercial activities, have to suffer from declining income and decrease in the overall well-being of communities. It is even more difficult to confront these phenomena due to the openness of the modern world, where a dissatisfied consumer of touristic services can easily change direction of travel in search of new attractions within his scope of destinations of choice. Therefore, preservation of the touristic attractiveness of small cities in our country as well as support of their local brands is and will remain one of the most important factors of their economic development, and in our opinion, gastronomic tourism can be helpful here.

**Formulation of the problem.** The modern tourism industry is putting forward new challenges for its subjects, driven by the tremendous growth in the supply of tourism services. Globalization, blurring of interstate borders, high labor migration, informatization of society and others are major prerequisites for this. The above factors cause constant movement of people between continents, countries and regions, which, in turn, requires facilities for proper display of these places to guests and visitors. An ill-considered set of services in the offer is not capable of ensuring the attractive image of the region (city), and therefore misses the opportunity of local geographical branding by creating «anchors» of tourist attractions.

We are of the opinion that travel business nowadays is not only about tourist services for travelers, visits to museums, accommodation in standardized hotels and, particularly, dining in ordinary places with predictable cuisines. Gastronomic tourism can be a significant factor in creating and maintaining regional tourism brands, since in addition to growing consumer loyalty to new brands; it can actively influence the attraction of new categories of consumers.

#### **Analysis of recent researches and publications.**

Many researchers have devoted their work to the study of important aspects of gastronomic tourism. In particular, G. P. Green and M. L. Dougherty consider gastronomic tourism as a strategy for the development of local communities, the success of which is based on the popularization of local food [1]. D. Basyuk adheres to similar positions, emphasizing at the same time the possibilities of introducing tourism innovations under such conditions [2]. A. S. Karim and C. G. Q. Chi consider gastronomic tourism as a special attraction of tourist destinations [3]. The opinions of these authors are shared by Y. C. Lin, T. E Pearson and L. A. Sai, developing them to the level of formation, due to local food, of brand identity of a particular locality [4]. In the context of our study, it is extremely important for us to evaluate the prospects for the development of gastronomic tourism in our country. We see the coverage of these issues in the works of I. Komarnitsky [5] and H. Vyshnevskaya [6]. The authors substantiate the importance of gastronomic tourism as a factor in shaping the tourist attractiveness of both Ukraine as a whole and its individual regions. It is pointed out that gastronomic tourism is a powerful economic factor capable of creating new jobs;

generating new financial revenues, and facilitating the identification of our country's socio-cultural heritage in today's globalized world.

**Presentation of the main material.** In order to prevent misunderstandings and individual subjective interpretations, we suggest abiding to the following definitions of the main categories. In particular, we are of the opinion that gastronomic tourism is a specific journey of an individual (or a group) with a view to getting connected with the socio-cultural heritage in the domain of culinary pursuits of communities in certain countries, regions and localities. Other tourist products are also expected to be consumed, although their value is inferior to the gastronomic appeal of the trip. The main categories of gastronomic tourism customers are usually: gourmets; culinary professionals; tourists who intend to increase the range of tourist services within one set; experts in evaluating culinary achievements and organizing new tours; free travelers; seekers of new experiences (adventures).

On the other hand, branding is the creation, development and maintenance of ongoing voluntary communication with a strategically important consumer group, through a stable and reliable set of excellent product features, due to the consistently high quality and the expected level of satisfaction [7]. From the point of view of small towns (small geographical territories, places), the quality of products and the level of satisfaction must be guaranteed by the institutions of these administrative and territorial units, and in our case by the local businesses in tourism and food industry.

In practice, well-organized place branding is a strategy or even a policy of enhancing the competitiveness of administrative and territorial units to attract investors, tourists, new residents and the like. It is based on the idea of communicating the uniqueness of a certain territory to the wide audience of existing and potential customers. It is this approach that enables the formation of the identity of the designated places and territories, their isolation and positioning among the competitive offers, which is often aided by gastronomic tourism.

Gastronomic tourism is a serious phenomenon which should not be taken lightly, as it is connected with the study of world culture and identities of particular peoples through their national cuisines. It is widely known that practically all travelers and pioneering explorers were introduced to the peculiarities of local food of different nations. Their impressions often became the basis for describing the traditions of aboriginal peoples.

The official date of origin of gastronomic tourism is 1998. At that time, the new term «culinary tourism» was registered at the Department of Folk Culture of Bowling Green State University. This marked the beginning of extensive research by scientists around the world. Eventually in 2006 the International Institute of Culinary Tourism was founded in America.

However, the soil for such an American breakthrough in this matter was prepared by the Italians, who simply did not have time to put their expertise into



science. They were the first to come up with tourist flows to their country, creating diverse communities of interest under the banner of delicious food [8].

But how did gastronomic tourism in Ukraine develop, did it become a significant factor in shaping the tourist attractiveness of its individual places? Obviously, the answer to this question is complex and often ambiguous, notwithstanding the unsurpassed hospitality of our people.

Today, many may believe that gastronomic tourism in our country could not develop properly, as Ukraine was behind the «iron curtain» within the USSR, which impeded the logistics of tourist flows through its territories. And even since the declaration of independence, foreign tourists have been quite sluggish in developing touristic paths to the country unknown to them. The process of getting to know potential visitors continues. On the other hand, the constant shortage of essential foods has curbed the creation of culinary dishes that can provide a sense of uniqueness to local cuisines. It only discontinued at the threshold of the 2000s.

However, even in the times of the USSR, elements of gastronomic tourism of certain administrative-territorial units were there. Among the known facts are at least two phenomena of the city of Kyiv: the Kyiv cake and the Kyiv chicken cutlet. Eyewitnesses recall that of a special value for residents of almost all of the Soviet Union was considered a tourist trip, or at least a business trip to Kiev, since it was exactly there that you could taste those goodies, and if you were lucky – bring a real Kyiv cake home with you.

The cities of Poltava, Cherkasy, and Kirovograd regions were attracted by their incomparable halushky and varenyky. Hutsulshchyna and Pokuttia called for lovers of banush, huslianka and sheep cheese. All towns on the Black Sea coast could please the discerning gastronomic connoisseurs with exquisite fish dishes. Well, borscht, in its local interpretation is known as a representative dish of almost every settlement in Ukraine. That is why the inhabitants of the spacious USSR, and occasionally rare foreign guests, sought ways to visit our country to taste the dishes of its local cuisines as much as anything else.

Today, gastronomic tourism in our country opens up new opportunities. And one can see significant revival in this area. To name a few, here are just some of the strategically important solutions for branding small towns in Ukraine.

Holiday in Rakhiv. Celebration of Brynza (brynza – sheep cheese). Brynza – as softly and affectionately this cheese is called by hutsuls. For them, it is not so much a product, a dish, a gastronomic supplement (it is only one of many of its incarnations), but a completely transcendent phenomenon. For ages, ever since sheep were grazing in the Carpathian Mountains and shepherds raising to the polonynas (highland valleys), brynza determined the life and lifestyle of highlanders, their peculiarities of thinking and world perception. It was so. And so it is – time has not changed this world too much. At least part of the Transcarpathian Rakhiv still lives by shepherding and sheepskin dressing, dependent on the season. One of the hallmarks of autumn is the Hutsul Bryndzia Festival. The festival date coincides with the anniversary of Rakhiv founding [9].

The «Borsch'yiv» (literally, did you eat borscht) Borscht Festival is held annually in the Borshchiv Vyshyvanka Festival on the central square of the Borshchiv town, which in September becomes the capital of Ukrainian cuisine. Local housewives compete in the preparation of national dishes, which in ancient times gave the name to this small town. Within the Borshch'yiv festival, each settlement of the Borshchiv district presents its borscht, which is cooked by local hosts to original recipes. About 50 kinds of borscht are known in total. In addition, borscht traditionally cooked in a large cauldron on the open fire is served, which can be tasted by all the visitors [10].

In the Carpathian Kolomyia a contest «Delicious business card» was held to try and find the culinary brand of the city. Kolomyias' natchynka with grilled meat has finally become one, which from now on will be offered at all city food establishments, at local fairs and festivals [11].

In the small town of Korosten, the autumn feast – the Derun Day festival is held every second Saturday of September. It is an unforgettable journey into the world of national traditional cuisine, spiced with extraordinary Ukrainian flavor, decorated with Korosten's identity and hospitality. Competitions for the best piece of art, anecdote, poem, parody of folk song are held within the festival. Everything is obviously linked to the theme of deruns (potato pancakes). The main competition of the festival is therefore, a competition for the best derun. A separate competition is run among the tasters – the one for the largest number of tasted pancakes.

There are also competitions in the Derunary triathlon during the festival, which include throwing pancakes into a bowl with sour cream from the distance of 5 meters, throwing a potato «miracle» at a competitor from 5 meters, Derunary Powerlifting – squats with two heavy jugs full of pancakes.

These activities take place among historical monuments: Princess Olga's bathing tubs, the residence of Prince Mala, next to the monuments of Dobryna Mykytovych, Princess of Malusha Drevlyany, wife of Prince Svyatoslav with his young son Volodymyr, and the unique underground granite fortification [12].

In fact, all the practices described above are aimed at forming local regional brands that actively use the opportunities of gastronomic tourism to achieve their goals. Sometimes they are embodied without deep reflection, solely based on the desire to glorify their land, with the aim of pursuing certain political goals, from the standpoint of philanthropy, etc. However, as practice shows, such approaches are not sufficient. In these circumstances, it is advisable to take actions that can fully ensure the consistency of the decisions made, which will help to create a successful brand of the city or locality. In our opinion, this is possible if the following steps are carefully considered.

1. Promoting the conscious purpose of using the elements of gastronomic tourism in the context of the tourist attractiveness of the city, region and its brand. The expected temporary effect, as a rule, will not facilitate the realization of the gastronomic component in tourism as a factor of increasing the tourist attractiveness of

the area. That is, the gastronomic component should be clearly distinguished and certainly contribute to the desire of customers to visit this destination in the future.

2. Presentation of reliable data. The gastronomic value of a visit to a particular place should be based on sincerity and truth, since all other approaches will only lead to a negative result for the branding of the area. For it is obvious that a quick delight of the taste of food, leading to health problems afterwards will not help generate positive consumer emotions at all.

3. Consistency with customer expectations and brand development goals. It is important to point out here that customers expect to satisfy their gastronomic needs at no risk to their health or safety. Deviation from these expectations will lead to customer dissatisfaction and, as a consequence, the choice of other places to visit. In the end, the local brand will suffer.

4. Consideration of community interests. Gastronomic tourism should be of interest not only to individual market players but also to the community at large. If well-organized along business processes it is capable of addressing a number of economic, social, and sometimes political problems.

5. Creativity, innovation and tradition. Gastronomic tourism should help to identify and support talents and skills in the local communities. At the same time, while new approaches to such activities should be implemented, the traditional component should remain.

6. Ways to present gastronomic tourism products. Almost all tourist destinations are visited by a variety of target audiences. They may differ in a variety of features that may even be unknown to the operator. That is why one should always have a number of additional or spare options in the range of services for tourists in order to ensure their maximum satisfaction, and as a result – their loyalty .

7. Ensuring the formation of communication flows. Gastronomic tourism, as a phenomenon that is capable of generating instant positive emotions, should provide opportunities for immediate dissemination of information about the obtained level of satisfaction, because it is a significant factor in shaping the image of a local brand. This factor is an additional element of effective branding that at the same time disciplines the operator to prevent a poor quality offer.

It is obvious that the above steps of forming an introductory system to gastronomic tourism as a branding element for a city or any other administrative-territorial unit must be adjusted to the specific local conditions. The most important among the main factors for the introduction of gastronomic tourism will be: economic, infrastructural and political. That is, the territory introducing gastronomic tourism as a branding element should have sufficient funds for its organization, a proper system of logistics of tourist flows and a clear conviction of the local authorities that gastronomic tourism can become a «cherry on the cake» for visitors of their places.

**Conclusion.** We strongly believe that gastronomic tourism is one of the most important prerequisites for shaping touristic attractiveness of domestic territories and

local tourism brands. The well-thought and considered introduction of gastronomic tourism will create preconditions for the economic growth of the regions, help resolve multiple social problems and actively spread cultural achievements of the country's regions. Notably, foundations of cultural identity of local destinations will be formed on the globalized tourist map of the world, which will attract new tourist flows.

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## MARKETING MANAGEMENT OF TOURISM ENTERPRISES

*The article defines the status, features, and tendencies of the development of the domestic tourist market. Features of management of marketing activity of tourist enterprises are presented. As a result of the conducted SWOT-analysis and PEST-analysis, the strategy of tourism enterprise development based on the use of information technologies of CRM «Bitrih24» is proposed.*

**Keywords:** *tourism, tourism, marketing strategy of tourism enterprise development, SRM system.*

**The relevance of the research topic.** At the present stage of becoming a market economy of Ukraine, the role of improving the management of marketing activities of domestic tourism enterprises is increasing. An essential element of effective entrepreneurial activity in the information society is the understanding and application of the marketing concept in information technology management.

According to the practice of Ukrainian enterprises, the introduction of marketing is becoming more widespread, however, not all forms of marketing activity management are fully utilized. And this would create the preconditions for ensuring the competitiveness of domestic tourism enterprises, adaptation to the constant changes of the environment and market conditions, the stability of economic conditions. Unlike the heads of tourism enterprises of the developed economies, the heads of domestic tourist enterprises do not yet have sufficient experience in marketing activities using information technologies. Competition in the tourist services market is increasingly fierce, requires scientifically sound management decisions, which makes the research topic relevant.

**Formulation of the problem.** At the present stage, the modern marketing concept of management of a tourist enterprise based on information technologies, modern progressive methods, and forms of marketing stimulation of market demand for tourist services, the newest approaches to forming a competitive position of domestic tourist enterprises is of considerable interest for both domestic scientists and representatives of the tourism business in a transient environment.

**Analysis of recent researches and publications.** The scientific works of many foreign and domestic authors, including I. Ansoff [1], G. Armstrong, [2], S. Harkavenko [6], F. Kotler [7], A. Thompson & A. Strickland [12], and others. However, insufficient attention has been paid to the peculiarities of enterprise management in the field of tourism through information technology. The purpose of the research is to determine the status and prospects of development of the domestic tourism market, to reveal the features of managing the marketing activity of domestic tourism enterprises based on smart technologies. The validity of the results is ensured by the application of general scientific and specific methods. The theoretical and methodological bases of the study were the basic principles of economic theory, marketing, and strategic management. The following research methods were used in the work: economic and statistical methods – to determine the state and prospects of tourism industry development methods of scientific generalization and systematization – to analyze the strengths and weaknesses, opportunities and threats (SWOT-analysis, PEST-analysis) of the enterprise; graphical method – to present the results and conclusions of the study.

**Presenting the main material.** The key to a successful tourism business at the beginning of the 21st century is the entry into the market with the creation of a more sophisticated marketing management system with the ability to quickly adapt to the constant chaotic changes in the environment. The experience of developed economies shows that tourism is one of the most profitable types of business activity. At the same time, tourism simultaneously stimulates an increase in the volume of production of goods and the sale of services, activates entrepreneurial activity, and has a positive effect on the diversification of the economy. Integration of the national tourism market into the world tourism space, expansion of international cooperation in the field of travel and tourism, development and implementation of international tourism development programs are further developing, which leads to the growing recognition of Ukraine in the world tourism market. Thus, over the last two years (2017–2019), Ukraine has risen to 10 positions in the Travel and Tourism Competitiveness Index and ranked 78th there. In particular, as the country stabilizes and rebuilds, Ukraine dramatically improved its business environment (from 124 to 103), security (from 127 to 107), international openness (from 78 to 55) and overall infrastructure (from 79 to 73) [15].

The main trends of the tourist services market of Ukraine in 2017–2018 were the reorientation of the domestic consumer to the domestic market (tour domestic flow increased by 30-50%), and also demanded tours to countries with visa-free travel or countries with simplified visa regime (in summer period – Turkey, Montenegro, Cyprus, Bulgaria; in winter – Egypt, UAE, Sri Lanka, Thailand) [5, 14]. Table 1 presents the forecast indicators for the development of the tourist services market in Ukraine for the period up to 2026, by the Strategy for the development of tourism and resorts for the period up to 2026 [12, 14]. In early 2020, there is a situation where world tourism is suffering a loss of \$ 22 billion due to the spread of the coronavirus

COVID-2019. Such loss calculations are based on the experience of previous crisis events (SARS or H1N1) [6, 14].

*Table 1*

**Forecast indicators of the development of the tourist services market in Ukraine for the period up to 2026 \***

Indicators	Years		
	2015	2022	2026
Number of foreign tourists traveling to Ukraine, million people	12,9	25,8	32,3
Number of subjects of tourist activity, thousand units	6,8	20,4	34
Amount of revenues to the local budgets from the payment of tourist tax, million UAH	37,1	185,5	371
Amount of consolidated budget revenues (taxes and fees) from the activity of tourist entities, UAH billion	1,71	8,55	171
Number of jobs in tourism, thousands of people	88	264	440
Number of domestic tourists, thousand people	357	1070	1785
Number of sightseers, thousand people	125,5	250,0	313,8

*Source: Developed by author based on [9].*

The epidemic has led to an unprecedented reduction in the cost of travel to other countries. Tour operators even offer such services as «crown virus insurance». Domestic tourism experts believe that such events could be an impetus for the active development of the domestic market in Ukraine.

The director of the Tourism Development Center of Ukraine points out the need for the development of the domestic tourism industry because if the panic in the markets continues, there is unlikely to be many people willing to go on holiday away from home or to book holiday packages for several months in advance. But those who want to travel around Ukraine will be many [5].

One of the tour operators, which has been in the tourist market for more than 20 years and specializes primarily in domestic tourism, is the Kyiv Satellite LLC. The Kyiv Sputnik Travel Company was established on the basis and successor of the Kyiv Sputnik International Bureau of International Youth Tourism in 1997 [10]. It was one of the first in Ukraine to receive a license from the State Tourism Administration of Ukraine for tour operator activity. The goal of the company is to create a competitive, high-level tourism product accessible to all categories of the population. Currently, the company is among the Top 10 tour operators by the number of foreigners served [10, 13].

Considering the external and internal factors affecting the tourist services sector, it should be noted that the market development of this service sector is uneven. The main competitors of the Kyiv Satellite Company in the tourist services market are Join UP!, Annex Tour, TPG, TEZ Tour, Coral Travel, PegasTouristik, TUI Ukraine. The matrix of the competitive profile of the Kyiv Satellite Company in the Ukrainian tourist services market is presented (table 2).

**Matrix of the competitive profile «Kyiv Satellite»**

The key success factors	Weight factor	«Join UP!»		«Anex Tour»		«Kyiv Satellite»		«TEZ Tour»		«Coral Travel»	
		Rating	Assessment	Rating	Assessment	Rating	Assessment	Rating	Assessment	Rating	Assessment
Quality of service	0,25	5	1,25	5	1,25	4	1,0	3	0,75	4	1,0
Price of services	0,35	5	1,75	3	1,05	4	1,4	3	1,05	5	1,75
Market share	0,23	4	0,92	3	0,69	1	0,23	2	0,46	2	0,46
The level of development of routes	0,17	3	0,51	5	0,85	3	0,51	2	0,34	2	0,34
Overall score	1	17	4,43	16	3,84	12	3,2	10	2,6	13	3,55

Source: Developed by the author [9, 10, 11].

The matrix of the competitive profile is shown in Fig. 1. The target audience is tourists from the age of 22 to 60 with income from the middle and above the average. Thus, the segmentation of the target audience by the social group is characterized by families; couples without children; youth companies; older people; Customers visiting other cities or countries for work. To evaluate the tourist market in which the «Kyiv Satellite» LLC operates, a PEST analysis was conducted and it was found that the economic, economic and political factors had the greatest degree of influence on the activity of the enterprise.

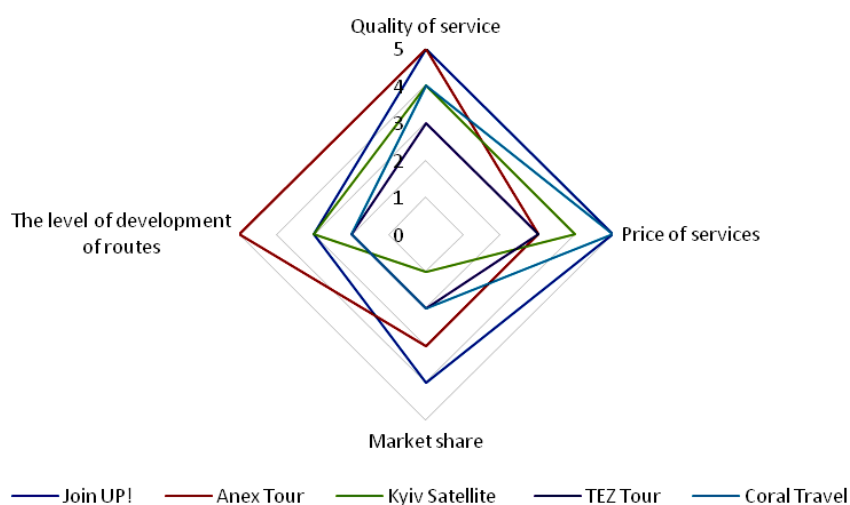


Fig. 1. Competitive Matrix

Source: Developed by author



The list of factors in the groups was determined by experts, the assessment of the factors was performed on a 5-point scale, the weight was determined by the method of paired comparison of indicators (Table 3).

The high level of influence of economic factors is connected with the difficult political situation in the country, which also affected the Ukrainian economy. Accordingly, the most important are the expectations and requests of consumers, possible changes in the supply and demand, currency stability and purchasing power of buyers. The specialization of the enterprise causes a significant influence of socio-cultural factors because the customers of tourist services have an interest in the enterprise and its activities, so the highest influence here has the image of the enterprise and communication policy.

As a result of conducting a SWOT-analysis for LLC «Kyiv Satellite», it is determined that the competitive advantages of the enterprise are extensive experience in the market of tourist services, cooperation in the market of tourist services with more than 10 countries, individual approach to each client, highly qualified staff, availability international quality certificates. Therefore, it is advisable for an enterprise to adhere to a combined orientation of competitiveness, namely, demand and resource orientation.

*Table 3*

### **PEST-analysis of the «Kiev Satellite»**

Group of factors	Factor	Characteristic
(P) Political	Legislation	In 2012–2017, the legal framework has undergone a number of significant changes, resulting in a significant change in working conditions for business entities
	Regulation and restrictions on international trade	WTO membership and association with the EU are a deterrent to any radical change, so no major change is expected. There is also no change for the business in question
	State regulation of competition	State regulation is not sufficiently implemented in the industry
(E) Economic	Economic growth	The economy has already passed the lower point of decline. Thus, it is possible to predict a steady increase in the demand for services in the next 3-5 years. This means that entering the market at the moment and gradually expanding its presence is extremely favorable

Group of factors	Factor	Characteristic
	Taxation	No radical changes in the tax policy for 2018–2019, which can adversely affect the work of the company is not expected
(S) Social	Education	The general tendency to decrease the level of education in the country
	Demographics	An increase in the number of people in retirement and pre-retirement ages, and a decline in population, is likely to force the state to increase tax pressure on wages. This factor is global for the entire post-Soviet space and Europe
	Distribution of income	The high level of corruption, which has increased the pressure on small and medium-sized businesses, can lead to serious delamination of business structures, the emergence of mergers and concentration. As a result, the chosen focus on big and medium business is justified
(T) Technological	Dynamics of development and technologies	The development of technologies and their increasing availability imply the inevitable complication of the processes of their effective application. Accordingly, there is a demand for professionals able to organize their effective use within the existing business. Combined with the factors described earlier, this trend has a long-term trend and is favorable

*Source: Developed by author.*

The research revealed that the most appropriate strategy to be followed by «Kyiv Satellite» LLC is a development strategy. This strategy is based on improving the quality of tourist services and the introduction of modern IT technologies on a Smart basis, in particular CRM-system. This technology will extend the concept of sales of the «Kyiv Satellite» Company from individual action to a continuous process that includes every step from marketing, customer qualification, proposal management, sales management, and ending with ordering, providing tourist services or service, and resale.

The advantages of using CRM-system in LLC «Kyiv Satellite» will be to increase the competitiveness of the company, increase profits, attract new customers and retain an existing customer base. In addition, an online view of the statistical information will be available to assess the likelihood of entering into an agreement and to predict the rate of passage of customers from the «desire» state to the «purchase» status of tourist products/services. This will effectively manage the cash flow of the

enterprise. Since the number of company personnel is 30 people, it is advisable to stop choosing Bitrix24 software with the command tariff for the implementation of the CRM-system (Table 4).

*Table 4*

**Software CRM»Bitrix24»**

	Tariff		
	Project+	Team	Company
Price, UAH / month	499	2200	4400
Users	Unlimited	Unlimited	Unlimited
Business users	24	50	Unlimited
A place in the cloud	24ГБ	100GB	Unlimited

*Source: Developed by author based on [2, 3].*

The main advantages of the Bitrix24 CRM system are simplicity of the interface; «Cloud» disk for document processing and data analysis; a wide range of marketing communications; adaptability with other popular services; attractive price. For the implementation of the project on implementation of the CRM-system «Bistriks24» in LLC «Kyiv Satellite», it is necessary to spend 36.5 thousand UAH. The calculations revealed that the project is feasible since investment feasibility (NPV = UAH 10.09 thousand) and profitability index (RI = 1.27) are positive.

The application of the CRM system in the management of enterprise marketing, in addition to economic feasibility, is to increase the competitiveness of the company and increase profits, automate sales and marketing campaigns, simplify customer relations, digitization, and improve employee performance.

**Conclusion.** Managing the marketing activities of domestic tourism enterprises is a very topical issue. In the conditions of informatization of society, the use of modern information technologies is a key aspect of developing a marketing strategy for the development of a tourism enterprise. The key functions of implementation of CRM-system at the enterprise will be the realization of technology of sale of tourist products to different groups, management of stages and stages of the sale, mechanism of preparation of commercial offers, mechanism of operational management, analysis of sales cycle, development of individual marketing campaigns,»cloud» storage of information.

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## **BRANDING EVENT TOURISM PROGRAMS IN UKRAINE**

*The article deals with the sense and structure of a tourism destination event portfolio. The theoretical foundation of the planning process for Ukrainian destinations event portfolio destinations as a component of their tourism product has been carried out. The goals of forming a destination's event portfolio within the framework of the tourism product strategy and marketing strategy are determined. The factors of decision making about the structure of an event portfolio, dynamics of measures are highlighted. Proportionality of Ukrainian's destinations event portfolio is analyzed.*

**Keywords:** destination, events, event tourism, event portfolio, tourist product, hallmark, tourist flow, tourist arrivals.

**Relevance of research topic.** Ukrainian touroperator's companies are searching necessary options for a competitive product in the international market. The national product has become event tourism, which has been developing rapidly in the recent years. «Made in Ukraine» has become a new national product brand «Ukraine. NOW» and provides recognition in the foreign markets of the world leaders – tourist suppliers. The main slogan of Ukrainian tourism should be: «Ukraine is the Best Tourist Friendly Destination».

**Analysis of recent researches and publications.** There are different criteria for classification of the events. The basic one classifies the events as planned and unplanned. Planned events are the subject of study of event management and they require setup, management, executives and certain length of time. Unplanned events

are accidents, natural disasters, etc., and they will not be taken into consideration. If the events are classified according to their size and scope, it is possible to distinguish the following four types: *mega-events* (high tourist demand and high value), *hallmark-events* (high tourist demand and high value), *regional events (periodic and one-time)* (medium tourist demand and medium value) and *local or community events (periodic and one-time)* (low tourist demand and low value) [1].

**Formulation of the problem.** The increasing competitive pressures brought on by globalization are forcing business professionals to find new ways to engage tourists. There are many definitions of event marketing. It is defined as the marketing discipline focused on face-to-face interaction via live events, trade shows and corporate meetings among other event types. Others define it as designing or developing a «live» themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a tourism product of tourism destination.

The peculiarity of the created tourist product of the event-tourism market is the strengthening of the use of traditional cognitive tourism resources and tourist infrastructure of the main attractive destinations. So, 95,8% of foreign tourists has positive impression from visiting Kyiv [2]. The most beautiful tourist attraction in Kyiv is historical and architectural monument, museums, religious and cultural objects.

Department of Tourism and Promotions of Kyiv State Administration develop and regulate Official Tourist Information Site for visiting the city of Kyiv (<http://www.visitkyiv.travel/>). All information on the city are presented in this site: monuments, exhibitions, events, maps, transport and a tourism service to help tourist prepare trip. Internet is the most important tool to attract tourist and to promote tourism destination (about 37% tourists have information sources about Kyiv as a tourist attraction from Internet).

The Internet is the global 'network of networks» of interlinked computers operating on a standard protocol which allows data to be transferred between them. As an information exchange system, the most important aspect of the Internet is its connectivity, the ability to allow everyone to access the network. The potential of using the Internet for marketing activities is derived from its general use as an information exchange system in the digital age.

The information can be stored, indexed, retrieved, restructured and redistributed automatically by software and without human intervention. The Internet connects companies with companies, companies with customers, and people with people without regard to time, space and hardware/ software platforms.

Art, literature, gastronomy, music – the festival movement in Kyiv is gaining momentum. Various platforms (indoors and outdoors) alternately or simultaneously gather thousands of visitors. With the number of visitors increasing, the geography of guests is also expanding: Ukraine, Europe.

TOP-5 large-scale festivals that gathering thousands of visitors:

1. «Atlas Weekend Music Festival» was founded in 2015. Its main goal is development of festival culture in the country, attraction of foreign tourists to Ukraine

and popularization of Ukrainian music in the world. Atlas Weekend 2017 has gathered more than 300000 visitors within 5 days.

2. «Kraina Mriy» is an international festival of ethnic music founded in 2004 with the aim of asserting Ukrainian national identity and presenting the best representatives of Ukrainian and world music. Since 2004 the festival has been attended by about 1 million people from more than 30 countries of the world.

3. «GOGOLFEST» is an annual multidisciplinary international festival of contemporary art. The program of the festival consists of five directions: theatre, music, cinema, literature and visual arts. Its audience is about 120000 people.

4. «Ulichnaya Eda» – its main goal is changing the attitude to street food, improving the culture of its cook and consumption, and promoting domestic food producers. The audience is about 55000 visitors within two days.

5. «International Book Arsenal Festival» is the largest event in Eastern Europe combining literature and art. Each year more than 200 outstanding Ukrainian and international writers, artists and experts of the book market take part in the festival. The audience for five days in 2017 was over 60000 visitors [11].

Attending of events is one of the important purposes to visit Kyiv by foreign tourists. In 2017 Kyiv host a lot of international events: International Ice Hockey Federation World Championship Division I, Wizz Air Kyiv City Marathon, Eurovision-2017 Song Contest, European Diving Championships and others. This was the second time the contest took place in Kiev, after 2005, as well as the fourth Eurovision event, after the Junior Eurovision Song Contest in 2009 and 2013. The contest consisted of two semi-finals on 9 and 11 May, and a final on 13 May 2017.

Hosting the contest open the door to other large-scale international events. The host city proves its ability to organize such events, improve its infrastructure, build some contacts, and gain experience. All this may lead to more income in the future.

Organizing the contest is not necessarily a burden even from a narrow short-term perspective. Expenditures in other host countries were often inflated because the contest's profitability was never a priority for them. They viewed it as a chance to improve their international image and focused on staging a spectacular show.

Ukraine's poor international image has traditionally created low expectations among visitors to the country, and this trend was very much evident among Eurovision guests. Just over 47% of survey respondents said Kyiv had surpassed their expectations, while a massive 92% voiced their readiness to return to Ukraine. Just 10 visitors, or less than one percent of those surveyed, expressed disappointment at their experiences in Kyiv. When asked to identify the things that had impressed them the most, the top responses were the Ukrainian people (73%) and Ukrainian culture (45%). The biggest negatives were poor public transport infrastructure (26%) and a perceived lack of English-language skills (18%). As Ukraine seeks to engage with the international community, these results are worth dwelling on. Expensive media PR campaigns can certainly help to boost Ukraine's international profile, but enticing

people to visit Ukraine may actually be one of the most cost effective ways of improving outside perceptions of the country [3].

The Eurovision Song Contest was widely seen as an opportunity for Ukraine to underline the country's European credentials, and survey results indicate that the event lived up to its billing. International opinion polls of European Union citizens generally identify little if any enthusiasm for future Ukrainian EU membership, but Eurovision visitors were positively bullish on the subject. A massive 54% of respondents saw Ukraine joining the EU within five years, while 19% opted for the slightly more realistic timeframe of a decade. Just 1% said they did not see any EU future for Ukraine, making this the most Euro-optimistic survey in Ukrainian history. While these results doubtless owed much to the intoxicatingly festive mood generated by Eurovision, they do serve as a reminder that visitors to Kyiv are generally surprised and impressed by how quintessentially European the city is. Indeed, 57% of respondents explained their belief in Ukraine's future EU membership by pointing to the country's European credentials, while 64% said their time in Kyiv had made them more enthusiastic about Ukraine's EU membership ambitions [4].

The survey also revealed the continuing cost of negative international media coverage on perceptions of Ukraine. When asked to cite the key obstacles to Ukraine's EU integration, the most popular answer was corruption (45%). Far fewer respondents (37%) identified the on-going war with Russia, while more than a quarter (27%) pointed to Ukraine's oligarchs as a major barrier to closer ties with the European Union. It is highly unlikely that Eurovision visitors encountered any first-hand evidence of government corruption and nefarious oligarch influence during their short period in the country. Instead, their responses serve as a reminder of the influence exerted by endless coverage of Ukraine's corrupt elite. This is the harsh reality facing all those working to improve Ukraine's international standing. Kyiv managed to dazzle and delight its Eurovision visitors, but until the country's political classes stop attracting damaging headlines, Ukraine will continue to fall short in its bid to create a positive image and establish itself as an exciting new addition to the European ensemble.

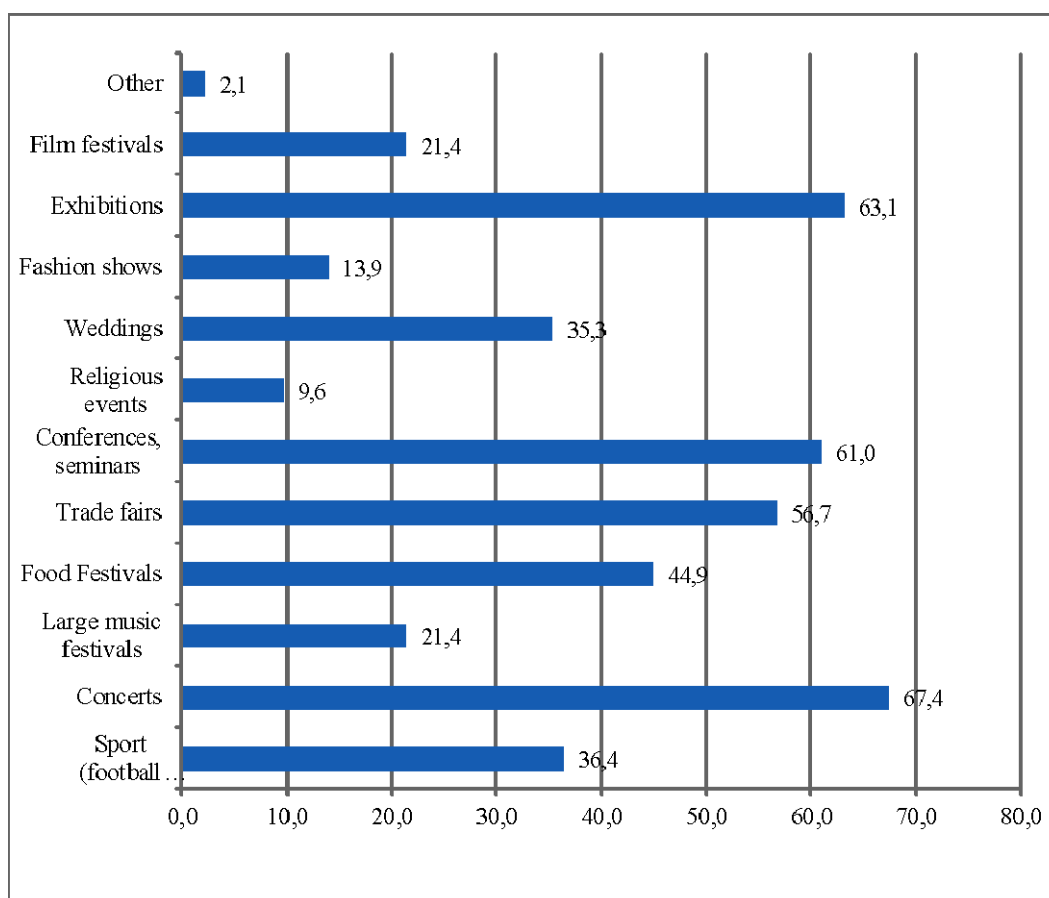
There are various ways to increase the market in the Kyiv tourism destination. The use of a brand name in getting the public's attention works well or method of regional cooperation in tourism, however, the use of advertising as the primary means of success requires a carefully analysis of the tools in the fields of scientific, social and economic behavior. Advertising is defined as the activity or profession of producing advertisements for commercial products or services.

There is a huge variety of the events that can be offered to the tourists in Kyiv tourism destination and it is hard to evaluate which can be the most attractive for them. It can be sport events, concerts or big outdoor festivals, conferences and business meetings, fashion shows, film festivals, celebrations, trade fairs, religious event or local traditional celebrations. That is the reason why it is crucial to understand which type of the event can be the most interesting for the tourists in the questionnaire, where



respondents were asked which types of the events they visit. According to the respondents answers the most popular events among them were exhibitions, conferences and meetings, concerts, food festivals and trade fairs. However, they visit all of the mentioned events (figure 1.).

The type of the events that are the most visited in Kyiv by tourists are concerts. That is why it makes sense to develop event product that respondent visit a lot but at the same time keep offering concerts and keep them up to date with the current trends. Some studies of the demand for the event show that Ukrainian prefers rock or pop music and they most often visit cinemas. The data about tourists' preferences should be considered during the development of the new event tourism product.



*Figure 1. Results for the question «Which events you visit in Kyiv?»*

*Source: [refined by author based on 2–3].*

Before investing a lot of time and money into the event, it is important to research its concept and to evaluate the likelihood of its success. It is possible to achieve by discovering other similar events that have been held locally or in another location. Any available market research about these events in terms of audience participation and community acceptance should be considered. Throughout the research, it will become possible to define the viability of the event for the audience. Then, the event can be scheduled with the confidence, and implemented and facilitated it in the most appropriate and effective way.

It is important to establish a committee with identified roles and responsibilities, or share the workload with professional staff. Dependent on the nature and scope of the event, seek the services of a company to help in the planning and management of the event, or some components of the event. A pre-determined fee will apply. Using an external organisation to manage or partly manage the event does not diminish responsibility to fulfil obligations outlined in this guide.

Other questions should relate to the staging of the event. It can include: rate the parking ease and availability; how did you find out about this event; how do you think we could improve the promotion; did you find the program enjoyable; please rate the catering at the event. Feedback methods need to be quick and easy for participants to access and answer. They also need to be measurable and useful for the event organisers. Suitable methods could include feedback surveys, roving evaluators talking to participants and collection of hard data such as attendance numbers.

When the event is over, it is required to organise a debriefing to review all aspects of the experience. Debriefing is a process whereby the event stakeholders have the opportunity to discuss what worked, what didn't, why it didn't work and how it could be improved. All stakeholders should be involved in this forum including events' coordinators, sponsors, volunteers, security, vendors, performers and staff. It should be viewed as a worthwhile experience with recommendations greatly assisting the planning for the next event. Some points to discuss in the debrief: list of what was successful or worked well; list of what was not successful or did not work well; list of recommendations for the whole event.

It is important to acknowledge the hard work of all the stakeholders involved in the event. Regardless to the extent of their contribution, it is essential to let staff and volunteers know that their efforts are appreciated. It is a good idea to plan an informal gathering for staff, to give them an opportunity to talk about the event in a informal setting, and in turn give the opportunity to facilitate a feedback forum. Don't forget to have a budget for some catering during the debrief as a sign of appreciation. Don't forget to send out a letter or certificate of appreciation with some event photos for sponsorship.

**Conclusion.** An event marketing plan is required to detail how to promote the event. The plan must describe how the public will know about the event. It should describe all the promotional opportunities that will be used for the event. The plan should include who is responsible for each promotional activity or item and the proposed date for completion. List of marketing activities which organiser may engage for the event consists of advertising, media, banner, online tourism and event websites, direct mail.

Promotion is a key factor for the success of a special event. The main purpose that promotion serves is to attract participants, spectators or both groups to the event. It is essential therefore that the efforts made by many people over many months to organise a special event. Promotion is also important to the sponsor, if one exists. The objective of the sponsors is to achieve as much exposure of their name, logo and other

properties as possible. Sponsors, therefore, have a keen interest in pre-event promotion and in the promotion that can be achieved on the day through erecting signage and product displays in view of all participants.

Department of Tourism and Promotions of Kyiv State Administration develop and regulate the activity of Tourist Information Centres. Department develops and regulates Official Tourist Information Site for visiting the city of Kyiv (<http://www.visitkyiv.travel/>) [4]. Department develops Kyiv Pass to attract foreign tourists. A smart card for tourists is available for buying as well. The card allows the holders to visit around 40 most popular sights of the city (museums, cultural objects, art galleries and clubs) whilst saving money and time. Department also represents each year Kyiv in international tourism exhibitions such as Ukraine International Travel Market (UITM) and Ukraine International Travel and Tourism Exhibition (UITT).

The festival movement in Kyiv (art, literature, gastronomy, music) is gaining momentum. Various platforms (indoors and outdoors) alternately or simultaneously gather thousands of visitors. While the number of visitors increasing, the geography of guests is also expanding: Ukraine, Europe, the USA. TOP-5 large-scale festivals that gather thousands of visitors are: Atlas Weekend Music Festival, Kraina Mriy, International Book Arsenal Festival, Ulichnaya Eda, GOGOLFEST. Foreign tourists visiting Kyiv find the attendance of the events one of the most important purposes of their trip.

Promotional activity is not a constant process, thus, it has various purposes over time, and the main communication means are: advertising, sales promotion, public relations and professional sales. Responsible for the promotion of Kyiv tourism destination is Department of Tourism and Promotions of Kyiv State Administration. It formulates a detailed marketing and promotional plan for the sector taking into account the quality and quantity of tourism products, the diversity of domestic, regional and international source markets, image and positioning, branding, quality and distribution of promotional materials (including e-marketing), institutional mechanisms for marketing and promotion of public-private partnership.

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## **INFLUENCE OF TRANSFORMATION PROCESSES IN THE ECONOMY FOR THE DEVELOPMENT OF TOURISM IN UKRAINE**

*Today, tourist activity of different countries is at the peak of its development. Ukraine also has significant recreational and tourism potential, but there are many factors that hold it back. The paper examines the current state of development of the tourism industry in Ukraine, the actual and planned indicators of the development of the industry have been analyzed using the «Strategy for the development of tourism and resorts for the period up to 2026», including the amount of revenues to the budget from tourism fee and the dynamics of tourist flows. On the basis of the actual state, the main reasons that hinder tourist activity in Ukraine have been identified. The proposed measures will help to strengthen the financial potential, improve the investment attractiveness of the enterprises of the industry and create conditions for effective development of economic entities.*

**Key words:** *tourism, tourist enterprises, tourist activity.*

**Relevance of research topic.** According to the forecasts of the World Tourism Organization, tourism will occupy a leading position in the field of world export in the next ten years. Recently, tourism and recreation in Ukraine are gaining popularity. As a matter of fact, Ukraine has great potential and possesses almost all resort resources: natural thermal waters, hydro-resources, therapeutic mud, mixed coniferous forest and the sea coast. Almost every region of the country has its own unique natural and recreational resources, which have become the basis for the sanatorium-and-health-resort areas. The current state of formation and realization of the existing tourism potential, given the Ukrainian tourist services market, can be described as uneven

(Hulich, 2005). This situation is caused by the concentration of several attractive regions in the tourist services market, the prerequisites for tourism development in which «lie on the surface», and their own city is an infrastructure centre and its circumference is often impossible or illogical due to geographical and administrative location, or because of marketing actions and their results.

**Formulation of the problem.** Ukraine, with its significant tourism and recreational potential, can join the most visited countries in the world. But despite all the favourable territorial and climatic conditions for conducting tourist activities, there are many problems in Ukraine. Economic and political instability, neglected transportation infrastructure, outdated facilities of resorts and poorly qualified service personnel adversely affect the performance and financial state of tourism entities. In the course of economic activity, economic entities need to keep an eye on their existing financial needs, including the search for sufficient financial resources and their rational use and opportunities for their effective functioning and development.

**Analysis of recent researches and publications.** Hryniv L. (1989), Hulych O. (2005), Odum, C. (2018) investigated the problems of tourist and recreational sphere and territorial recreational complexes, and also identified problems of development of recreational regions, tourist and recreational resources, factors of regulation of ecologically balanced development of resort and recreational areas etc., without using the financial components of these problems.

Pikkemaat, B. and Zehrer, A. (2016) paid attention to the innovative potential of small tourism firms in their works, as well as to estimating relationships between the experience of service and innovations for small family businesses in the tourism industry. An important element in the development of tourism enterprises is financing and gaining financial independence and autonomy. Mohammed Bala Banki and Hairul Nizam Ismail (2015) have developed a concept for alternative financing of small tourism businesses. Panasiuk A. (2016) places emphasis on the range of financing of the regional tourism economy in the perspective of EU financing.

Literature review indicates the importance of the development of tourism activities for both the state and employment of the population, and the subjects of tourism business must achieve high financial security, financial independence and stability in their activity.

**Presenting main material.** The global economic crises have been the driving factors for the development of tourism businesses in different countries, which have started to use the existing economic potential in international tourism as a specific source of foreign exchange resources. Even in the highly developed tourist area of the world, Europe, not all of the tourism business opportunities are fully realized. Local and regional authorities are promoting their own territories to assist the tourism industry in adapting to the current difficult economic situation by diversifying and developing more sustainable industry-specific business models. The purpose of each

country's current tourism policy is to turn tourism into a competitive, modern, sustainable and highly profitable business sector.

European experience shows that local and regional authorities, on whom sustainable management of tourist destinations depends, must play a key role in the development of tourism activities. Tourism is one of the most profitable sectors of the economy, as investment efficiency can be equated with oil and gas, refining and motor industries (Griniv, 1989). At the beginning of the 21<sup>st</sup> century, in terms of income, tourism ranked third among the leading industries in the world economy. In many countries and regions, tourism is a major source of income. In terms of the number of employees, the tourism industry has become one of the largest in the world – it employs over 260 million people, i.e. every 10<sup>th</sup> employed person. Global travel revenues account for more than \$ 500 billion annually (Odum, 2018). Western Europe and the USA have the highest profits.

The «Strategies for the development of tourism and resorts for the period up to 2026» adopted by the Cabinet of Ministers of Ukraine in 2017, identify the tourism activity as one of the priority areas for the development of the economy and culture of Ukraine. According to this strategy, the main objective is to create favourable conditions for the development of tourism and resorts taking into account international standards of quality and European values, transformation of the tourism industry into a highly profitable and competitive sphere of activity, which contributes to improving the quality of life of the population, harmonious development and promotion of Ukrainian tourism in the world (Table 1).

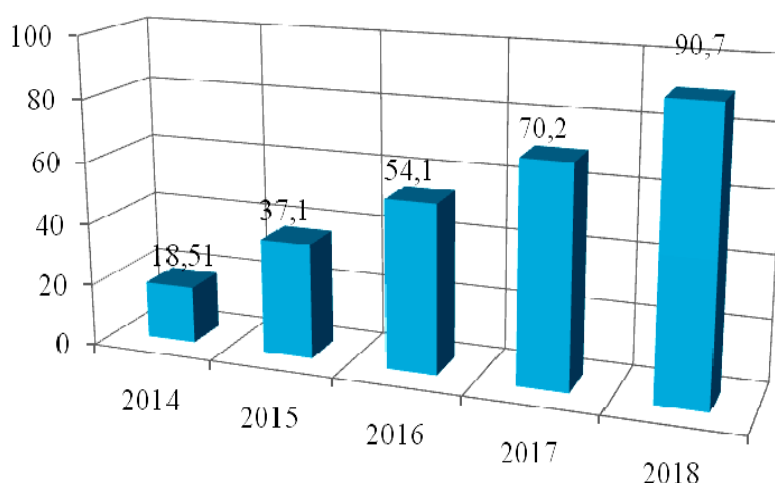
*Table 1*

**Indicators for the development of tourism and resorts in Ukraine taking into account the Industry Development Strategy up to 2026**

Name of development indicator	Distribution by years					
	2016	2017	2018	2019	2022	2026
Number of foreign tourists entering Ukraine, million people	13.3	14.4	14.2	increase by 1.5 times	increase by 2 times	increase by 2.5 times
Number of subjects of tourist activity, thousand units	6.8	3.5	4.3	increase by 1.5 times	increase by 3 times	increase by 5 times
Amounts of revenues to the local budgets from the payment of tourism fee, million UAH	54.1	70.2	90.7	increase by 2 times	increase by 5 times	increase by 10 times

Name of development indicator	Distribution by years					
	2016	2017	2018	2019	2022	2026
Amount of consolidated budget revenues (taxes and fees) from the activity of tourist entities, billion UAH	2.50	3.50	4.22	increase by 2 times	increase by 5 times	increase by 10 times
Number of jobs in tourism, thousand persons	9.6	10.6	11.9	increase by 1.5 times	increase by 3 times	increase by 5 times
Number of domestic tourists, thousand persons	453	477	456.8	increase by 2 times	increase by 3 times	increase by 5 times
Number of sightseers, thousand persons	125.5	136.9	145.2	increase by 1.5 times	increase by 2 times	increase by 2.5 times

*Source: compiled by authors based on materials of the Cabinet of Ministers of Ukraine*



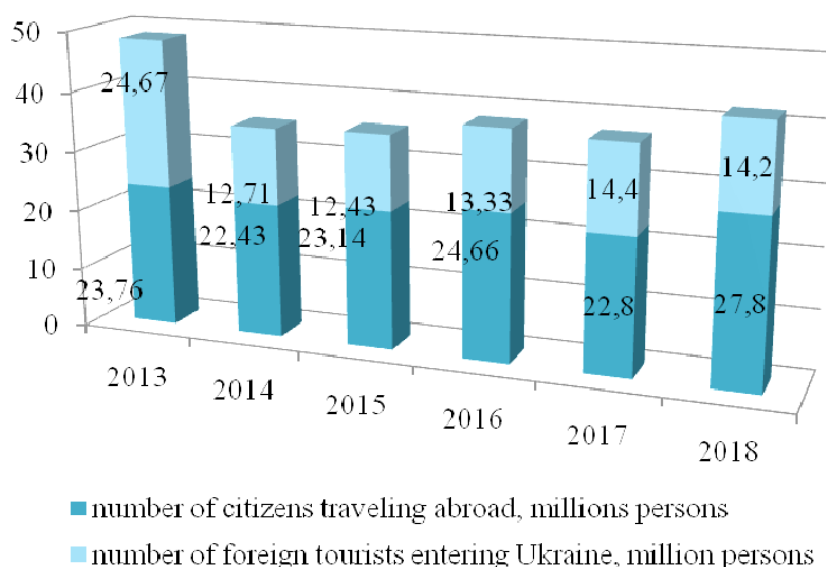
*Figure 1. Amount of revenues from tourism fee for the period from 2014 to 2018*

*Source: compiled by authors based on materials of the State Statistics Service of Ukraine*

In 2018, the revenues from tourism fee amounted to UAH 90.7 million, which is 29,2% more than in 2017. At the same time, the increase in payment of the tourism fee was 30% in 2017 as compared with 2016.

There is a positive trend in the payment of tax payments to the State Budget of Ukraine by enterprises engaged in tourism. In 2018, the amount of tax payments from legal entities and individuals – entrepreneurs engaged in tourism activities amounted

to 4,222.2 million UAH, which is 20,7% more than in 2017. At the same time, the amount of payments from legal entities increased by 19,2%, and from individuals – entrepreneurs – by 38,1%.



*Figure 2. Dynamics of tourist flows for the period from 2013 to 2018*

*Source: compiled by authors based on materials of the State Statistics Service of Ukraine*

According to the State Statistics Service of Ukraine, there is a positive trend in tourist flows, but the number of foreign tourists entering Ukraine remains insignificant as compared with other developed tourist countries.

In this regard, the main reasons, which restrain the foreign tourists of coming to Ukraine, should be highlighted:

first, the poor tourism infrastructure – most hotels and sanatoriums were built at the time of the USSR, and they have low comfort levels;

secondly, the low level of tourist service and the low number of skilled personnel in this field;

thirdly, the transport problem, expensive Low-cost carriers and poor road conditions;

fourthly, the military conflict in Ukraine, an unstable political situation and higher level of criminality in tourist regions;

Having the great tourism potential of the regions, Ukrainian tourist operators need to rebuild and make more comfortable hotels and sanatoriums, recruit and train employees, thus improving the quality of service. In this regard, tourism enterprises need to find additional financial resources.

The analysis of the current state of development of the financial potential of tourism enterprises revealed that one of the main problems that hinder its effective



development is the violation of financing of the business entity. We believe that in order to increase the financial potential of tourism enterprises by improving its financing, it is necessary to solve the following main tasks: to expand the range of financial resources of the enterprise; to increase the revenue part of the enterprise budget; to optimize enterprise costs (Table 2).

Table 2

**Progress made by the entities of tourism activity  
in 2017 and 2018, million UAH**

	Revenue from the provision of tourist services (excl. VAT, excise duties and similar mandatory payments)	Amount of commission fee, agency fee and other remunerations	Operating expenses	Including				
				material costs	salary expenses	contributions to social events	amount of accrued depreciation	other operating expenses
2017	20.695	0,902	16.894	13.568	0.541	0.117	0.710	1.958
2018	21.069	0.969	17.925	14.386	0.567	0.123	0.729	2.118
Growth (+,-)	+1.8	+7.4	+6.1	+6.0	+4.8	+5.1	+2.7	+8.1
Operating profitability in 2017			1.225					
Operating profitability in 2018			1.175					

*Source: calculated by authors according to the State Statistics Service of Ukraine*

In general, the progress made by the entities of tourism activity, show positive growth in all indicators.

Equally important is the attraction of investments in the activities of the tourism enterprise, which will increase its financial potential. The needs of tourism enterprises in the available additional sources of financing have an increasing trend, and the preliminary analysis revealed the downward nature of this process. We believe that project financing will help to attract investments, including foreign ones, into the financing of tourism enterprises. In the current context, to attract investment, it is necessary to improve the image of the economy at the state level in order to intensify the process.

In addition, interesting and reliable projects that attract investors must be produced within the business entities to attract foreign capital. It is also advisable to focus on an expanded range of services provided. In particular, we consider

it advisable to create an investment project to attract foreign investments for sale of apartments by the example of the Georgian company ORBI GROUP (Petrenko & Karnaushenko, 2017).

It is worth noting that in recent years, the vector of domestic tourism products development has shifted towards finding new destinations. The signing of the Association Agreement of Ukraine with the EU Member States affected the overall geography of inbound tourists (Table 3).

*Table 3*

**TOP-11 countries, whose citizens visit Ukraine most often,  
thousand persons**

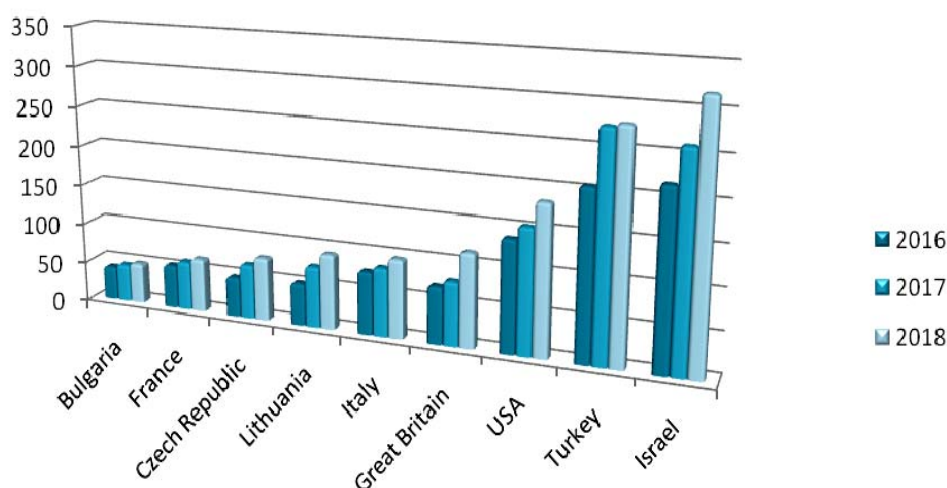
Names of the countries whose citizens visit Ukraine most often	Number of foreign nationals who came to Ukraine by years								
	2010	2011	2012	2013	2014	2015	2016	2017	2018
Russian Federation	7.900.4	9018.5	9526.7	10284.8	2363.0	1231.0	1473.6	1464.8	1539.2
Moldova	4063.5	4071.8	4849.1	5418.0	4368.4	4393.5	4296.4	4435.7	4436.7
Belarus	3058.0	2644.0	3091.8	3353.7	1592.9	1891.5	1822.3	2727.6	2666.7
Poland	2089.6	1720.1	1404.1	1259.2	1123.9	1156.0	1195.1	1144.2	1097.1
Hungary	944.8	862.1	742.4	771.0	874.2	1070.0	1269.7	1119.4	915.8
Romania	910.5	735.2	791.3	877.2	584.8	763.2	774.6	791.1	740.5
Slovakia	610.0	564.3	476.6	424.3	416.2	412.5	410.5	366.2	314.0
Germany	227.7	231.7	274.1	253.3	131.2	154.5	171.1	209.4	237.9
USA	125.9	127.9	134.1	134.7	81.7	108.3	138.0	153.8	184.3
Uzbekistan	105.5	141.1	185.5	235.4	158.0	68.8	135.4	22.8	93.8
Israel	82.0	120.2	107.1	120.9	101.8	149.6	217.2	261.1	317.8

*Source: compiled by authors on the basis of data of the State Migration Service of Ukraine*

It should be noted that the biggest reserve for increasing the financial potential of tourism enterprises lies in the development of innovative activities, which can also be enhanced by attracting investments and introducing international quality and service standards into their business.

Considering the fact, that the border countries are traditionally the leaders in the visit of Ukraine and make up 82.3% of the total inbound tourist flow in 2018, the fluctuations of the tourist flow indicators mainly depend on these countries.

Visits to Ukraine by nationals of border countries decreased, while of non-border ones increased: Britain by 47.3%, China by 38.8%, Lithuania by 23.4%, Israel by 21.7%, the United States by 19.7%, Czech Republic by 16.0%, Italy by 15.4%, Germany by 13.3%, France by 9.2%, Bulgaria by 7.9%.



*Figure 3. Dynamics of growth of entry of citizens from non-border countries, thousand persons*

*Source: Compiled by authors on the basis of data of the State Migration Service of Ukraine*

The process of globalization of the economy and the integration of the tourism sector into the international economy encourages the entities of this industry to develop innovative directions that can ensure competitiveness. Based on the natural and climatic and tourist potential of the country, green tourism, which is widely popularized in developed countries is one of the priority directions in Ukraine.

**Conclusion.** The analysis of the state and development of tourism in Ukraine indicates the positive dynamics of its development. Satisfying the growing needs of the country's population in tourism and recreation is becoming an important state task. Not without reason, the National Tourism Organization of Ukraine announced 2020 – the year of rural tourism. This decision is associated with the need to develop and implement mechanisms for the sustainable development of tourism, as well as ensuring the socio-economic well-being of the regions. Indeed, currently there is a disproportion in the regional development of tourism, which require special study.

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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. Verkmán, 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.

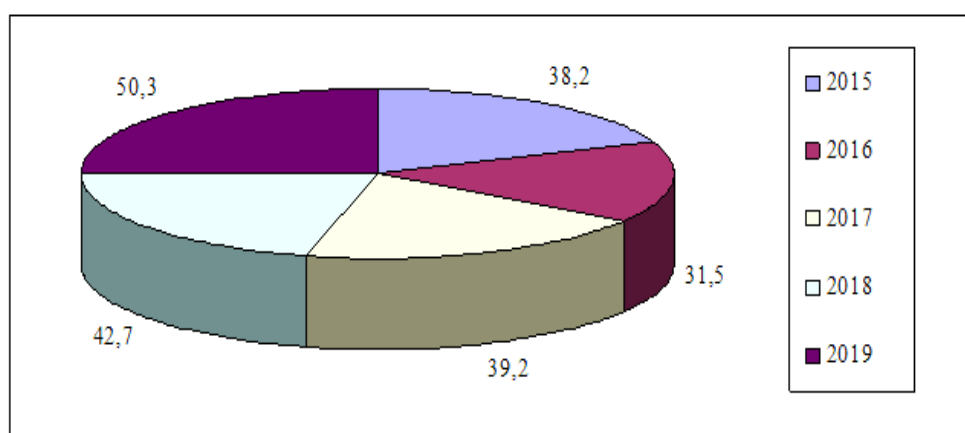
However, researchers pay little attention to the development of services and, in particular, the development of the tourism market in the Zaporizhzhya region. In the economy of Zaporizhzhya region the greatest potential is, on the one hand, export-oriented production facilities and complexes (metallurgical 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 Island 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"> <li>– unique historical and cultural heritage;</li> <li>– branded object of the city of Zaporizhzhya and Zaporizhzhya region;</li> <li>– availability of objects of the nature reserve fund of Ukraine;</li> <li>– a place for various leisure and leisure activities;</li> <li>– rich flora and fauna;</li> <li>– availability of large territory;</li> <li>– a wide range of opportunities for organizing different types of tourism;</li> <li>– organization of excursions regardless of the season;</li> <li>– no similar competing object within a 300 kilometer radius</li> </ul>	<ul style="list-style-type: none"> <li>– poor quality of individual municipal and commercial services (street cleaning, transport, public toilets);</li> <li>– problems with landscaping and high natural pollution of the territory;</li> <li>– low quality and insufficient range of services for visitors;</li> <li>– lack of traditions of systematic management of the territory;</li> <li>– lack of an effective organizational structure for managing the development of Khortytsya tourism brand;</li> <li>– image of a tourist brand is not sufficiently advertised on social networks;</li> <li>– not developed infrastructure</li> </ul>

Table 3

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

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

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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## **PERSPECTIVE DEVELOPMENT OF AUTHENTIC PRODUCTS FOR RESTAURANT BUSINESS IN GASTRONOMIC TOURISM**

*The peculiarities of preparation technologies of local foodstuffs are determined, the authentic products of gastronomic tourism, history and traditions of their consumption are taken into account. Unique dry-cured products made according to old recipes, in particular «macyk» are authentic products that combine the latest achievements in the field of healthy nutrition and innovative development of gastronomic tourism. The article examines the current state of authentic meat products development, the technology of their preparation and tasting in the context of gastronomic tourism. Tasting assessments of the quality of authentic products typical of the Western region of Ukraine are distinguished. Possible prospects and tendencies of further development of gastronomic tourism with an emphasis on delicacy authentic meat product of the Western region are analyzed.*

**Keywords:** *authentic products, meat delicacies, gastronomic tourism restaurant.*

**Relevance of research topic.** One of the most promising directions of the tourism market development is gastronomic tourism – a specialized type of tourism

that acquaints travelers with national culinary traditions of world's countries and is an organic synthesis of culture, ecology and production. Nowadays, the world is becoming more and more open; however, tourists are searching for an experience based on local culture and authenticity. We can observe the tendency of the population's interest in cooking and gastronomy and their wide popularization. These days, gastronomy takes an essential part in getting acquainted with the culture and lifestyle of the area visited. It is an opportunity to activate tourism, contributes to local economic development, including various sectors of the economy (manufacturing, food establishments, food markets, etc.) [2]. That is why given aspect acquires particular sharpness and relevance today, and for these reasons, we will pay special attention to uncover the potential of authentic products in the context of gastronomic tourism.

The relevance of such research is based on the creation of unique dry cured products made from ancient recipes, which are authentic products, and combine the latest developments in the field of healthy nutrition and the development of gastronomic tourism. Since gastronomic tourism is a type of tourism that is also associated with familiarization with production, cooking technology and tasting.

**Formulation of the problem.** In the scientific and practical aspect, such famous scientists as: E. Vorobyeva, I. Komarnitsky, V. Kornilov, G. Vishnevskaya, T. Kuklina, etc. dealt with issues such as the development of gastronomic tourism. It greatly expands the available information, in particular reveals unknown aspects of it, allows to elaborate techniques, carry out tastings, and also to be widely used in practice. Research on culinary tourism conducted on the home soil by A. Busygin: states that culinary tourism, for a number of reasons, can be one of the most promising areas in Ukraine. He also examines in detail the algorithm for promoting this tourist product to the western market, emphasizes on the need for careful development of the culinary tours program, taking into account the specifics of gourmet tours. Expresses confidence that in all regions of Ukraine there will be restaurateurs, specialists in the hotel and restaurant business, travel companies that understand the potential of this niche market and the importance of cooking as a significant component of tourist products [2].

In general, among the most important issues, foreign and domestic scientists pay a great deal of attention to the development of gastronomic tourism, but this topic needs to be further studied, in particular, authentic gastronomic products require considerable research. The authors' work on a large number of various studies allows adding a lot of new, interesting articles to highlight the issue of using the potential of authentic meat products in the context of gastronomical tourism.

#### **Analysis of recent researches and publications.**

Currently, there are many companies in the world and national tourist markets that specialise in organizing gourmet travel services. They offer a variety of tours, which suggest the following services: visiting restaurants with tasting original national



dishes and drinks; attending gastronomic festivals, participating in the process of cooking meals; getting acquainted with the peculiarities of local production of national products and recipes; conducting workshops and learning the technology of preparing individual dishes from local products; visiting national holidays and participating in ceremonies related to gastronomy; organization of tasting of products: wines, honey, liqueurs, cheeses made according to national recipes [3].

In this case, researches show that 93% of travelers shape long, pleasant memories based on the experience of eating and drinking in the region visited. Famous local food and drinks, culinary history and hospitality are the basis of the region's «character» and this attracts both visitors and locals [4]. This is a very successful attempt to recreate the development of authentic products in the context of gastronomical tourism.

The practical importance of such works is increasing, since tourist activity is foremost related to the large number of national holidays and authentic traditions of celebrating them, which is why these areas are the most popular and visited by both foreign and local tourists. However, along with traditions, restoration of authentic products is relevant. Many regions of Ukraine can take pride in authentic recipes of different dishes. Thus, in the Hutsul region, the unique gastronomic component is emphasized, after all, that is where the technologies of home production of Carpathian hard cheeses – budy, brynzes, vurdas – are preserved. In the Carpathians, tours to contact farms, wineries, and cheese factories are gradually developing, where one can not only participate in the production process but also taste the products [5]. However, the issue of Lviv, Volyn and Rivne regions, the restoration of their authentic meat products still remains relevant.

Analyzing the historical data, it can be noted that people were able to produce meat products for the stock since the beginning of times. Although there were no refrigerators, no preservatives, no vacuum technology at the time, raw meat was dry-cured. Our ancestors did it skillfully. Centuries-old traditions are now almost lost, but fortunately, there are those who revive them, gathering knowledge and experience, and embodying it in authentic products unique to the whole world.

**Presenting main material.** The method of analysis of literary sources is used for development of scientific approaches to research the problems of national authentic products in a global and regional context.

**Purpose:** to identify perspective trends in the development of technologies of authentic delicacy meat products by creating a competitive product in the gastronomic tourism market. This creates scientific and practical interest in conducting research related to the study of this issue.

**Research Methods:** DSTU 4823.2: 2007 «Meat products. Organoleptic estimation of quality indicators» and DSTU 4427: 2005 «Sausages smoked and dry-cured».

We have restored and developed unique recipes for the preparation of authentic meat product of the Western region – «macyk». We follow the traditional dry-cured

meat process, which lasts from three months to a year, without the use of flavors. These nourishing meat products are good for health, authentic gourmet delicacies, and the main revival of new authentic gastronomic products. The main appeal of dry-cured meat is the true taste of meat, the extraordinary smell, and a particularly strong texture that allows you to cut the meat into very thin slices, a delicacy that has the taste center of a variety of dishes.

«Macyk» is a dry-cured pork meat product with natural spices and herbs. Only ecologically pure pork grown without the use of food additives and growth promoters is used for its preparation [6].

The pressing issues of such a plan are to trace certain points, in particular, the history of the «macyk» began in the ancient times, when there were no modern technologies of growing pigs, but there was a need for procurement and long-term storage of meat, while preserving the high-quality taste of the product. Once a «macyk» was laid, before Christmas, later before Easter, and consumed during the mowing period, the harvest when the mowers needed to eat well. The taste characteristics of such a «macyk» could be estimated no earlier than in three months. Nowadays, «macyk» is a spicy addition to the menu of restaurants and beer bars, because the «macyk» could be eaten with beer, wine and as a snack to the table. This is a great product, healthy, a true delicacy for gourmets.

We conducted a tasting evaluation of «macyk» varieties according to DSTU 4823.2: 2007 «Meat products. Organoleptic estimation of quality indicators» and DSTU 4427: 2005 «Sausages smoked and dry-cured». «Macyk»- is a natural product, which tastes fine sliced. According to the results of the five-point tasting rating, the highest rating among the «macyk» variety was «macyk» classic. There was a slight loss of 0.7 points to «macyk» with vegetable fillers, such as: rosemary, nuts, cranberries.

*Tabl. 1*

### **Organoleptic estimation of quality indicators, dry-cured «Macyk»**

Product name	A five-point product estimation						
	Appearance	Color	Scent	Consistence	Taste	Juiciness	Overall score, in points
Kontrol	5,0	5,0	5,0	5,0	5,0	5,0	5,0
«macyk» rosemary	4,8	5,0	5,0	4,5	5,0	4,5	4,80
«macyk» cranberries	4,8	5,0	5,0	4,8	5,0	5,0	4,93
«macyk» nuts	4,0	4,6	4,6	4,0	4,0	4,0	4,2

Organoleptic characteristics are important for consumers when choosing products. With the choice of advanced cooking technology, the finished product is characterized by high consumer qualities, gentle texture and juiciness, its well preserved form.

Comparative analysis of the obtained results leads to the conclusion that the best sensory characteristics have dry-cured sausages, which contain natural components, which confirms the advisability of introducing this product in the restaurant industry and production on an industrial scale.

From an organizational point of view, gastronomic tourism involves acquaintance with the peculiarities of local food preparation technologies, history and traditions of their consumption, as well as the possible participation of tourists in the preparation of national dishes, attending culinary festivals and competitions.

The availability of information will help to study the main trends in the development of gastronomic tourism, restoring authentic products, in particular meat, on the example of «macyk», which will allow using them for the practice of building the local tourist market. Such research will allow us to accumulate the knowledge and experience needed in the future to improve the gastronomic image of the Western Region and increase tourist flows.

**Conclusion.** The peculiarities of preparation technologies of local foodstuffs are determined, the authentic products of gastronomic tourism, history and traditions of their consumption are taken into account. Unique dry-cured products made according to old recipes, in particular «macyk» are authentic products that combine the latest achievements in the field of healthy nutrition and innovative development of gastronomic tourism.

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## CO-BRANDING OF BUSINESS STRUCTURES IN TOURISM

*The article determines that ensuring the further development of travel agency requires their integration and creation of new integration forms in the form of business structures. It is proved that the business structure, as a way of consolidating the business of several travel agencies, requires the formation of its own brand. Co-branding technology is used for this purpose. Examples of co-branding in different tourist destinations are summarized and presented.*

**Keywords:** branding, co-branding, business structure, integration, partnership.

**Relevance of the research topic.** The tourism sector is the most globalized sector of the world economy as it is constantly expanding its activities to the countries of the world, opening up new opportunities for development. Globalizing business development conditions require close cooperation and consolidated activity and new ways of cooperation from travel agency. This is very difficult to achieve in the context of disparate activity, so in the field of tourism, for the effective operation of enterprises are forced to create complex business structures that include businesses from different fields of activity and different countries require affiliation. Ensuring long-term trouble-free functioning and sustainable development of enterprises in the tourism sector places the need for their integration and creation of new integration forms in the form of business structures. Under the business structure we mean the voluntary statutory or temporary merger of several enterprises of different ownership and (if necessary) individual entities (freelancers) into a single integrated complex open system operating

in a globalized environment, with the aim of developing and commercializing innovative products that increase the efficiency of activities and accelerate the integration of economic entities that form such a structure [5].

Establishment of business structures is especially relevant for enterprises in the tourism industry, where most travel agency provide the same tourist products and services that the demanding consumer in most can distinguish only at the price of the offer. The experience of the world tourist market testifies to the successful functioning of tourism enterprises-giants (corporations), transnational in their form and monopoly in essence, created on the terms of unit participation or by absorption (merger) of large and small firms-operators and networks of travel agencies.

Traveling giants become owners of transport enterprises, accommodation and catering companies, chain stores, banks, insurance or security companies, etc., thus forming a corporate structure in vertical and horizontal forms of integration. The international nature of the business, the multi-sectoral nature of the tourism sector, the identification and exploitation of new markets for tourism services provide a wide field for innovative change and the synergistic effect of their introduction. For accurate identification of tourism products, travel agencies develop joint trademarks using co-branding technology.

**Formulation of the problem.** Creating one's own brand name is a key aspect in the modern development of the tourism industry and the competitive advantage of travel agencies, which clearly identifies them in the tourism market. However, using your own brand requires considerable time to develop and bring it to the mind of the consumer, investing financial resources in positioning and distributing the brand, which is difficult to do for travel agencies.

**Analysis of recent research and publications.** Co-branding of tourist destinations is increasingly attracting attention, with researchers typically focusing on the regional level or on consumer demand [10]. The issues of the use of co-branding in the tourism industry are devoted to the work of such well-known foreign researchers as S. Bernazani, T. Venetis, F. Kotler, V. Pferch, M. Robertson, as well as domestic researchers: O. Kovalchuk. O. Marchenko and other. Their work focuses on specific aspects of co-branding technology.

**Setting objectives.** The purpose of the study is to substantiate the necessity and peculiarities of the use of co-branding by business structures of the tourism industry, as one of the effective tools for their formation and development.

**Presenting main material.** Business structure, as a way of consolidating the business of several enterprises, can be created as a result of their merger, merger and acquisition, partnership. Mergers and acquisitions (in Ukraine accession) is one way of integrating enterprises that are in difficult economic conditions or termination of their activities, a way of implementing one of the participants' corporate strategy. Takeovers (or acquisitions) are the cessation of the existence of only one or more enterprises that

join a «non-reorganized» core. As a result of the merger, both enterprises are reorganized and a new business structure is created. A partnership is a voluntary association of several companies for the joint implementation of a project, in which both enterprises do not cease to exist and do not change ownership.

For the formation of a business structure, one of the important points is its proper positioning on the market, remembering in the mind of the consumer, encouraging the consumer to buy the products of this particular business structure, which can be achieved through the formation of a brand. For this purpose, tourism technology uses branding as «a set of large-scale range of areas of work on content marketing tools, which in turn gives the opportunity to create the image of a tourism brand» [3, 134–138].

However, for a new business structure, «the process of branding is quite long, because it takes time for the objective characteristics of the product to be transformed into a brand of the company» [6] and requires significant financial costs. If both enterprises already had strong established brands before the integration, then it should be decided whether to create a new brand or better keep the already known consumer brands. In this case, a very effective modern form of strategic collaboration between existing well-known brands that «combine to create a joint product or service with a higher added value» [4] or create an business structure is co-branding. Co-branding is the joint placement of trademarks, logos and branding of business partners that realize the benefits of property partnerships [2].

The main purpose of co-branding a business structure in tourism is to form and further develop in the tourist positive associations associated with its brand or each of the brands of travel agency that have integrated into the entrepreneurial structure.

To achieve this, co-branding technology must take into account six classic features of the concept of «brand», formed by F. Kotler [4, p. 72–79]:

1. Attributes. The co-brand should appeal to the tourist for positive associations regarding the special features of the tourist structure of the business structure.

2. Advantages and benefits. The co-brand will be effective when the tourist gets new benefits and benefits from using it.

3. Values. The co-brand aims to reflect the consolidated value system of both enterprises that have combined to create it into an business structure.

4. Culture. The co-brand symbolizes the corporate culture of the business structure.

5. Individuality. The co-brand should emphasize the individuality and uniqueness of the tourist service of the business structure.

6. The consumer. The co-brand will be popular when a tourist receives positive emotions from using it.

Effective implementation of co-branding, its effectiveness depends on compliance with the mandatory conditions for promotion of co-brand of business structure in the tourism market, namely:

1. Both tourism brands should have the same target audience. To do this, partner companies combine their existing customer bases to create a new tourism product.

2. Within the framework of a joint co-branding project, travel agency «combine their resources and creativity» in such a way that they do not create strategic contradictions [8], create a loyal audience, increase sales of tourism products, reduce costs for the development of sales networks.

3. If co-branding benefits only one of the participating companies, such cooperation is short-lived and productive.

Co-branding in tourism is carried out in different directions:

1. In the process of tourist travel. A good example of using co-branding is the TUI Group of companies formed in 2014 as a result of the merger of two of Europe's largest travel companies: German TUI AG and British TUI Travel PLC. The TUI Group serves over 20 million clients annually, offering holidays in 180 countries. TUI Group includes tour operators, more than 300 hotels in more than 30 countries, 6 airlines, 14 cruise ships and more. In Europe alone, TUI has more than 3,000 sales offices. TUI Group has the largest charter fleet in Europe – more than 130 aircraft. The group includes well-known hotels RIU, Club Magic Life, Suntopia, Iberotel, Robinson Club, Sol Y Mar Club, Coral Sea, Jaz Resort and many more.

2. To speed up tourist transactions. The world-renowned Apple and MasterCard have teamed up to create an Apple Pay app that lets travelers make any payment without a real credit card. The Apple Pay program allows tourists to store their credit card information on their mobile phone, so they can use it without having a physical card with them, which greatly accelerated the process of obtaining money, sales and other transactions of the tourist during the journey [1].

3. In the process of choosing a tourist route. A striking example is the merger of Ukrainian tour operator GTO Travel and Kazakhstan's Kompas, which have announced a joint venture with Kompas.

Companis Airbnb, a room sharing service and Flipboard, a newsgroup that gathers news and relevant content that users share on social media and allows you to view content similar to a social media feed, has created a collaborative product called «Trips» [9]. It allows Airbnb travelers to connect with shared interests and actually book this experience while traveling.

4. In the hospitality industry. Co-branding two related but distinct hotel brands within the same building led to the formation of combo hotels. Combo hotels, like a tourist business structure, all have different class rooms in the same building with more or less wide range of services for different categories of tourists, share amenities or elements of the hotel such as parking or lobby, gym or meeting facilities. For example, InterContinental Hotels Group (IHG) has created several joint venture hotels in the US and Canada using this technology. Canada has Holiday Inn Express and

Candlewood Suites in Edmonton, as well as pipeline facilities including Staybridge Suites and Holiday Inn Express at Saskatoon University; a Staybridge Suites and Holiday Inn Express in Niagara on Lake Ontario; and two Candlewood and Holiday Inn Express hatches: in Grand Prairie, Alta and another in Vaughn, Ontario [11].

The use of co-branding in tourism is possible not only at the local level between individual travel agency, but also at the national and international levels. For example, in 2016, the Indonesian Ministry of Tourism signed a Memorandum of Understanding (MO) with 28 local brands and 100 companies for joint co-branding partnerships to increase the country's tourism attractiveness [12]. The result of such cooperation was the increase of Indonesia's tourism rating from 96 to 47 places in 2016 and the entry of the country to the top 20 tourist countries in the world.

**Conclusions.** Thus, the use of co-branding is a powerful effective tool that helps consolidate the business of several travel agency and can be carried out in different directions: when choosing a tourist route, to accelerate the tourist transactions, when choosing a holiday destination, in the hospitality industry. For travel agency, the co-brand allows increasing the distribution and awareness of both their brands and co-brand of the joint business structure in the tourism market, reflects the consolidated value system and corporate culture of both travel agency, emphasizes the individuality and uniqueness of the tourist service of the business structure. Co-branding offers new advantages and benefits to tourists, arouses positive associations and impressive emotions from its use.

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## **BRANDING OF TOURIST ZONES AS THE DEVELOPMENT OF ACTUAL TERRITORIAL POSSIBILITIES**

*At the present stage of development of the Ukrainian economy, the question of becoming brands of tourist destinations, which play a significant role in the positioning and promotion of goods and services in the tourist services market, is relevant. Considering the fact that even cities today are fighting for the share of consumers, tourists, investors, it becomes obvious the need for a successful branding of territories beyond their borders. Nowadays the world's leading countries use area branding technology to manage their perception of the country. This allows us to move towards building a positive image not only of cities, but also of the state as a whole, purposefully influencing public opinion.*

**Keywords:** brand, tourist's place, destination, consumers, marketing, territory, image.

**The relevance of this article** is due to the fact that an insufficient number of strong Ukrainian tourism brands. That is the reason of study and development of the theoretical foundations of branding technology in the field of tourism, the development of appropriate organizational mechanisms and methods for their practical implementation in the conditions of the respective firms and organizations that make up the tourism business infrastructure (including advertising agencies and consulting firms).

**The aim of this work** is to consider and study the theoretical and methodological aspects of organizing branding as a technology for promoting the tourism business.

**Formulation of the problem.** The concepts of «brand», «branding» and «brand manager» have appeared in the Ukrainian marketing vocabulary relatively recently. The reaction to these new terms for the domestic market is mixed even among leading marketers, and even more so among practicing entrepreneurs. Thus, in general terms, branding refers to the joint creative activity of the advertiser and the advertising agency to create and widely introduce into the consumer's mind a «personified image disguised by a certain trademark».

In the domestic market, especially consumer goods and products, the brands of foreign companies are leading, actively penetrating our market. Many leaders of Ukrainian companies, paying tribute to their capabilities, are at the same time afraid of the arrival of large Western companies and their absorption of domestic brands. These fears are justified, since forecasting and planning at enterprises, ideas about the economic situation and trends at the level of macro- and microeconomics, etc. do not correspond to the real situation and the requirements of modern technologies.

**Analysis of recent research and publications.** Proponents of a modern approach to the development of brand-oriented business models see branding as a strategic tool for generating company profits that stimulates the development of media technologies and new business models with different approaches to creating brands.

Currently, brand management is the focus of many experts. Problems of branding formation are devoted to the research works of a considerable number of foreign scientists and practitioners M. Abellan, S. Anholt, N. Hollis, G. Bekvit. In Ukraine and other countries of the post-socialist space branding problems are devoted to the works of O. Milashovska, O. Kurban S. Trukhimovich, I. Rozhkov, M. Dymshits, summarize the experience of leading companies in the world in gaining strong competitive positions in the global and Ukrainian tourism markets as a result of branding.

**Presenting main material.** A brand, as a product, at the same time satisfies various expectations and preferences of consumers at four levels of quality:

- the functional quality of the brand (purpose) is based on the ability of the product underlying the brand to fulfill its purpose in accordance with corporate, national and international standards;

- individual brand quality (value) is expressed in the brand's ability to match consumers' life values;

- the social quality of the brand (respect) provides consumers with membership in a social group, allows them to receive social recognition and approval;

- the communicative quality of the brand (promise) is based on its ability to maintain relationships with consumers, summarizing all the characteristics of functional, individual and social quality and offering special benefits to the consumer.

Having appeared on the market, the brand develops throughout the entire life cycle, transforming the essence of the brand from the totality of identifying elements (brand name, brand name, style, slogan) to consumers clearly perceived values as a combination of functional and emotional elements that are common with the goods and the way it is presented.

The consistent development of the brand from simple awareness to the formation of loyalty is provided by branding.

In the setting of constant growth of competition under equal conditions managing marketing of any territory, such marketing categories as brand and image have important value when comparing geographical areas located in almost identical business conditions. In this regard, more and more countries and cities are purposefully engaged promotion of their territories and the formation of their own brand, which determine the tourist attractiveness of the area [2].

Currently, in any region in order to develop tourism, there is a development of a complex of various marketing events, among which the formation of a positive attitude towards the region and its recognition – territorial branding – is becoming increasingly popular. Positioning a positive image of the region, which should be unique, is becoming a prerequisite for the development of a branded tourist area.

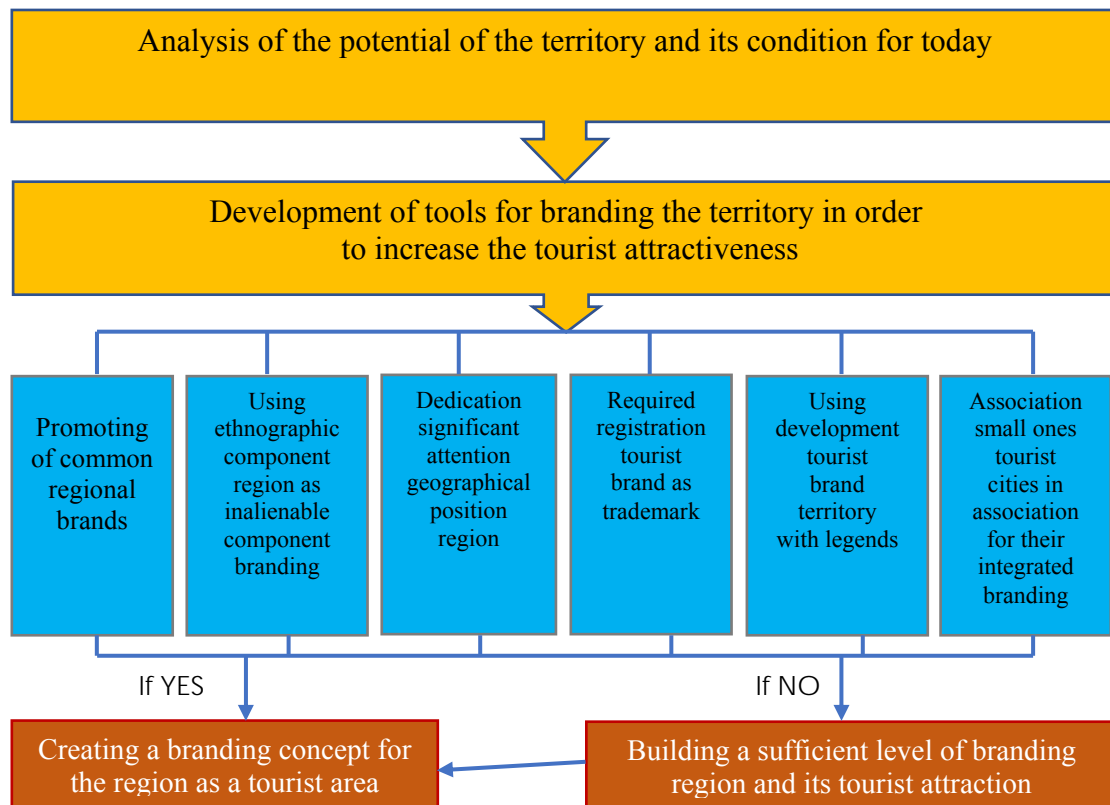
When developing a brand concept for a tourist territory, in our opinion, it is necessary to be guided by the following key points:

1. The formation of the basic principles of tourism development territory and brand management.
2. Identification of the initial mission of the region in the field of tourism.
3. The definition of the main resource values of tourism territory.
4. Identification of the main consumer groups of the brand [3].

As part of the work on creating a branding concept of the region as a tourist territory, first of all, the existing brands of the territory, brands of individual tourism products and regions, as well as tourist centers are studied. Then the general communication elements that are used or can be used in the process of branding the territory are revealed.

As a result of the study of brands, recommendations are made regarding the existing brands of the region as a tourist territory, as well as recommendations for their improvement, reorientation and repositioning to develop a concept for a new brand in case of its absence.

The process of creating a branding concept of the region as a tourist territory in order to increase its tourist attractiveness is a system of sequential work and events, which can be represented in the form of the following scheme (figure).



*Fig. 1. A model for creating a branding concept of the region as a tourist territory in order to increase its tourist attractiveness*

*Source: Created by authors*

In addition, it should be noted that when creating the branding concept of the region as a tourist territory, reflected in this model, the following principles should be guided:

1. The possibility of using the concept at the international level.
2. Clarity and ease of sharing information.
3. Full and accurate brand perception by potential consumers.
4. Strengthening the competitiveness of the region through branding by isolating it from existing ones.

Based on the above, we can offer the following program for branding a region to increase its tourist attractiveness:

1. The choice of tourist territory subject to branding.
2. Identification of persons interested in branding the territory.
3. SWOT analysis of the branding region in order to identify external opportunities and threats, as well as strengths and weaknesses.
4. Analysis of the tourist potential of the region and assessment of its current state.
5. Setting goals and objectives of branding the territory.
6. Designing innovative activities in order to promote the region and increase its tourist attractiveness.

7. Development of a branding program for the territory.
8. Obtaining regional support from a special territory branding management service.
9. Implementation of a regional branding program.



*Fig. 2. Dynamics of the number of foreign visitors, 2007–2019*

Source: <https://www.me.gov.ua/?lang=uk-UA>; <http://ukrstat.gov.ua/>; <https://nv.ua/ukr/biz/economics/stagnaciya-v-turizmi-kilkist-inozemciv-yaki-prijizhdzhayut-v-ukrajinu-za-rik-mayzhe-ne-zminilasya-50068814.html>

In the field of tourism, already in the late 1970s, the concepts of (tourist) destination (destination), and accordingly marketing of destinations and branding of destinations, arose. Destination branding and territorial branding have differences, as are the commercial branding tools used in these areas. So many researchers believe, including S. Anholt [2, p. 3].

The first difference between a destination and a territory can be called a geographical factor. [2, 3] A place is a country, region or city with clear administrative boundaries, while a destination is the purpose of a tourist's trip, which can also be cross-border in political and administratively.

**Conclusions.** Thus, at this stage of development, branding plays one of the leading roles in shaping the tourist attractiveness of the region. The prosperity of the territory largely depends on the degree of tourism development, while the branding of the region is an important factor in the formation of its attractive sides. Branding contributes to the positioning and promotion of the region in the tourist markets – both

in Ukrainian and international. Competent branding, the main task of which is to create a positive image of the region, can lead to the desired result – positioning the territory at various levels and attracting potential tourists to the region, which will increase revenue from tourism enterprises, increase the number of new jobs, and additional financing in the economy of the region and, accordingly, improving the quality of life of the population.

Based on the results of the study, we can draw the following conclusions. The right approach to the creation of branding of tourist destinations of Ukraine can have significant results: improving the image, enhancing the tourist and investment attractiveness of the territories of Ukraine, awareness of the residents of these regions of the value of the region, increasing self-esteem, belief in the potential and future of the area. But in order to do this, work must be done with real actions to improve the investment climate, infrastructure and living standards of the population. A complex problem is seeing the development of the territorial area by its population and understanding its role in the process.

The most effective will be the brand that is based on the real characteristics and attractive features of the destination. The study shows that, compared to foreign cities, where most brands are artificially created, Ukrainian small cities have a great potential to create a brand in their territory that will emphasize its uniqueness and emphasize its benefits, encourage tourists to prefer it and return here next time. The branding strategy of Ukraine's tourist destinations, taking into account its potential, should be based on the needs and expectations of the tourist, and this will emphasize the unique features that will distinguish a place with its own brand from other territories.

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## **EXPORT COMPETENCIES OF TOURIST DESTINATIONS BRANDING**

*The article defines the role of tourism as a promising sphere of stabilization and development of the Ukrainian economy. On the basis of a thorough analysis the problems of tourism sphere functioning on the national market of services are revealed, the main tasks that need immediate solution at the state level have been formed. The competitiveness of the tourism sector of Ukraine by the main indicators and subindicators is given to identify the deficiencies in its functioning and to formulate priority directions for the development of the Ukrainian tourism brand in the international market of services. As a result of the conducted researches, the main strategic goals of further development of the tourism sphere were determined. Promising direction of promoting the international competitiveness of tourism in Ukraine is the development of export competencies of branding tourist destinations.*

**Keywords:** *tourism, tourism brand, export competencies, competitiveness, branding of tourist destinations.*

**Relevance of the research topic.** In the context of popularization of the national brand and entering new markets, a promising direction of promoting Ukraine's international competitiveness is the development of export competences of Ukrainian business, including the tourism sector.

The export brand will help buyers all over the world to become more aware of Ukrainian products. Export promotion will help to combine different products and services (including tourist products) in a single visual concept and style. Which, in turn, will promote trade and better competitiveness of Ukrainian goods and services in world markets.

Export growth is of strategic importance for the Ukrainian economy. Today, exporters account for 47,9% of Ukraine's GDP and foreign exchange earnings. Over the 6 months of 2018, Ukrainian exports grew by 2,8 billion dollars compared to the same period in 2017 [14]. According to statistics of the Ministry of Economic Development and Trade, the export of goods of Ukraine for 2017 amounted to



43,3 billion dollars (19% more than the previous year). In turn, exports of services (including tourist services) amounted to 52,3 billion dollars over the same period (16% more than in 2016) [13].

The export brand is based on the national brand Ukraine Now, which is in line with the state policy to create a stable emotional and visual connection between different industries and sectors. Country brand and export brand have a common theme, but different practical tasks. Ukraine Now brand is a general brand of the country that shapes the perception of Ukraine and Ukrainians in the world. In its turn, Ukraine's export brand presents it as a profitable trading partner selling quality, authentic, innovative and creative products [13].

Thus, the definition of export competencies of branding of tourist destinations of Ukraine is relevant for the further perspective future of the whole tourism sector as a whole.

**Formulation of the problem.** In the current conditions of doing business in the tourist market, this area becomes a significant lever for the formation and development of international economic relations, in particular by attracting foreign investors on the basis of high levels of profitability and speed of return.

However, according to the Ministry of Economic Development and Trade of Ukraine, there are practically no projects in the sphere of tourism that meet international standards. Thus, it should motivate all interested legal and natural persons related to the hospitality industry, tourist activity and economic entities involved in these economic sectors of Ukraine to study, analyze, develop and offer real, investment-oriented investment projects. This applies to both initiators and contractors of investment projects and contractors who can represent a sufficiently wide range of state, regional, local structures, entrepreneurs, representatives of civil society, etc. [3].

According to the analysis of the World Tourism Organization (UNWTO) reporting, the reasons for the depopulation of tourism in the Ukrainian services market are the following:

- 1) inappropriate evaluation of international tourism development experience;
- 2) lack of clear sequence of actions in conducting public policy in the field;
- 3) lack of proper conditions for tourism development, tax and financial stimulation by the state of export of tourist services and domestic tour operators;
- 4) unsatisfactory work of the Government on the formation and strengthening of the tourism image of Ukraine, development and promotion of the national tourism brand in the international and domestic markets.

On the basis of the above, it is advisable to investigate the issues and substantiate the results obtained in determining the export competences of branding tourist destinations of Ukraine for further competition in the international market of services.

**Analysis of recent research and publications.** Many works of domestic and foreign scientists are devoted to the research of questions concerning the basic aspects of branding formation and development. In particular, the development of theoretical and methodological foundations of branding is devoted to the work of O. G. Avdan, S. V. Melnichenko [8], I. V. Bezugly [2], A. A. Mazaraki, T. I. Tkachenko [6], Y. I. Masyuk [7], T. L. Nagornyak [10], D. Khan [12]; issues of economic evaluation of tourism brand are covered in the works of O. V. Muzychenko-Kozlovskaya [9], M. V. Osipchuk [11]; L. V. Balabanova, Y. V. Prykhodchenko [1], N. O. Kotova [5] carry out research of the basic aspects of formation and development of brand management of enterprises in terms of marketing orientation; the formation of an international tourism brand on the European market is covered in the works of V. V. Jury, O.Y. Burn it [4]. At the same time, the issue of determining the export competences of branding tourist destinations in Ukraine remains poorly understood, which made the writing of this article relevant.

**Setting objectives.** The main tasks to be solved while writing the article are:

1) to carry out a thorough analysis of the development of tourism in the national and international markets of services;

2) to formulate the main tasks and strategic goals of tourism development in order to popularize Ukraine in the world and to shape its image as a country attractive for tourism;

3) to substantiate the definition of the development of export competencies of branding of tourist destinations as a promising direction of promoting the international competitiveness of Ukraine;

4) to identify promising directions and advantages of promoting the export of tourism brand to enhance the competitiveness of Ukrainian business.

**Presenting main material.** In today's globalized world, the world's leading powers have given due weight to the benefits of developing the tourism industry. Tourism promotes employment and economic diversification.

The sphere of tourism and resorts is becoming one of the main industries affecting the general condition and trends of the world economy. Tourism promotes preservation and development of cultural potential, leads to harmonization of relations between different countries and peoples, preservation of environmentally safe environment. In addition, tourism is one of the factors of realization of the foreign policy of the state.

According to the World Tourism Organization (UNWTO), the share of tourism in the world GDP is about 10 % (in our country, this figure is 1,5% of GDP), and the share of international tourism accounts for 6 % of total world exports and about 30 % of world exports services, every 11 jobs in the world are in the tourism industry. According to expert estimates, by 2030 the number of international tourist visits will increase to 1,8 billion tourists. According to the UNWTO, 609 million tourists traveled to Europe in 2015, with costs of 509 billion dollars [12].

Ukraine, as a country in the center of Europe, has all the prerequisites for proper economic development through tourism. However, our country loses significantly in competition, lagging behind the leading countries in the world in terms of the development of tourist infrastructure and quality of tourist services. The continuing financial and economic crisis in recent years, events related to the annexation of the Autonomous Republic of Crimea and the conduct of an anti-terrorist operation in the territory of Donetsk and Luhansk regions, have negatively affected the inbound tourist flow, tourism structure and tourist opportunities of the country as in the domestic and the foreign tourist market.

Ukraine is losing its popularity as a tourist destination, because the imagination of potential tourists is the impression of a full-scale war, and the country is perceived solely as a hot spot. At the same time, in 2018, the flow of foreign tourists to Ukraine increased by 40% compared to 2017 [14]. This indicates a gradual decline of the country's status as «dangerous» for tourists and the revival of the popularity of the tourism brand of Ukraine as a whole.

Overcoming the existing negative trends, creating systemic and complex prerequisites for the development of tourism and resorts in the country should become one of the priority directions of accelerating the economic growth of the country.

Based on a thorough analysis of the Strategy development of tourism and resorts for the period up to 2026 and taking into account all the above mentioned problems of functioning of the tourism sphere, it is advisable to formulate the main tasks that need immediate solution at the state level:

1) implementation of a set of measures to support the development of the tourism industry, in particular the creation of an attractive investment climate in tourism and resorts;

2) ensuring the proper level of inter-sectoral coordination and inter-regional cooperation, which will promote the rational use of tourist resources and will allow to optimize the expenditures from the state and local budgets for the implementation of measures in the sphere of tourism and resorts;

3) uniting efforts of public authorities and local self-government bodies, representatives of tourism business, other sectors of economy and civil society institutions to promote Ukraine in the world and to shape Ukraine's image as a country attractive for tourism;

4) harmonization of national legislation with the European legislation, adherence to the goals and principles proclaimed by the strategic documents of the state development [15].

According to the global competitiveness rating of the World Economic Forum in 2019, Ukraine ranked 78th among 140 countries. In the period from 2014–2019 our country had rather unstable positions in the rating and, at the same time, compared to the previous year, it rose in the rating by 5 positions.

The analysis of the main indicators and subindicators of assessing the competitiveness of the tourism sector in Ukraine has allowed to determine the lowest indicators of the following indicators: infrastructure (3,4 points), in particular due to the imperfect functioning of transport support; natural and cultural resources (2,1 points) – first and foremost, by reducing the sub-index of cultural resources in 2019 and making business trips up to 1,9 points. At the same time, the sub-index of international openness has fallen the most – from 4,9 points in 2017 to 3,7 points in 2019. This indicates that the global community is not sufficiently aware of the powerful potential of the tourism brand of Ukraine, as well as the imperfect approaches to its development. in the international arena of tourist services by our country.

Based on the above analysis, the above results of the research on the competitiveness of Ukraine's tourism sector and its potential for popularization in the international market of services, and taking into account the key provisions of the Strategy for the development of tourism and resorts to 2026, identified the following main strategic goals for further development:

- 1) creation of a competitive national tourism product on the basis of systematic marketing activities aimed at the clear positioning of different types of tourism products, adapted to the requirements and expectations of consumers;

- 2) ensuring efficient and integrated (economic, social, environmental and innovative) use of existing tourist and resort-recreational potential by solving the problem of recreational use and protection of the natural environment and improving the territorial structure of tourism and resorts with a view to developing tourist territories, branding territories;

- 3) systematic improvement of the quality of infrastructure of resorts and recreational areas through the implementation of a comprehensive program of gradual improvement of the material and technical base with the use of cluster models, public-private partnerships and social procurement;

- 4) improvement of information infrastructure of recreational and tourist services through the establishment of tourist information centers and promotion of tourist products during the fair, festival and exhibition activities;

- 5) ensuring the conformity of the price and quality of tourism products by creating conditions for optimizing the organizational and economic structure of activities of small and medium-sized businesses in the tourism sector and developing national standards for the provision of tourism services in accordance with international standards;

- 6) organization of the system of qualitative preparation, retraining and advanced training of specialists of tourist support and service, other professions of tourism and resorts [15].

In 2018, China hosted an international export exhibition of the world – China International Import EXPO 2018, where Ukraine presented its export opportunities

and achievements for the first time. The export offer of Ukraine was represented by the spheres of food industry, information and communication technologies, creative directions, mechanical engineering, aerospace and aviation and tourism sector.

In connection with the above, it is advisable to form the export competencies of branding tourist destinations for further development and cooperation in the international environment (Fig. 1):



*Fig. 2. The export competencies of branding tourist destinations*

*Source: compiled by the author on the basis of [12, 13].*

Thus, the export competencies of branding tourist destinations include:

1) passing the test for readiness of the tourist sphere for export. You can check your business readiness for export of services on the official website of the Ukrainian Export Promotion Office online. By performing step-by-step testing on an online platform, you can get real results and evaluate the potential of each individual tourism enterprise to further promote services in the international market and thus minimize the likely risks of activity;

2) search and check the reliability of foreign partners, which include: conducting thorough market research studies, selecting a country to enter the foreign market and potential partner companies, planning personal visits to the selected countries and defining clear goals of the visits, analysis of the results of the meetings and selecting the ideal partner for further cooperation, checking the selected potential partner for reliability (check on public systems whether there is such a registered company; know and this company in the databases of taxpayers, see lists of members of the Chamber of Commerce, associations, etc.);

3) the main directions for choosing a specific market for promoting the export of Ukraine's tourism brand are: 1) electing to start export activities of neighboring countries (lower transport costs, no or minimal cultural differences); 2) monitoring the relevance of the proposed tourism product in the selected market, the required level of quality of services provided, the likely prices for the proposed product (service) and profit, availability of the necessary production capacity to meet demand in the selected market, etc .;

4) identification of potential consumer of tourist services, foresees, first of all, determination of the type of sale for the tourist product being exported: B2B or B2C segment;

5) the development of an export strategy for entering a new market involves calculations of probable costs in relation to potential profits;

6) development of marketing plan and plan of tourist sales. To do this, first, consult with local experts; secondly, to gather a focus group with the involvement of representatives of the selected consumer segment; third, to launch a pilot project and analyze its success on the basis of the results obtained;

7) financial planning of export of tourist services and calculation of ROI, which involve involvement of a specialist to calculate the probable risks and stability of the financial condition of the tourist enterprise in case of export, as well as to check the financial stability of the tourist company of a potential business partner.

**Conclusion.** Thus, the development and formulation of export competencies for the branding of tourist destinations is a modern tool for providing conditions for accelerated development of tourism and resorts, transforming it into a highly efficient and integrated into the world market.

The expected results of the implementation of the proposed export competences of tourism branding are:

1) increasing the competitiveness of the national tourism brand;

2) improving the quality of life of the population by ensuring economic growth and environmental security, consolidating society, providing full-scale access to tourism and resort services;

3) creation of a modern tourist information infrastructure, as well as ensuring the dissemination of information on Ukraine's tourism resources in the world information space;

4) unique visual branding of Ukrainian tourist exporters at international expo and specialized exhibitions;

5) systematic information on the opportunities and competitive advantages of export-oriented spheres of Ukraine (tourism is one of the spheres that integrates more than 50 other spheres and types of economic activity).

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## **OVERTOURISM PROBLEMS IN FORMING INTERNATIONAL TOURIST FLOWS**

*At the beginning of the XXI century the world of tourism underwent the fundamental changes. They are related to the development of information technology, development of transport infrastructure, cheaper tours, which in turn lead to an increase in the number of travelers every year. But there is a problem of uncontrolled demand and high concentration of tourists, which has a negative impact on individual tourist regions and the local population. Increasing tourist flows and increasing demand for tourist destinations creates a global problem.*

**Keywords:** *tourism, mass tourism, overtourism, tourist flows, destinations.*

**Actuality of theme** is proved by research which was made to order UNWTO in 2017 «Overtourism? Understanding and managing urban tourism growth beyond perceptions» [2].

**Formulation of the problem** It is revealed that the problems of uneven distribution of tourist flows have a negative impact on the natural, socio-cultural, political and economic features of tourist destinations.

**Analysis of recent research and publications** An analysis of recent research and publications on this topic has revealed that this topic in Ukraine is not well developed yet. The problems of sustainable development of urban tourism and overtourism are devoted to the work of foreign and domestic scientists, such as: Dedok V. M., Smyrnov I. H.

**Setting objectives** Investigation of the impact of tourist flows on the development of tourist regions, assessment of possible problems and threats of overtourism for tourist centers.

**Presenting main material** Overtourism is a new phenomenon in tourism. This term has emerged recently, but is gaining popularity because of the «oversaturation» of certain tourist destinations by tourists, which has a negative impact on tourist sites, local communities and their way of life. So popular places overwhelm tourist streams, shaping the destruction and destruction of historical and natural monuments.



Overtourism is a modern phenomenon of mass tourism that has negative consequences. It is associated with an increase in the number of air carriers, a decrease in the cost of rented housing and the increasing popularity of individual locations. The expanse of the tourists number increases the consumption of natural and tourist resources, puts socio-cultural pressure on infrastructure. Therefore, some countries try to limit the flow of tourists, even if they bring additional revenue to the budget. Defining and creating mechanisms for monitoring and managing tourist flows and congestions, tourist capacities of territories and parameters of necessary changes, it is advisable to use quantitative and qualitative indicators to obtain a comprehensive expression of tourist influence on the destination in the conditions of overtourism. The following features of the phenomenon of overtourism in cities should be taken into account:

1. When it comes to tourist congestion of the city, it means not so much the number of tourists, but the tourist capacity to accommodate them. Yes, there are cities that successfully cope with numerous tourists, while others can not afford much less tourist flows.

2. The tourist congestion is usually more local than city-wide. Excessive tourist pressure is felt mainly in the central, most popular areas of cities with a high concentration of tourist attractions. Therefore, in the search for a solution to the problem of overtourism, it is necessary to analyze the territorial distribution of tourist flow in the city with the identification of places and causes of tourist congestion.

3. Urban congestion in cities is not always related to tourism alone. The phenomenon of overtourism is particularly noticeable when the city's resources and infrastructure are under pressure. However, not only tourists create this pressure, but local residents and visitors alike compete with them. This is especially felt in the area of rental housing, where for renting accommodation (hotels, apartments, hostels) tourists compete with local demand.

4. Using of technological and smart solutions is important in tackling urban overtourism, but it will not be effective without combination with other approaches. Yes, smart technologies are considered to be the most suitable for solving the problem of excessive tourist flows in cities, but without taking into account the challenges posed by the urgency of urban tourism in the sense of close cooperation of many participants in the long term, the solution will be ineffective [5].

The World Tourism Organization has introduced the concept of the capacity of a territory with the maximum number of visitors, who may be in the same period in one tourist place or region, but without causing damage to the physical, ecological and socio-cultural environment and to maximize the effect of the trip.

There are four aspects related to bandwidth of the territory:

- 1) the problem of large numbers of tourists in a certain area concerns not only their number but also the ability to manage them;

- 2) this problem does not affect the whole city, but only certain areas;

- 3) the bandwidth problem is often associated not only with tourism, but also with a comprehensive approach that takes into account the city's development strategy;

4) the use of modern technologies to manage the large number of tourists is an important but insufficient tool for solving the problem of congestion, long-term cooperation of numerous stakeholders is needed [7].

Today, tourism accounts for a share of global GDP 10,4%, in 2018 year industry growth was 3,9% compare to 3,4% growth of total world GDP. According to the World Tourism and Travel Council, 319 million people worldwide are involved in tourism, accounting for 1/5 of the number of jobs created in the last 5 years. The huge chunk of turnover –on holiday tourism (78,5%), others 21,5% – business tourism, moreover, international tourism has a share – 28,8%, 71,2% – internal movements. It is estimated that the number of travelers will increase every year, as will the number of specialists involved in this field (agents, representatives of the hotel and restaurant business, transport infrastructure, etc.), by 2029 their number will be approximately 154 million.

International company Statista published the rating of the European cities most suffering from overtourism. Calculating the rating, the following indicators were taken into account: the number of tourists who arrived to the city by flights; the number of beds available per square kilometer; ratio of the number of tourists in peak season to the number of locals; the feedback from the locals of each city about the tourists and whether they feel discomfort with the tourist flows. The cities were rated from 10 (tourists do not disturb the locals at all) to 1 (tourists are a big problem for the locals). With this scale, Barcelona (Spain) ranked highest in the ranking with a score of 2.05 points. Second and third place went to Amsterdam (Netherlands) – 2.18 points and Venice (Italy) – 2.19 points. Next in popularity are Milan (Italy) and Budapest (Hungary) with 2.66 and 2.89 respectively. [4].

Overtourism, as a rule, is the capitals and major cities of developed countries. But the influx of tourists also suffer from small villages. The Austrian village Hallstatt, which became the prototype of the Ereindel Kingdom in the cartoon «Cold Heart». S. Hallstatt has always been popular with tourists due to its picturesque scenery. However, in the last 10 years the number of visitors has increased 100 times! In 2009, the village was visited by 100 people a day, then in 2019, to see all the landscapes want to 10 thousand visitors a day. At the same time, in the village live 780 people. Local authorities are trying to reduce the flow of tourists by a third by reducing the amount of transport people get to these places. Note that Hallstatt was included in the UNESCO World Heritage List in 1997. There is the world's oldest salt mine in Hallstatt, dating back to 7,000 years. Also in the village are preserved houses of the fourteenth century and the Lutheran church [8].

Is there an overtourism problem in Ukraine? In recent years, the largest tourist centers of Ukraine in Kyiv, Odessa, and Lviv have experienced the problem of overtourism. For example, in Lviv, «The concept of tourism decentralization» was developed within the framework of the «City Tourism Development Strategy until 2021» [6]. In particular, this concept involves the use of architectural and related intangible cultural heritage in the course of the tourist «unloading» of the city center of

Lviv (Market Square and Svobody Avenue) through vertical and horizontal diversification of tourist flows.

Due to the powerful tourist flow to the Carpathian National Nature Park a fee is set here, which ranges between 10-20 UAH, for visiting 5 territories – waterfall Guk, aviary farms, ecotourism visit center, ecological and educational route «Dovbush Path» and Hoverla. The money goes to the park for the arrangement and care of tourist routes, improvement and development of infrastructure.

The trend of event travel, which is beginning to develop in Ukraine, is gaining momentum. For example, Zaporizhzhia also goes to festival tourism. Particularly overtourism is observed in the period from April to August on Khortytsia Island, near the Cossacks Museum, Zaporizhzhia Sich, Horse Theater [3, p. 29].

It should be noted that there are different approaches to solving this problem, such as the introduction of additional taxes and penalties, raising existing taxes, limiting the number of visitors, introducing special permits to visit tourist sites, etc. [1].

**Conclusions.** In order to minimize the impact of overtourism on the tourist region, it is necessary to develop, implement and control measures to eliminate it. Of particular importance is the assessment and control of tourist load on the destinations, taking into account the individual features of the territories, taking into account the segmentation of tourists, the introduction of quotas for visits to popular tourist sites.

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### 3. Panel discussions

#### Experience Economy: TRAVEL, TRIPS AND EVENTS

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#### THE ROLE OF PUBLIC ORGANIZATIONS IN THE DEVELOPMENT OF RESORT AND RECREATIONAL TOURISM OF THE CARPATHIANS (EARLY XX CENTURY)

***Abstract.** During the studied period, the Carpathian region developed a system of mass public medical education, which covered all areas of the health care system (sanitary and hygienic segment, health and physical education, etc.), which was constantly evolving and improving. These areas of work were a real contribution to the preservation of the gene pool of the Ukrainian people.*

*There were certain preconditions and factors for this: the democratic nature of the domestic policy of the Austro-Hungarian monarchy, reforming education and health care systems and creation of a legal framework for public associations became an important basis for self-organization of Ukrainians, development of the Ukrainian national movement, Ukrainian medical societies, the birth of Ukrainian science, the emergence of a cohort of prominent figures in the medical field (I. Horbachevskyi, Ye. Ozarkevych, S. Okunevska-Morachevska, Ya. Okunevskyi etc.), institutionalization of Ukrainian public medical care in the form of medical, scientific, charitable and other public initiatives, as well as educational and cultural-educational, youth, women's, professional societies (Ukrainian Pedagogical Society «Ridna Shkola» (UPT), «Prosvita», Mutual assistance of Ukrainian teachers (VPUV), «Plast», Catholic Action of Ukrainian Youth (KAUM) «Orly», the Union of Ukrainian Women, the Society of Holiday Homes (TVO), the Ukrainian Society for the Care of Children and Youth (UKTODOM) and others. The Ukrainian Greek Catholic Church (UGCC), its leaders and personally Metropolitan Andrei Sheptytskyi played an important role in the development of the health of Ukrainians by means of the health and recreational*

*potential of the Carpathians. The created system of treatment-and-prophylactic, consultative and improving establishments used the resort-recreational potential of the Carpathians. It testified to the importance of organizing public medical care for Ukrainians, where the least vulnerable layers of Ukrainians (children, participants in the national liberation struggle of Ukrainians, the disabled, widows, orphans, peasants) could receive free (or for symbolic payment) teachers, students, etc.). An effective means and form of health care in Galicia was the rehabilitation of children and adults in public institutions that performed health, medical, educational, pedagogical, spiritual functions.*

**Key words:** *Ukrainian public associations, Metropolitan Andrey Sheptytsky, rehabilitation, recreational potential of the Carpathians, children, adults.*

**Relevance of the research topic.** The relevance of the topic raised in the title of the article is caused by a number of socio-political, socio-economic, cultural, educational, scientific and theoretical factors. They are expressed in scientific, theoretical and practical areas, as well as in the national and state dimensions. The scientific and theoretical aspect of the relevance of the researched problem is determined by the need of a thorough comprehension of the history of formation and development of the public health system (late XIX century – 1939), which were little known, silenced or presented subjectively. This requires a careful study of patterns, principles, contents, methods, forms of medical care for children and adults through the prism of various fields of knowledge (history, medicine, pedagogy) (history of pedagogy, andragogy, social pedagogy, guardianship pedagogy), based on interdisciplinary approach. In modern conditions, the historical experience of Ukrainian public organizations in Galicia, the Ukrainian Greek Catholic Church (UGCC) in the late XIX century – the 30s of the XX century, which developed effective original forms and methods of mass health education and care of children and adults in the area of healthcare preservation, is actualized.

**Formulation of the problem.** Based on a comprehensive analysis of socio-cultural and other processes in the Carpathian region in the late XIX and early XX centuries, we traced the development of public medical care for children and adults and analyzed the resort and recreational potential of the Carpathians, and highlighted the healthcare experience of children and adults in Galicia.

There were certain preconditions and factors for this: the democratic nature of the domestic policy of the Austro-Hungarian monarchy, reforming education and health care systems and creation of a legal framework for public associations became an important basis for self-organization of Ukrainians, development of the Ukrainian national movement, Ukrainian medical societies, the birth of Ukrainian science, the emergence of a cohort of prominent figures in the medical field (I. Horbachevskyi, Ye. Ozarkevych, S. Okunevska-Morachevska, Ya. Okunevskyi etc.), institutionalization of Ukrainian public medical care in the form of medical, scientific, charitable and

other public initiatives, as well as educational and cultural-educational, youth, women's, professional societies (Ukrainian Pedagogical Society «Ridna Shkola» (UPT), «Prosvita», Mutual assistance of Ukrainian teachers (VPUV), «Plast», Catholic Action of Ukrainian Youth (KAUM) «Orly», the Union of Ukrainian Women, the Society of Holiday Homes (TVO), the Ukrainian Society for the Care of Children and Youth (UKTODOM) and others. The Ukrainian Greek Catholic Church (UGCC), its leaders and personally Metropolitan Andrei Sheptytskyi played an important role in the development of the health of Ukrainians by means of the health and recreational potential of the Carpathians. In this article, we will try to summarize some of the results of this large-scale activity of public associations and the UGCC.

**Analysis of recent research and publications.** It is important to note that during the studied period, scientists focused on current health issues of Galicia population during the Second Commonwealth of Poland. In particular, Polish researchers M. Grodetsky (Grodecki M., 1934) wrote about the fight against infectious diseases and tuberculosis. T. Hilyarovych (Hilarowicz T., 1926) analyzed the state policy of the Second Commonwealth of Poland in the field of health care organization, the state medical service from the perspective of «sanitary law» and outlined promising areas of medicine on «Polish lands». Some sources, representing written scientific works, outline the emergence of a new direction in the development of medicine of that time – the formation and development of medical and spa business. We single out the achievements of Ukrainian scientists, for example, Yevhen Ozarkevych (Ozarkevych Ye., 2005), who thoroughly analyzed the «climatic stations» for the recovery and prevention of diseases in Hutsulshchyna and Boykivshchyna (Dora, Zhabie, Kosmach, Pidlyute) and provided important practical recommendations for the development of resort business in Galicia). We emphasize the achievements of Polish scientists: a famous doctor and government official, balneologist, economist M. Kasprzak (Kacprzak M., 1928) and S. Leszczycki (Leszczycki S., 1938; Leszczycki S., 1939).

Their work is devoted to the resort and recreational potential of the Carpathians, taking into account the economic side of the spa and sanatorium business. In order to develop medical tourism we worked out the description of the healing properties of mineral waters in the Carpathian «climatic stations», information on sanatorium treatment, economic and commercial forecast for the development of resort business in Galicia. Unfortunately, modern authors have not studied this problem deeply and comprehensively in the historical aspect.

**Presenting main material.** Ukrainian public associations of the late XIX – early XX centuries created a system of public medical care. You can find more information about in our other publication (Bilavych I., 2015). In addition to traveling and camping, the means and form of health care in Galicia was the rehabilitation of children and adults in «homes», «zhyvtsi» and other public institutions that performed health and medical functions. Ukrainian public societies made a significant

contribution to the organization of recreation for their members, as well as ensuring the recovery (usually of urban children) in the mountains. The construction of «houses» had to overcome various financial and legal difficulties. Noteworthy is the «public feat» carried out by the Mutual Aid of Ukrainian Teachers: the construction of «houses» in Vorokhta in 1914–1928 and in Cherche in 1929–1935 marked a bright page in the history of the development of public medical care in the region. Teachers who belonged to the society were able to raise more than 200,000 zlotys for the construction of two «houses» (the contribution of VPUV members reached 20zlotys) (Zvidomlennia z diialnosty Tov-va «Vzaimna Pomich Ukrainskoho Vchytelstva» za 1937 rik, 1938, p. 97; Zvidomlennia z diialnosty Tov-va «Vzaimna Pomich Ukrainskoho Vchytelstva» za 1938 rik, 1939, p. 140–143; Tyzhden Ukrainskoi Dytny, 1925; Tovarystvo «Vakatsiini Oseli», 1930).

Despite that the «houses» did not offer special medical treatment, but here one could get better, be treated in the early stages of the disease, undergo physical and psychological rehabilitation, strengthen the body and relax. Those interested could just have a great time among the beautiful mountains, in pleasant company, with interesting leisure.

These health-improving and medical establishments also became important centers of Ukrainian culture: in the summer they organized self-education courses for teachers and numerous various lectures, friendly meetings, etc. (Vakatsiini oseli dlia ukrainskoi molodi, 1934; Zvidomlennia z diialnosty Tov-va «Vzaimna Pomich Ukrainskoho Vchytelstva» za 1937 rik, 1938, p. 97; Zvidomlennia z diialnosty Tov-va «Vzaimna Pomich Ukrainskoho Vchytelstva» za 1938 rik, 1939, p. 140–143; Tyzhden Ukrainskoi Dytny, 1925; Tovarystvo «Vakatsiini Oseli», 1930).

For a long time, the Teachers' Community had similar projects to build its own house, but the small number of companies became an obstacle: the Stanislav branch built the Makovytsia «villa» in Yamne, and the Ternopil branch in Rozhanka (the Carpathians). For 10 years The Society of Writers and Journalists actively called on the public through the press to provide assistance in the construction of a sanatorium in Yamnytsia, but it was not successful: fundraising could not be completed (Vakatsiini oseli dlia ukrainskoi molodi, 1934; Dalekyi O., 1938a).

The «zhyvets» (sanatorium) in Cherche (Rohatyn region, Ivano-Frankivsk oblast) was important for the recovery and recreation of Ukrainian Sich riflemen, Ukrainian intelligentsia, clergymen, etc.

In the article «Zhyvets Cherche» (Kurovets I., 1930), published in the «Dilo» magazine (July 5, 1930), the famous physician and public figure Ivan Kurovets describes his journey on June 29, 1930 to the «Ukrainian zhyvets Cherche». He notes the therapeutic value of hydrogen sulfide water (sulfite-sulfate-hydrocarbonate-calcium water with a hydrogen sulfide content of 30–60 mg/l). It was used for fonts, as well as peat bogs (mud), which contain dozens of therapeutic components

(including biologically active substances, trace elements, impurities of hydrogen sulfide, which give them a specific therapeutic effect). Well-known doctors and scientists, balneologists worked here.

As a scientist, I. Kurovets, who was personally convinced of the «healthy power» of the «zhyvets» in Cherche («tasted water from all sources, drank about 8–10 glasses»). The author of the article also warns against «wild treatment», emphasizes that medical water should be consumed «only on prescription» and gives recommendations for the implementation of sanatorium care and medical care (Kurovets I., 1930). It is important to emphasize that I. Kurovets, given the numerous positive reviews of patients who were completely satisfied with the treatment and conditions of stay in the sanatorium, advised to expand its infrastructure, to look for other wells, to explore the healing water and the surrounding peat bogs (mud). I. Kurovets' advice on the long-term development of «zhyvets» established the almost 80-year existence of the sanatorium, which is continuing to develop today. He also remarked on the construction of a «pavilion» for sick (wealthy) Jews, which would attract additional investment (Kurovets I., 1930).

A separate page in the history of the formation and development of health care was written by the Ukrainian institutions, the Greek Catholic clergy, particularly Metropolitan A. Sheptytsky. It is primarily about creating a system of medical care and rehabilitation of children by organizing summer holidays, in particular in the summer «pivoseli» in Korshevo, Milovan (Ivano-Frankivsk region), where they held an action of rehabilitation, rehabilitation of preschoolers and students (Vakatsiini oseli dlia ukrainskoi molodi, 1934; Dalekyi O., 1938a; Dalekyi O., 1938b; Malytska K., 1922; Ozarkevych Ye., 2005; Tyzhden Ukrainskoi Dytyny, 1925; Tovarystvo «Vakatsiini Oseli», 1930; etc.). According to the magazine «Dilo» in 1938, for 34 years about 100-140 children each summer gained strength, health and learned about the peculiarities of rural life and work in Mylovanie and Korshevo (Dalekyi O., 1938b). The ideologues of TVO, UKTODOM, UPT «Ridna Shkola» saw the educational, upbringing and health-improving purpose of children's stay in summer «homes» not only in «ruddy faces of children, weight gain», but also in national-patriotic upbringing of urban children (Vakatsiini oseli dlia ukrainskoi molodi, 1934; Dalekyi O., 1938a; Dalekyi O., 1938b; Malytska K., 1922; Ozarkevych Ye., 2005; Tyzhden Ukrainskoi Dytyny, 1925; Tovarystvo «Vakatsiini Oseli», 1930; etc.).

The ideologists of Ukrainian scouting used, among other things, the recreational and health potential of the Carpathians to create their educational concept. Travelling and camping are the basic principles of scouting, its «alpha and omega». They underlie the system of Plast education, have universal tasks and meanings: contribute to approaching with nature; provide the acquisition of new knowledge, skills and abilities in various Plast activities; perform important cognitive and moral and aesthetic functions, form a love of nature, skills of nature management without harming the environment, etc. The ideologists of the Plast idea well understood the pedagogical



significance of the camping: O. Tysovskiy noted that the Plast camps are planned and meaningful stay in the nature, that usually lasts from one to three weeks (Tysovskiy O., 1921); I. Boberskyi (Boberskyi I., 1923).emphasized that camps create the best conditions for hardening and preparing young people for life, give strength and experience to serve the Motherland.

The results of the analysis of archival materials, periodicals, and works of leading figures of Plast allow us to conclude that the camp served as an example of «public education», which ensured the implementation of the leading conceptual principle of Ukrainian scouting – «education through the coexistence with nature». The success of camping was brought by the theoretical knowledge of children and youth acquired during Plast «tests» and examinations of «skills», in particular, the ability to set up a tent, to equip it; cooking, building a fire, cartography, orientation, signaling, knitting and rescue skills were important as well.

By the way, it should be noted that a certain percentage of articles in the «Ukrainian Youth» magazine was devoted to travelling and camping. For those who plan to travel there were practical recommendations and advice on how to pack a shoulder bag, what to take with them on the road trip, how to «camp» combining recreation with educational work, arranging lectures for the population, concerts for the peasantry, etc. (Vakatsiinoselidliaukrainskoimolodi, 1934; Molodypyroboti, 1936; Tovarystvo «Vakatsiini Oseli», 1930).

The «Nine Commandments of Traveling Plast Members» – a unique monument of Ukrainian ecological and pedagogical concept– deserves a particular attention. It was argued that travelling is not intended for racing, but for «cognition of God's nature» (Vakatsiinoselidliaukrainskoimolodi, 1934; Tysovskiy O., 192; Franko P., 1937).The «commandments», in particular, required: «Do not despise nature. Do not pluck flowers unnecessarily ... Do not scatter any paper, any vegetable waste» (Franko P., 1937).

An outstanding page in the development of not only the resort and medical business, but also the spiritual and cultural life of Ukrainians was inscribed by the «house» in Pidlyute. Pidlyute tract is located in the picturesque place of the mountain range Gorgany in the Ukrainian Carpathians (near the village of Osmoloda, Rozhnyativ district, Ivano-Frankivsk region) along the river Limnytsia. The development of this resort is closely connected with the history of the Greek Catholic metropolis. It became known during the time of Metropolitan A. Angelovych, who fled from Lviv from Napoleon's troops to his lands located a few kilometers from Pidlyute (today – a tract of Angels). In the 1840s, A. Angelovych's successor, Metropolitan Cardinal M. Levytsky, was cured of rheumatism in Podlyute. Bishop of Lviv Sylvester Sembratovych also drew attention to the healing air of these lands and sulfur-iodide mineral springs. This is how the «Cedar Chambers» for rest and treatment were built. There were three mineral springs in Podlyute; three small pools under the symbolic names of Sylvester, Andrew and Titus (Boberskyi I., 1923; Dzerovych Yu., 1926) were equipped here.

Aristocrats from all over the Austrian-Hungarian Empire, and later the Second Commonwealth of Poland, came to the tract for a rest and treatment. A narrow-gauge road was built to facilitate the delivery of people and goods.

The Greek Catholic Church owned hunting grounds around the tract. One of the most famous tenants of these lands in the XX century was a famous hunter Graf Paul Palfy von Erdod (Palfy, Graf von Erdod). However, during the Great War, this health resort was destroyed by troops during the Brusilov Offensive. After returning from exile in Siberia, Andrei Sheptytsky decided to rebuild this «house». In front of the «cedar chamber» a stone grotto was built, on top of which stood a massive stone cross (in Soviet times, atheistic authorities installed a sculpture of a deer instead of it). Here, in the grotto, Metropolitan Andrei Sheptytsky personally confessed the laity, and in the local church he conducted services. There were «holiday homes» near the residence (until 1939). A recreation pavilion with central heating was built here, which had 31 guest rooms. In addition to swimming pools, there was a shooting range, a dance floor, tennis courts, a reading room, and a dance hall. It was possible to go fishing and organize tourist excursions to the surrounding mountain peaks (Grof, Igrovets, Vysoka, Popadya, Syvulya, the highest peak Gorgany, 1836 meters high) by building mountain roads – «rails» (path for riding).

In Pidlyute, patients with rheumatism, gynecological diseases, diseases of the nervous system, tuberculosis of the bones and anemia were treated with the help of hydrogen sulfide sources. The chemical composition of the local water was similar to Truskavets water. Thus, the residence of Metropolitan Andrei Sheptytsky became a famous resort, where every year, according to various sources, from 120 to 350 people recovered. Well-known doctors worked in Pidlyute and treatment was available not only for clergymen (Boberskyi I., 1923; Dzerovych Yu., 1926).

In the late 1970s, under unknown circumstances, the entire complex (known as Shcherbytsky's cottage), where party leaders of Soviet Ukraine and even the Soviet Union were treated, completely burned down. The building was rebuilt in the late 1980s, and in 1999 it was legally returned to the Ivano-Frankivsk Eparchy of the UGCC. Today, in a three-story house, there is a spiritual retreat and recreation center, which accommodates 40 people. There is a dining room and a spacious gazebo. There is a great and urgent need to restore the traditions and experience of the «Pidlyute phenomenon» during, to use the unrealized recreational and healing potential of the Ukrainian Carpathians, including the healing air of Gorgany and therapeutic sulfur-iodide mineral springs of Pidlyute. In our opinion, a serious state program should be created to restore the «potential of Pidlyute», attract investment, conduct a broad advertising campaign, and study the experience of treatment and rehabilitation of patients in the early XX century. The creation of the museum «Pidlyute», its announcement as a spiritual and recreational center, the creation of an exhibition hall «Andrei Sheptytsky as a patron and spiritual guardian of Pidlyute», seem appropriate. Restoring the Pidlyute phenomenon is an important task not only in the field of healthcare, but also in the development of domestic tourism.

**Conclusions.** During the studied period, the Carpathian region developed a system of mass public medical education, which covered all areas of the health care system (sanitary and hygienic segment, health and physical education, etc.), which is constantly evolving and improving. These areas of work were a real contribution to the preservation of the gene pool of the Ukrainian people. The created system of treatment-and-prophylactic, consultative and improving establishments used the resort-recreational potential of the Carpathians. It testified to the importance of organizing public medical care for Ukrainians, where the least vulnerable layers of Ukrainians (children, participants in the national liberation struggle of Ukrainians, the disabled, widows, orphans, peasants, Ukrainians) could receive free (or for symbolic payment) treatment. An effective means and form of health care in Galicia was the rehabilitation of children and adults in «homes», «zhyvtsi» and other public institutions that performed health, medical, educational, pedagogical, spiritual functions. Ukrainian civil societies and the UGCC have made a significant contribution to the organization of recreation for their members, as well as to the provision of rehabilitation (usually for urban children) in mountainous areas.

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## **FORGOTTEN CAPITAL OF THE UNITED UKRAINIAN STATE: CAPACITY FOR MILITARY-PATRIOTIC TOURISM DEVELOPMENT IN CITY OF KAM'YANETS-PODILSKYI**

*The article highlights the tourist potential and directions of its use in relation to the Kamyanets era of the UPR Directoriat (1919–1920), when Kamianets-Podilsky served as the capital of the United Ukrainian State. The UPR Directoriat and its chairman, Chief Commander S. Petliura, the WUPR Dictatorship and the dictator Ye. Petrushevych, the government and the ministries of the UPR and WUPR, the General Staff of the Ukrainian Army of the UPR and the Leadership of the Ukrainian Galician Army, the National University, theater worked here, the laws of the UPR, resolutions and appeals of the Directoriat, orders on the Active Army of the UPR, etc. were adopted here. The Kamyanets era of the UPR Directoriat is connected with an important period of Ukrainian national liberation competitions and creation of the statehood of Ukraine. However, the existing tourist and resource potential related to the metropolitan status of Kamianets-Podilskyi, which was temporarily the capital of the Soborna (United) Ukrainian State in 1919–1920, is currently underutilized.*

**Keywords:** *Soborna (United) Ukrainian State, UPR, WUPR, Kamianets-Podilskyi, capital, tourist potential, excursion routes, military-historical festival «The last capital».*

**Relevance of research topic.** More than a century has passed since proclamation of Kamyanets-Podilskyi the capital city of the UPR, and the further away from these events, the greater interest represents every detail of the establishment of Ukrainian statehood. So the period of Kamyanets-Podilskyi's staying in the status of the capital of the UPR provides great opportunities for development of military-patriotic tourism, which are not fully discovered now.

**Formulation of the problem.** Kamyanets-Podilsky, which is mentioned first among the tourist wonders of Ukraine, is known generally for Ukrainian and foreign tourists, because of its historical fortress from the XV–XVIII centuries of Polish-Turkish origin (more correct – a castle, because in the Middle Ages the inaccessible fortress represented the whole city) [8, 418–420]. But the tourist potential of the city is

far from exhausted, since the Ukrainian Liberation Competitions of 1917–1920 gave it the opportunity to become for a long time (about 1 year) the capital of the UPR and ZUPR (Soborna (United) Ukraine) with full implementation of the capital functions and the availability of all relevant structures. Almost all the buildings where they were situated, have remained in the city until our time and are directly related to the activities of the most famous heads of the UPR and ZUPR, first of all, the Head of the Directorate and the Chief Commander of the UPR Army Simon Petliura. All these facts should be reflected on the image and development of tourist flows and brands of this destination, especially as in the world practice (USA, China) tourism brands are sometimes created artificially, cities change their names according to tourist demand [3]. In Kamianets-Podilskyi there is nothing to think of and to change – its days, as the capital of the UPR and ZUPR (that is, United Ukraine), have left in itself both photo-documentary and material – architectural heritage. It's impossible not to use this heritage in order to diversify the tourist offer of the city in the direction of priority development of national-patriotic and military-patriotic tourism in modern conditions of independent Ukraine.

**Analysis of recent researches and publications.** A study of the source-base of the article revealed that there are many publications, but they are mostly historical nature – without any connections to tourism. One can refer, first of all, to online sources [1; 2; 5; 6; 7; 9], as well as to guidebook «Kamyanets – the last capital of the UPR» [10], Polish language [2; 4] and other sources [3; 8].

**Presenting main material.** One can say that Kamyanets-Podilsky became the capital of the Soborna (United) Ukrainian State in 1919, since both the UPR Directorate and its ministries and the ZUPR Dictatorship with the state secretaries (ministers) were located here, as well as the Head of the Directorate, Chief Commander S. Petliura and ZUPR Dictator E. Petrushevich. Kamianets also housed the highest organs of the UPR and ZUPR Armed Forces – the UPR Active Army (Ministry of Military Affairs and General Staff) and the Ukrainian Galician Army (Chief Command). So in Kamianets there was an attempt to integrate the two Ukrainian states and their Armed Forces into a single body. Contemporaries emphasized the great importance of this period for Ukrainian national construction. General M. Omelyanovich-Pavlenko later wrote: «In the second half of 1919, Kamyanets of Podillya played an outstanding role during our liberation struggle. Here in a small space gathered everything that was saved from the long-lasting, fierce previous struggle that was running on both sides of the muddy river Zbruch (former border). It was for the first time that the Great and Western lands of the United and Single Ukraine became one against the other, as two worlds that have been politically divided for centuries; after all, they came together so closely and by force of circumstances were forced to look each other directly to the eyes, and that was for the good! The common woe did its thing: it fermented two branches of numerous nation into one community» [9]. The two Ukrainian governments had a difficult relationships,

which also affected the military situation. Thus, among the units stationed in Kamianets was the 1st Brigade of the USS (Infantry) of the Ukrainian Galician Army (UGA), which during July – September 1919 actually served as E. Petrushevich's guard. UPR government tried to create a similar elite division in the form of the Haidamak Brigade. As M. Kapustiansky (the quartermaster-general of the UPR Army) noted, «A unique combination was created. On the one hand – UGA, which had the features of the former Austrian army: positive (rational organization, punctuality even in the smallest detail, accuracy, stubbornness and endurance in battle, but without proper tenacity and perseverance to bring it to an end at all costs) and negative (extra centralization, fear for their flanks and rear, lack of broad initiative and waiting for orders from above). The infantry of UGA did not require much and listened strictly to their officers orders. The Dnieper army had the properties of a former Russian army, with some biases for better or worse. Strong features included stubbornness, dedication, endurance, contempt for death. But in general the Army of the UPR was less organized than the UGA, with less discipline, rear and supplies. From the purely combat side, as the ability to maneuver on wide fronts, to fight on all four sides of the world, personal initiative, the Army of the UPR was stronger than the UGA in the conditions of the Maneuver-Bolshevik front. It was supposed to be a perfect combination of carefulness, limited desires, obedience of Halychyna style UGA with initiative, militancy and a wide reach of the UPR Army. They complemented each other. Together, they could create, under favorable conditions (equipment, weapons), a formidable, invincible Ukrainian Weapon»[5]. Concentration of the UGA and UPR Army on the Podillya soil opened a new page of combat cooperation between them. The transformation of Kamianets to the capital city (even forced and temporary) of the United Ukraine contributed to the revitalization of cultural life in the city as well.

Almost all the buildings, which housed the various state institutions of the UPR and ZUPR, have been preserved in the city up to the present time and are directly related to the activity of the most famous heads of the UPR and ZUPR, first of all, to the Head of the Directoriat and the Chief Commander of the UPR Army, Simon Petliura. Military historical festivals and reconstructions are essential for attracting tourists to Kamianets-Podilskyi, as the former capital of the UPR. In general, the city can be recommended annually to hold «UPR Days» lasting several days, the purpose of which is to recreate the events of the few months of 1919, when the capital of independent Ukraine was located in Kamianets-Podilskyi. These can be military parades, training of units of UPR and ZUPR armies, theatrical performances, performances of poets and singers with authentic works of the UPR times, stage performances of «UPR leaders» at rallies, the reconstruction of fights and more. If you involve university students together with high school students and dress them in the military uniforms of the UPR and ZUPR armies to participate in staged events, then the whole city will find itself in the atmosphere of the «capital of the UPR in 1919.» For tourists (Ukrainian and foreign) it would be an unforgettable festival. Appropriate

program of activities should be prepared in advance, submitted in print and electronic media, advertised on the Internet, on television, etc. The basis for such a festival already exists—it's the military-historical festival «The Last Capital», dedicated to the Kamianets Era of the Ukrainian People's Republic, which was held on August 24–25, 2019 after a five-year break. During the festival, two clashes were reconstructed – between the UPR Active Army and the Armed Forces of the South of Russia (A. Denikin's Army), and later during the tactical game – between the UPR Active Army and Bolshevik units. The event took place in the park opposite the «Rosmay» Trading Centre on Shevchenko Street – at 16.00 and at the Polish Market Square – at 17.30. During the two battles the audience was commented on by well-known Kyiv historian and heraldist Alex Rudenko. The tactical game took place on the second day of the festival at the Polish Filwarks, when: «The enemy was very close. The Bolsheviks were on a nearby field, and the guys from infantry reconnaissance squad of the Third Iron Division of the UPR Army did not know about it. Their detachment was divided: half left on the left bank of the river Smotrych, and then crossed the river fording. Others set off along the ancient Polish Gate. «Petlyura» armored car followed the detachment, then stopped, waiting for his time. The Bolsheviks saw and prepared the approach of the reconnaissance men: they barricaded the road to the field, and three ambushes were prepared in shrubs of bushes and trees. The muzzle of the rifles was sticking out of the corn, and sometimes the shaggy papakhas could be seen in the reeds. Shots reflected off the high cliffs of the canyon. The battle lasted for a quarter of an hour: the field was covered with the bodies of the fallen, only a cabin boy from the Bolshevik detachments survived, and the people who came to Kamyanets-Podilskyi beach to sunbathe were filming everything on their phones, sometimes without even lifting from towels spread out on the bank of Smotrych river [6]. There were a lot of spectators (tourists) watching the street fights in the city, but, alas, few people watched the tactical game, although all the events of the festival were free.

More than 200 reconstructors participated in this event, including members of the city military-historical society, the Victims of War Search Society «Memory» (Lviv), NGO «Living History» (Vinnytsia), the Vinnytsia History Center; Protector of Water (Odessa); Age «172 Infantry Regiment» (Kyiv); Plastun Water Company (Kyiv); 44th Infantry Regiment (Kyiv), Insurgent Regiment (Kyiv), reconstructors from Khmelnytskyi, 46th Dobrich Regiment from Dobrych (Bulgaria). Among the reconstructors there were many ATO (Anti – Terrorist Operation) / OUF (Operation of the United Forces) participants who went from the front to the «historic front», defending the position of independence of Ukraine through the reconstruction of the Liberation events. Among the reconstructors were women who recreated the mourning sisters who provided first aid during and after the battle, and «paramedics». Three armored cars («Chernik» from Kamenets, «Petliura» from Vinnytsia and unnamed one from Lviv) drove through the streets of the city, as well as an antique-looking Fiat



truck and several passenger cars of that era. In their free time from the «fighting» the reconstructors practiced in the studio and demonstrated the camp soldiers' life from the early twentieth century for all Kamyanets Castle guests. The festival began with a free concert by the People's Artist of Ukraine Taras Kompanichenko and «Horia Cossack» in the courtyard of the Old Castle. The team brought the program «Songs of the Ukrainian Revolution» from the works of the time of the Liberation Competitions of 1917–1921. The Kamyanets event became the «godfather» of a similar festival in city of Vinnitsa, and in the plans of the organizers – the reproduction of the events of 1920, namely the episode of the Polish-Bolshevik war [2; 4]. This is an interesting and important topic that is practically unknown to the vast majority of the Ukrainian population. The reconstructions plans also include an educational component of the festival.

In such a way, Kamianets-Podilskyi restores the memory of its time as the capital of Ukrainian Revolution. The gains and losses of the UPR Directoriat become the topic of military-historical festivals and reconstructions (like «The Last Capital»), publications, guides and excursions. Kamyanets is slowly recollecting its past and its capital status, which it had under UPR, but its tourism potential in this context is not fully revealed. For example, the tourist guide-book «Kamyanets as the last capital of the UPR», published in 2011 [10], has not been republished since then and has become a rarity even in online stores, and excursions under the same name do not have proper advertising in Ukraine and abroad, that was noted by correspondent of the Lviv newspaper «Vysoky Zamok» during a visit to the city, paying attention to the proposal of an city excursion about witches [1]. The Military History Festival and Reconstruction under name «Last Capital», which took place in Kamianets-Podilskyi in August 2019 after a 5-year break, was also unheard of in all Ukrainian advertising and publicity. As a result, the organizers of this festival, which is very interesting for tourists, boasted that it gathered over 200 reconstructors from Ukraine and abroad, but the number of tourists remained silent, and although most of the festival's events were free for spectators, only a few casual tourists came to see the tactical game.

**Conclusion.** Kamianets-Podilskyi, as a significant tourist destination of Ukraine, needs to diversify its tourist image by attracting into it the capital city's past in the time of the UPR Directoryat, which is especially important nowadays especially for the education of school pupils and students (taking into account the Ministry of Education requirement for their tourist mobility), and secure that image with the right brand (logo, slogan, etc.). In any case, the city's capital status obliges to it.

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## THE MICE TOURISM INDUSTRYTRENDS

*The article discusses the MICE tourism industrysignificance and definitions of its components. The present state of the world MICE tourism market is highlighted. Countries and cities with the highest number of international meetings are presented.*

**Keywords:** MICEtourism, business events, international meetings, incentives, venues.

**Relevance of research topic.** MICE industry offers tourism services in which organizers and suppliers that manage and deliver meetings, conferences, exhibitions, and other related events held to achieve a range of professional, business, cultural, or academic objectives. MICE industry growth shall have a positive impact in the growth of businesses, cities, destinations, and other covered spectrums. The MICE industry size was valued at 805 billion USA dollars in 2017 and is expected to grow at a compound annual growth rate of 7.6% to reach 1,439.3 billion USA dollars by 2025 (MICE Industry by Event Type (Meetings, Incentives, Conventions, and Exhibitions): Global Opportunity Analysis and Industry Forecast, 2018–2025).

**Formulation of the problem.** In the view of the current situation, there is an urgent need to review existing theoretical and practical approaches of MICE tourism industry. The aim of this paper is to analyze the present state of the business tourism market in the world.

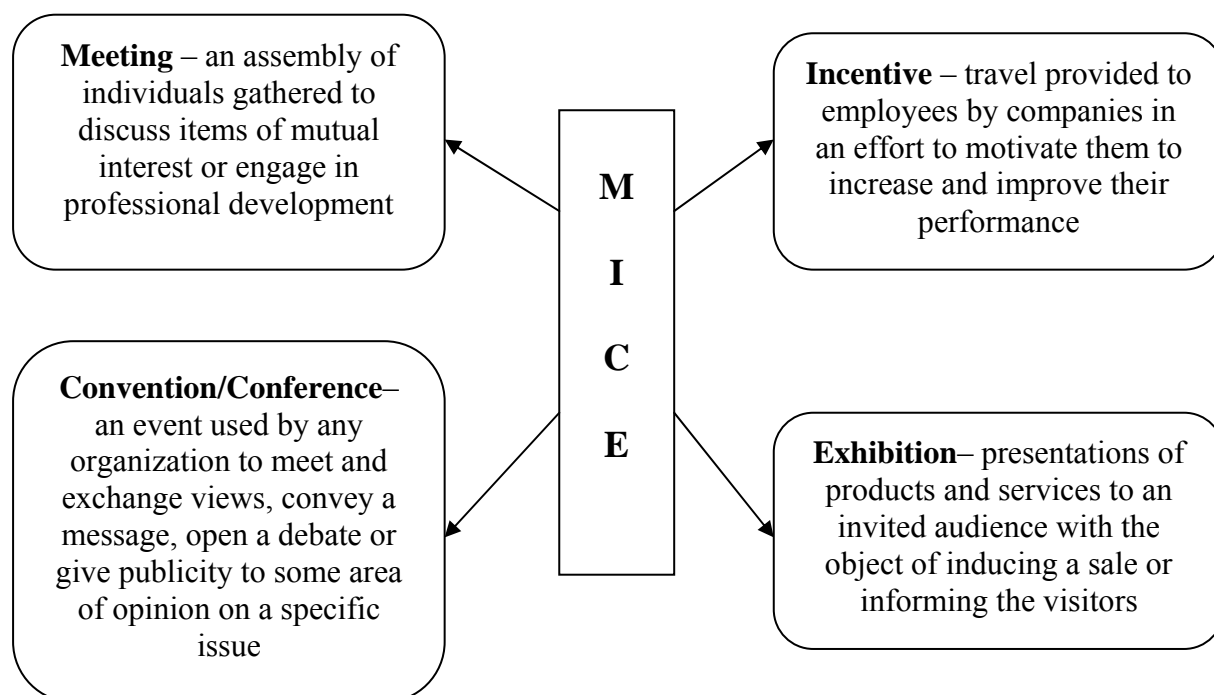
**Analysis of recent researches and publications.** Ukrainian scientifics as I. Andrenko, I. Biletska, N. Dehtyar, N. Kornilova, I. Prohorchuk paid attention to the MICE tourism industry. Their scientific works reveal the main causes and consequences of MICE tourism. However, this problem needs further investigation in the light of current trends.

**Presenting main material.** MICE is an acronym for the Meetings, Incentives, Conventions/Conferences and Exhibitions tourism segment. Business event is another definition for MICE. This may include: conferences, congresses, conventions, seminar, symposia, trade shows, incentive group events, courses, marketing events, company general meetings, product launches, corporate retreats, exhibitions, study tours or training programs (figure 1).

Key stakeholders in the MICE industry are: corporations, associations, convention and visitors bureaus, professional conference and exhibition organizers, venues, other supporting organizations.

The MICE industry generates higher spending per head compared to leisure tourism. The MICE industry reduces seasonality in tourism, as most business events occur during the off-peak seasons in tourism.

The MICE industry influence the business climate of local economy and the strategic direction of industries. MICE events are useful in terms of bringing new ideas, knowledge and insights to a country.



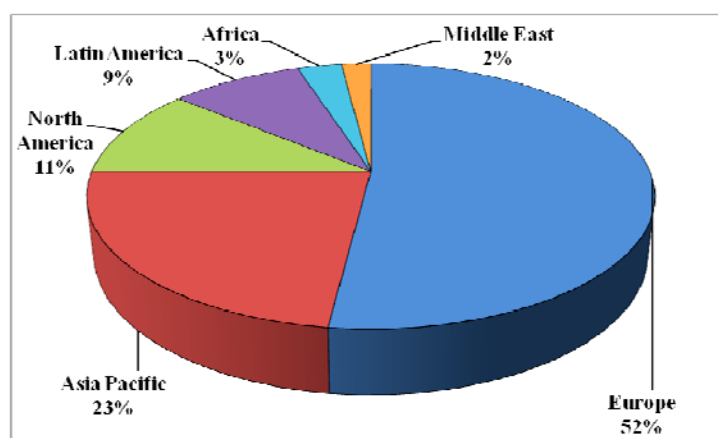
*Figure 1. MICE components definitions*

*Source: author's research*

Travel and Tourism is a key sector for economic development and job creation throughout the world. In 2018, the sector's total contribution to the global economy reached 8.8 trillion USA dollars (equating to 10.4% of global Gross domestic product). The division of overall spend is firmly weighted towards the leisure market which in 2018 accounted for 78,5% of the total compared with 21,5% from business tourism spend (World Travel and Tourism Council: Travel and Tourism Global Economic Impact and Trends 2019).

In Ukraine leisure travel spending (inbound and domestic) generated 89.4% of direct Travel & Tourism GDP in 2017 – UAH116.5bn. compared with 10.6% for business travel spending – UAH13.9bn. (World Travel and Tourism Council: Travel and Tourism Economic Impact Ukraine 2018).

According to the International Congress and Convention Association (ICCA) 52% of international meetings are held in Europe. In the second place is the region of AsiaPacific – 23%. While 11% of international meetings are held in the USA and Canada – North America region (figure 2).



*Figure 2. Number of international association meetings per region in 2018, %*

*Source: ICCA Statistics Report Country and City Rankings 2018.*

The USA remains in the top country spot with an estimated total of 947 international meetings. Per this ranking, Germany in second place, Spain in third and France in fourth. Ukraine took 82 place on the ranking list according to the number of held international meetings in 2018 (table 1).

*Table 1*

**Countries and cities with the highest number of international association meetings in 2018**

Country		Rank	City	
USA.	947	<b>1</b>	Paris	212
Germany	642	<b>2</b>	Vienna	172
Spain	595	<b>3</b>	Madrid	165
France	579	<b>4</b>	Barcelona	163
United Kingdom	574	<b>5</b>	Berlin	162
Italy	522	<b>6</b>	Lisbon	152
Japan	492	<b>7</b>	London	150
China	449	<b>8</b>	Singapore	145
Netherlands	355	<b>9</b>	Prague	136
Canada	315	<b>10</b>	Bangkok	135

*Source: ICCA Statistics Report Country and City Rankings 2018*

Venue capacity is an important element for MICE industry and the resulting economic development it generates. Europe is home to the biggest number of venues (499), followed by North America (394) and Asia-Pacific (205) respectively. Globally, 61% of the venues have an indoor capacity between 5,000 and 20,000 sqm. One third (34%) of all venues globally belong to the medium-size segment, offering between 20,000 and 100,000 sqm. 62 venues (5%) have more than 100,000 sqm (table 2).

Table 2

**Top venues with a minimum of 200,000 sqm. in 2017**

Rank	Name	City	Country	Space, sqm.
1	Messe Hannover	Hannover	Germany	463,275
2	National Exhibition and Convention Center (Shanghai)	Shanghai	China	404,400
3	Messe Frankfurt	Frankfurt/Main	Germany	366,637
4	Fiera Milano (Rho Pero)	Milano	Italy	345,000
5	China Import and Export Fair Complex (Pazhou Complex)	Guangzhou	China	338,000
6	Kunming Dianchi Convention and ExhibitionCenter (DCEC)	Kunming	China	310,000
7	Koelnmesse	Cologne	Germany	284,000
8	Messe Duesseldorf	Duesseldorf	Germany	261,817
9	Paris Nord Villepinte	Paris	France	246,312
10	McCormick Place	Chicago	USA	241,548
11	Crocus Expo	Moscow	Russia	226,399
12	Feria Valencia	Valencia	Spain	223,090
13	Fira de Barcelona: Gran Via venue	Barcelona	Spain	203,106
14	Porte de Versailles	Paris	France	202,036

*Source: UFI: World Map Of Exhibition Venues 2017.*

**Conclusion.** MICE is important component of tourism development today. Every tourism destination is trying to develop MICE industry. MICE tourism generate a considerable amount of revenue and positively impacts on the host destination. In this way MICE tourism is an activity that every country should develop the year round to offset the seasonality in tourism. Ukraine has a huge potential for MICE tourism. It's important to promote and develop its MICE tourism destinations.

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## TOURISM FUTUROLOGY AS A RESEARCH AREA IN TOURISMOLOGY

*The article defines the prerequisites and prospects for the formation of tourism futurology as a separate area of research in tourism. It is substantiated that scientific foresighting and forecasting of future tourism is necessary for formulating realistic scenarios and developing effective proactive strategies. The necessity to study the future of tourism from the standpoint of a systematic approach has been proved, considering tourism to a complex, dynamic, socio-ecological and economical service system. The main determinants, perspective directions, problems and forms of tourism development in the future are outlined, in particular in the format of interim-entrepreneurship.*

**Keywords:** futures studies, tourism futures, tourismology, foresight, futurology.

### **Relevance of the research topic.**

At the end of the XX – beginning of the XXI century, tourism has become the most economically developing sector and has a significant impact on the social and economic well-being of more than 80% of the world. For a growing number of

countries and regions, tourism revenues are becoming a significant and sometimes major source of replenishment of national and regional budgets. The dynamic growth of international and domestic tourist flows and employment in the tourism industry, which combined with the multiplier effect of tourism, which directly or indirectly determines the development of other key sectors of the economy and culture, has rightly regarded tourism as a driver of social development, impressive in recent decades regions and the phenomenon of the modern globalized world.

However, the bankruptcy and liquidation in September 2019 of the oldest in the tourist market of the company, the second largest in Europe by the tour operator and carrier Thomas Cook Group, not only shocked the public and diminished the reputation of organized tourism, but also clearly identified and clearly demonstrated the existence of deep problems and systems in the tourism industry, the inability of the traditional tourism business model to meet the challenges of a turbulent external environment. Bankruptcy was caused not only by the mistakes in strategic and corporate management of the company, but by the lack of competencies for deep and comprehensive forecasting of future trends and changes in the tourism market, late adaptation of management to conducting high-tech business in the conditions of digital economy development and personification of tourist demand. The global crisis that is unfolding (at the time of writing and holding the conference) due to the spread of new viral infection has exacerbated the problems and actualized new threats to the stability of world tourism development. Tourism became the main way of spreading the infection and proved to be the main «victim» of its negative consequences – there is a significant reduction in tourist flows, a massive refusal to book tours and rooms in hotels, cancellation of event events, increasing the likelihood of bankruptcies of medium-sized, small enterprises and dismissal of workers in tourism industry. According to preliminary data from Bloomberg experts, the global tourism industry could lose up to \$ 1.7 trillion in a year out of \$ 2.7 trillion in global economic losses [1].

The main cause of the global problem is the feeling of chaos and fear of the uncertainty of the future, the insecurity of humanity in the nature of future events, lack of reliable information and lack of trust in institutions, lack of optimistic forecasts and scenarios of further development and built images of the wanted future. The urgency of scientific reflection in the field of tourism, the need to understand tourism as a holistic object of scientific knowledge and to predict its future in order to formulate scenarios for the development and development of scientifically sound proactive strategies, are becoming evident. Such tasks can be posed by the futures of tourism as a field of research in the area of tourism – tourismology.

### **Formulation of the problem.**

In the scientific environment of Ukraine over the last 15–20 years, an interdisciplinary scientific area of knowledge about patterns of development and problems of tourism – tourismology (in some publications – touristika) has been formed. Within it, the problems and subjects of study of several fundamental and



applied sciences focusing on tourism are synthesized, attempts are made to comprehensively investigate the phenomenon of tourism, to formulate and develop holistic scientific concepts of tourism. However, in tourism publications, in most cases, it is not the holistic approach that prevails, but the sectoral approach, when several elements are distinguished in the tourism knowledge system: scientific aspects of the research: philosophical, sociological, psychological, geographical, economic, cultural etc.

The scientific study of the future in Ukraine was intensified more than 15 years ago against the backdrop of understanding the consequences of the economic crisis and the rapid development of information and communication technologies. These studies have long been interdisciplinary, philosophical, and general in nature, with no emphasis on studying the future development of particular areas of the economy and other aspects of human civilization. It is quite possible to assume a hypothesis about the feasibility of allocating «sectoral» futurology, including conducting futuristic analysis of tourism, forecasting and predicting trends and responding proactively to them when developing business strategies, national and regional tourism development programs.

Thus the problem of scientific synthesis and convergence of tourism and futurology arises on the basis of application of problem approach (problems of the future), definition of methodological bases, principles and tasks of futurology of tourism as a separate scientific direction of research. These settings set the purpose of this scientific work and the task of the study.

#### **Analysis of recent research and publications.**

Scientific interest in academia for the study of the future of tourism over the past decade has shown itself quite broadly. Developing forecasts for tourism development in general, by region and by type of tourism is a key objective of UNWTO and other international tourism organizations. A significant contribution to the sectoral research on the future of tourism can be considered the work of Ian Ivey, which identifies scientific approaches to the application of the methodology and technology of foresighting and forecasting in the field of tourism [10].

In Europe, the creation of the European Tourism Futures Institute (ETFI) in 2009 in the Netherlands can be seen as a significant milestone in the scientific study of future tourism. Staff members of the Yeoman I., Postma A., Oskam J. Institute have published academic papers «2050: Tomorrow's Tourism» and «The Future of European Tourism» [23, 15], which comprehensively present problematic issues and priorities in the research of future tourism. In 2015, the Institute launched the publication of the periodical scientific journal *Journal of Tourism Futures* [24], which publishes the results of scientific researches of different spectrum: problems of sustainable tourism, prospects of development of national tourism in different countries, prospects of further development of accessible tourism, different types and forms tourism, the impact of information technology, geopolitical, political and social

factors on tourism in the following time periods, the use of scenario planning methodology, psycho-motivational bases of consumer formation future demand in tourism of the future and other topics.

**Presenting the main material.** To be able to successfully synthesize tourismology and futurology into tourism futurology, it is necessary to first determine the basic theoretical and methodological foundations of these areas of scientific research. Scientific basis for the study of tourism in Ukraine study warehouses Bozhko L., Fedorchenko V., Pazenok V., Herasymenko V., Kruchek O., Lyubitseva O., Malska M., Tkachenko T. [2, 3, 5, 11, 12, 20].

The conducted research shows that the central concept and object of scientific reflex in tourism is tourism, which should be considered as an open, complex, dynamic socio-ecological-economic service system. In the context of the scientific search for interaction with futurology, a systematic approach to the study of tourism, in our view, should be considered the most appropriate and adequate. Tourism as a systematic object of scientific knowledge is carefully considered by Scarpino M., who analyzed a considerable number of models of the tourism system [18]. Visochan O., Yaremchuk O. are among the domestic researchers, whose theoretical models of the tourism system are also deeply studied and generalized [21, 22].

The system approach allows us to consider tourism as a set of relationships and phenomena that arise during the initiation, generation and implementation of the tourism process. According to A. Lyubitseva, the tourist process is a process of tourist migration (movement of tourist flows) and consumption of tourist products (resources, services, goods), which is carried out during these movements and provided by the activity of the subjects of the tourist market [11]. The subject of the process is the tourist, who, moving in the tourist space and the programmed period of time from the region of permanent residence to the tourist destination and back enters into certain economic and non-economic relations. Within the tourism system, a tourist product is also formed, promoted, sold and consumed.

Understanding tourism as an open system implies its consideration in a continuous interconnection and interdependence with external factors and conditions of local, regional, national and global levels. The functioning and development of tourism takes place in a dynamic, uncertain environment represented by natural (ecological), political, economic, social, technological and other drivers. At the same time, tourism itself is a driver that can influence environmental, economic, social and other processes and phenomena from local to global level.

The *complexity of the tourism system* is provided by a complex internal structure, which is formed by a large number of interrelated elements and subsystems of different nature. Typically, different theoretical models of tourism separate different structural elements, for example, tourist, tourist destination, tourist enterprises and organizations, subjects of tourist activity, tourist product, tourist industry, travel agents and other elements and subsystems.

The definition of *tourism as a socio-ecological-economic system* makes it possible to explore the nature of the relationship that arises between the tourist and other elements in the process of tourist travel. In order to meet its needs, the tourist not only engages in economic relations regarding the purchase, sale and consumption of services, but also actively interacts with attractive and related objects of the natural and socio-cultural environment of the destination, representatives of the local population, participates in intercultural and interpersonal (tourist – service staff, tourist – tourist) communications. In certain circumstances (political, cultural and psychological contradictions, excessive load on the territory due to the large volume of tourist flow, the desire to get an extra margin for tourist services, etc.), these relationships can be not only constructive but also destructive. Harmonizing the relationship between the tourist and the elements of the socio-ecological-economic system of tourism and maintaining them in the medium and far-term perspective is one of the main tasks of modern academic and applied research. The concept of Sustainable Tourism is a key scientific concept of tourism and at the same time a basic concept of tourism futures. The rapid growth of interest in the scientific community to the problems of overtourism and its foresighting in the future clearly confirms this thesis [22].

*The dynamism of the tourism system* implies an understanding of tourism as a system that is described not only by state parameters, but also by constant changes in time and evolution of these parameters. That is, dynamic systems are systems that, under the action of external and internal forces, change their states over time. The nature of these changes in the tourism system, which develops in an uncertain environment, is defined as nonlinear, stochastic and chaotic. Chaotic means that small or accidental changes in the environment can lead to unpredictable consequences. It is this peculiarity of the tourism system, its vulnerability to random factors, and the complication of predicting its future states that make tourism an object of futurology study.

The attribution of tourism to *service macrosystems* is due to the fact that the final or intermediate product of such a system at different stages of the tourism process is services. The competitiveness of a tourism product, as an aggregate of services provided to tourists by entities in a highly competitive tourism market, is directly dependent on the quality of these services. Quality of service in modern conditions is determined by the competence of service organizations to determine the individual motives, needs and values of consumers of tourist services. The quality of tourist service is ensured by the subjects of tourist activity through market segmentation, standardization of service processes, customization of the service product, organization of consumption of services in an interactive mode taking into account the positions of the consumer («pre-tourist», tourist, «post-tourist»).

Before considering the methodological underpinnings of futurology in the context of defining the priorities and tasks of tourism futures, it is necessary to state the semantic difficulties that led to the choice and operation of the term «futurology» (using the root word Greek origin «logos») for the realities of Ukrainian science of

tourism. In English-language literature, a synonymous term that reflects current views on the study of the future is «futures studies», and in the case of tourism, «tourism futures». The word «future» is given here in the plural, the exact analogue of which is not in the Ukrainian language, and the meaning of which can be translated as «the study of a multivariate future» or «*the study of the future*». Accordingly, the modern futures of tourism can be understood as a «tourism multivariate future», «the study and forecasting of different options for tourism development in the future». Notwithstanding the current criticism of the use of the term [17], its use in the realities of Ukraine in the field of tourism, should be considered appropriate, more pluralistic and one that allows a comprehensive study of social, cultural, environmental, political, economic, psychological aspects of multifaceted future tourism.

Petro Sukhorolskyi pointed out this peculiarity of terminology in scientific work, which is one of the first in the Ukrainian scientific environment to broadly identify and characterize key ideas, concepts and events on the path of futurology development as a separate scientific discipline [19]. Among the fundamental studies of futurology should be noted monograph Mykhailo Holyanych «Futurology. The Philosophy of Futurity» [6] and Volodymyr Horbatenko's work on the prospects for the development of industry futures [7, 8].

Modern futurology as a field of scientific researches during the period of its evolutionary development has absorbed a considerable number of heterogeneous directions, concepts, methods and technologies of studying the future. Among the major ones that may be relevant to the tourism industry, we can identify an optimistic and pessimistic direction in describing the future, the concept of «futureshock», «clash of civilizations», «post-industrial civilization», a group of traditional forecasting methods and a group of methods and technologies of interactive foresight, historical analogies, forward-looking strategic analysis tools, cross-impact analysis, scenario planning, critical technologies, group and creative methods and others.

We consider it necessary to dwell on several problematic issues of application of futurological techniques and concepts in the futures of tourism. Thus, in our opinion, in the process of «studying tourism future» must use of strategic analysis tools, in particular modifications of PEST-analysis, in assessing changes, challenges, trends and the influence of external drivers on the further development of tourism.

Among the known modifications is the systematic study of the following factors:

1. PESTE – Political, Economical, Social-Culture, Technological + Environmental/ Ecological (added environmental and environmental factors).
2. PESTEL – PESTE + Legal (additional legal factors are added separately)
3. PESTELI – PESTEL + Industry analysis (an additional market analysis is carried out)
4. STEEP – PEST + Ethical (ethnic factors are highlighted separately)
5. LONGPEST – PEST + Local + National + Global factors (additional assessment of the impact of factors at local, national and global levels)

6. PESTEV – Political, Economical, Social-Culture, Technological, Environmental / Ecological + Value-based issues (studies of trends and changes in basic individual human values are added).

In our opinion, in the futuristic studies of tourism in Ukraine, it is possible to use all these models and their further modification, such as LONGPESTEV, LONGPESTELI and others. This approach is explained by the presence of significant national and regional specificity, an excellent resource base and different prerequisites for tourism development in the regions of the country, individual destinations (for example, Chornobyl), the significant role of ethnic, ethnocentric, politicocentric factors in some of them.

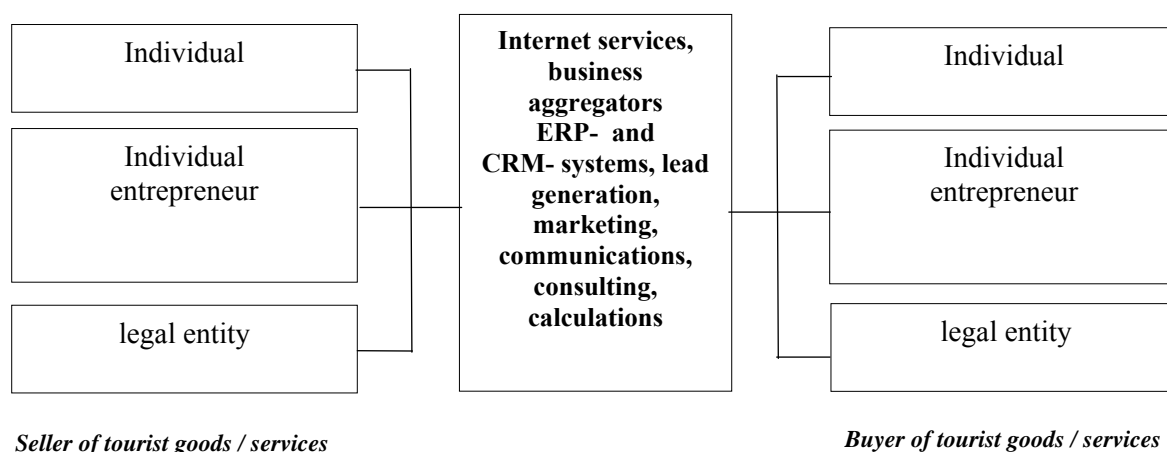
The second important point in the directions of futuristic analysis of tourism should be considered fundamental changes in the group of factors of the tourist environment «Value-based issues», namely, significant differences in the value and psycho-motivational characteristics of consumers of tourist services of different age groups, and especially those who potentially become them the future. This problem is being studied today in the context of the application of «theory of generations» in predicting the nature of tourism demand.

According to the theory of generations, proposed by N. Howe and W. Strauss [9], societies have for some time seen a cyclical change in four types of generations with different value characteristics. The theory helps futurists to analyze the characteristics of different generations and to predict consumer behavior in the tourism sector, based on their core values. In the context of foresighting future tourism, a considerable amount of works has been devoted to the problems of changing consumer preferences and landmarks of different generation (including «Generation Z» and the newest concept «Generation  $\alpha$ »).[4].

The critical factors that most significantly influence the evolution of consumer values of future tourists, in our opinion, should be considered a boom in information and communication, digital technologies, wide availability and redundancy of information received, priority development of emotional intelligence in the young generation. These factors greatly influence and will influence the geography, content, nature and forms of travel and excursion programs organized by the operators of the tourist market. Thus, based on the observations made, it can be argued that the need for permanent emotional load (strong emotional impressions of any type, wow effects, «hype») becomes a basic physiological need for representatives of the younger generation (in Maslow's theory, ERG Alderfer theory, etc.). This trend can be considered as a promising opportunity for the emergence of new creative ideas in tourism design, as well as a threat to the safety of tourists and sustainable development of tourism in the regions.

Studies have shown that further enhancing the role of digital technology in the organization of intermediation in the tourist market, not only contribute to the development of new types of tourism (virtual, instatourism, etc.), but create and will create the latest formats of tourism business. One of these formats should be

considered interim-entrepreneurship, which involves temporary employment and/or execution of one-time targeted orders of the client for the production and/or sale of tourist services using the mediation of digital sites of various Internet services and business aggregators, which are carried out on a permanent basis. The term comes from lat. «Interim» – intermediate, or «ad interem» which means to perform duties temporarily. The content of economic relations in the format of interim-entrepreneurship is shown schematically in Fig. 1.



*Figure 1. Interim-entrepreneurship format in tourism*

The central and necessary link of such an «ecosystem of interim-entrepreneurship» is Internet services (messengers) and business aggregators, formed as investment projects of large business structures or as independent start-ups. They connect independent economic agents – producers and consumers of tourist services on the basis of special infrastructure, usually associated with the use of the Internet. By the way, the efficiency of the system was demonstrated by the effective self-organization of the transport connection in Ukraine under the conditions of quarantine measures. Such cooperation, in our opinion, will further significantly change the structure of tourist demand, the structure of subjects of tourist supply, reduce fixed, transactional, logistics, marketing costs, increase the reputation assets of participants, resulting in a new quality and price of the tourist product.

**Conclusion.** Therefore, in our view, scientific research in the field of predicting future tourism should become a practical task and an integral part of the political and socio-economic management of tourism in Ukraine and in the world as a whole. More informed management decisions can be ensured on the basis of current methods of forecasting and foresighting the future. Futurology of tourism as a direction of tourism in scientific, technological, ecological, socio-economic, managerial aspects can play a significant role in explaining, preventing and eliminating crisis phenomena, in ensuring sustainable development of regional and world tourism.

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## **CURRENT STATE AND FEATURES OF DEVELOPMENT OF WINTER TYPES OF REST IN UKRAINE**

*The current state of winter holidays in Ukraine was considered. It is marked, that ski tourism industry in Ukraine is practically unfilled and not able to contain persons who interested in rest in mountains or on skis. It is indicated on the danger of tourists constrained with the use of old equipment. Poor quality of service for tourists, which does not meet international standards, is defined.*

**Keywords:** *winter type of tourism, resort, tourism, active rest.*

**Relevance of the research topic.** The intensive development of tourism in the world has accelerated the development of mountainous areas and the improvement of winter types in tourism. Winter holidays are directly dependent on climatic conditions and the availability of snow and his volume. This type of tourism is quite active and sometimes requires serious sports training. Winter holidays allow you to take advantage of the many subspecies of winter tourism – skiing, snowboarding and snow tubing, ice skating and snowmobiling, as well as enjoy winter tourist areas swimming in thermal springs.

**Formulation of the problem.** In the modern world, winter tourism begins to grow into one of the most popular types of active rest. It isn't only prestigious, but also economically important for countries with winter tourism centers on their territory, since they receive a significant contribution to the income of their budgets in the form

of taxes from tourism activities and industries serving the winter tourism industry. The more than half of all profits from winter types of tourism is created by skiing tourism.

**Analysis of the last researches and publications.** The main aspects of the study of this topic are covered in the scientific works of such domestic and foreign scientists as: Babkin A.V, Gorbunov V.S, Guk N.A, Remizov L.P and others. A winter holiday is a visit to a tourist area in the winter. It gives an opportunity to take advantage of a large number of subspecies of winter tourism – skiing, snowboarding, ice rinks, sledges and snowmobiles, as well as bathing in thermal springs in winter tourist areas [7].

Winter holidays depend on climatic conditions. Of paramount importance is the presence of a dense snow cover for four to five months of the year. The following important factors are: the height of the terrain, the features of the terrain, the weather conditions of the ski seasons, the nature of vegetation, the absence of avalanche and mudslides, as well as the diversity and uniqueness of landscapes.

The presence of dense snow cover depends not only on the height, but also on the location of the area, its proximity to the sea, the direction of mountain ranges, vegetation. The state of the snow cover is affected not only by the temperature, but also by the wind, which blows away the snow in convex areas and forms hard snow jams. To eliminate its negative impact, routes are laid on wooded slopes. They better preserve the snow cover and provide a more comfortable feeling when riding. However, in this case, additional costs are required for clearing the route of trees and for engineering and geological surveys to determine the stability of the slope after uprooting trees. Such conditions are often found at high altitudes in the mountains, and places of mass skiing on steep slopes, the snow becomes hard and icy from rolling it up by skiers [1].

The length of the ski season is great importance when operating the trails. It can be increased by selecting tracks on the slopes of the southern exposure for use primarily in winter and on the slopes of the Northern exposure, which are skated in the spring, when the snow cover of the southern slopes begins to melt. Modern resorts use snow guns to continue the skiing season. When choosing slopes for skiing, pay attention to the avalanche danger that arises not only from a large amount of snow precipitation and other weather conditions, but also from the steepness of the slopes and the nature of the vegetation. The largest number of avalanches is typical for non-vertical concave slopes with a range of steepness from 25 to 50 (table 1) [4].

*Table 1*

**Assessment of recreational resources of the territory for the development of winter tourism**

	Recreational assessment		
Height of the terrace, m	1000–2500	2500–3000	3000–4000
Distance between the highway and the hotel, km	Less than 1	1–5	5–30

	Recreational assessment		
Height of the terrace, m	1000–2500	2500–3000	3000–4000
Route length, m	More than 1000	200–1000	50–200
The average slope, degree	12–18	18–20; 10–12	5–10; 20–25
The nature of the surface slope	Moderate with no stony areas	There are some stony areas that are not covered with snow	Strongly dissected with many stone areas
Avalanche danger	Avalanches are possible	Avalanches are possible	There are avalanche dangerous areas

The study of natural and climatic conditions of the world's winter resorts showed that the most popular of them are located at an altitude of 1500–1800 m above sea level, the average temperature in January is 5–6, with long – term sunlight 1900–2000 hours per year, the amount of snow in development zone is up to 3 meters. The above options correspond to resorts in Western Europe. The countries of this region are ahead of the world in terms of the number of winter resorts and the total length and equipment of trails.

Ski tourism is an extreme winter and combined type of tourism that includes elements of following types: recreational, amateur sports ecological tourism. It combines mountain tourism (snowboarding) and ski tourism (skiing) [2]. Most types of snowboarding do not require infrastructure other than skiing, and therefore snowboarding is available at all ski resorts.

**Presentation of the main material.** The purpose of the study is to study the state and prospects of development of winter recreation and develop a new excursion program for winter recreation in Bukovel. Ski tourism occupies a leading place in the world and Ukraine is no exception. Winter resorts in Ukraine are located in the Carpathian region. The Carpathians are the oldest mountain range in Europe, a distinctive cultural region. The Ukrainian Carpathians stretch from East to West and consist of five main regions (ridges): the Marmorosh Alps, Montenegro, the Svidovets ridge, the Gorgansky ridge, and the Borzhavsky ridge. The highest mountain range of the Ukrainian Carpathians is Montenegro (average height of 1800 m) and Mount Petros (2020 m) is located next to it. There are also winter resorts in Transcarpathian, Chernivtsi, Ivano-Frankivsk and Lviv regions. In total, there are 51 ski resorts in Ukraine (table. 2) [6].

*Table 2*

### **Winter resorts in Ukraine**

Region	The resort name
Transcarpathian	Bukovel, Slavske, Dragobrat, Izky, Pylypets, Bruise, Voevodino, Krasiya, Rakov, Khust, Yasinya, Uzhok
Ivano-Frankivsk	Verkhovyna, Yablunytsya, Vorokhta, Yaremche, Sheshory, Tudov
Lviv	Play. Zakhar Berkut, Tysovecs, Oryavchyk, Rozluch
Chernivtsi	Migovo, Gorbovo, Sunny Valley, Lopushka, Nemich Pass

You can also take part in winter activities, namely sledding and skating rinks in the following areas: Dnipro region, (Lavina tourist complex), Poltava (Sorochin Yar, Skipens, Korchak), Kiev (Vyshgora and Protasov Yar) and Cherkasy (Vodyaniki). The most favorable area of Ukraine for active winter recreation is considered to be the ski resorts of the Carpathians. Sufficient snow and the quality of the lifts, the complexity and variety of descents, prices available to most vacationers, magnificent nature. The most famous and popular resorts in Ukraine in the Carpathian Mountains are Bukovel, Slavskoe, Dragobrat (table. 3) [5].

*Table 3*

**Technical characteristics of the slopes of the Carpathian region resorts**

The resort name	Height of the resort, m	Total length of trails, km	Number of lifts	Capacity Thousands people/year
Bucovel	920	50	17 of them chairlifts – 17 mugs – 1	33000
Dragobrat	130	10	14 of them chairlifts -10 mugs-4	25015
Slavskoe	857-1243	43	20 of them chairlifts –2 mugs- 8	29899

The next largest number of ski resorts in Ukraine is Ivano-Frankivsk region. Ivano-Frankivsk region is located in depths of the highest mountain ranges of Ukraine. On the territory of the region there are such ski resorts as Yablunitsa, Vorokhta, Vyshkov, Kosov, Tudov, Shesohory, Yaremche [5].

The third district is located in the Lviv region, which is located in the West of Ukraine, and is characterized by a variety of reliefs. There are such winter resorts as Plai (playe village), Zakhar Berkut (Volosyanka village), Oryavhik, Rozluch and Tisovets. The fourth district of winter recreation Chernivtsi region. This is the smallest region in Ukraine, which, however, is home to several ski resorts: Migovo, Gorbovo, Lopushna, Nemchich, Pass, Tsetsino and Sunny Valley. The most popular resort in the region is Migovo.

In Ukraine, you can do winter recreation in the Dnipro region in the entertainment tourist complex «Lavina», it is located at the foot of the picturesque slope of the tunnel beam (street Space) the city of Dnipro. The only one of its kind on the Dnipro, the Park offers vacationers: a ski slope-350 m, a track for tubing descent and skating rink of 1800 square meters.

In Poltava region, the Sorochin Year ski complex is equipped with new lift, a range of rental products, as for small scale complex. On the territory of the complex there are the following tracks of the 300 m each; training track tubing track. And such

lifts: 2 rope lifts of 260 m. 1 children lift of 180 m (hook «Dergunok»). They work from 10 to 20:00. Monday – from 14:00. Night skiing takes place at a fixed time from 18:00 to 21:00. In the complex you can engage in such time of winter recreation as: skiing, snowboarding, skating rinks, sledges, visit a specially prepared tubing track. The real winter is provided with snow cannons the tracks are prepared by tracks [3].

In the Kyiv region in the complex Vyshgora and Protasov Yar. Vyshgora is located in the centre of Kyiv, within a 15 minute drive from Kiev. It was founded in 2007 as a ski resort. Over 10 of operation, the complex has become, as well as snow tubing for riding on inflatable tubes. Equipment rental is available on site.

**Conclusion.** So, Ukraine has all the conditions for the development of winter recreation, but today the infrastructure of winter resorts can be described as insufficiently developed. Firstly, the ski tourism industry in Ukraine is almost empty, and the national tourist market is physically unable to accommodate those who want relax in the mountains on skis or snowboard. During the peak season, long queues for lifts also do not have enough places in hotels, so 2/3 of tourists-skiers live in private sector, which is bad for development of tourism in the country. The second big problem is danger of tourists. Almost all resorts use old equipment – lifts, which can lead to injuries. The poor quality of tourist service does not meet international standards. Service personnel at resorts are at least 5 times less than necessary by the standards of the modern hospitality industry. There is also a problem of transport accessibility transport routes do not meet international requirements. Winter resorts should offer a variety of outdoor activities: from skiing and cross-country skiing to Snowmobiling and sledding on dog sleds, and in Ukraine more attention is given to mountain skiing and snowboarding.

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## **TOURISM EVENTS IN UKRAINE: PROBLEMS AND PERSPECTIVES**

*The paper defines dynamics of Ukrainian tourist flows, peculiarities of event tourism and its prospects in Ukraine. The main events by regions of Ukraine in 2020, which can be focus in the organization of event tourism, are established. Given recommendations that will contribute to the development of this type of tourism in Ukraine.*

**Keywords:** *Event tourism, Ukrainian tourist services market, domestic tourism, outbound tourism.*

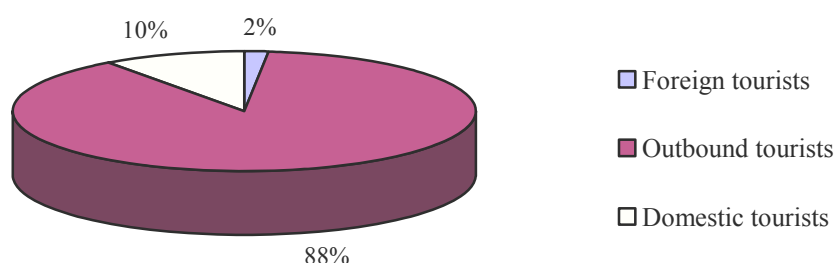
**Relevance of research topic.** Tourism-a sphere of economy, which is largely influenced by the development of GDP of each country, employment, and organization of leisure people, their level of leisure. However, the demand for individual travel services is clearly defined seasonal, which may adversely affect the activities of tour operators and travel agencies. In order to attracting tourists in the off-season promising can be considered event tourism, providing people not only traditional vacation, but also vivid emotions, participation in spectacular events. Ukraine has a significant potential due to the presence of interesting traditions, a large number of historical and cultural heritage, friendly local residents. Event tourism will promote the development of not only domestic tourism, but also the growth of the value of the entry flows. Nowadays Ukrainians prefer event tourism, because activities usually take place abroad.

**Formulation of the problem.** To analyze possibilities and prospects of development of event tourism in Ukraine in different regions of Ukraine, to justify preconditions for its active development.

**Analysis of recent researches and publications.** The issue of event tourism is actively analyzed in foreign economic literature. In the publications of Getz D. Essence and development of event tourism are defined, the practice of its use is analyzed, the classification of event tourism is analysed (Getz, 2010). N. I. Toneva identified the positive and negative aspects of the impact of tourism on the development of the region (Toneva, 2017), and Liu Yu. and Chen K. grounded the influence of festivals and other special events on the city Image Formation (Liu & Chen, 2007, pp. 255–259). However, there are a number of publications dedicated to the event tourism in the domestic scientific literature.

Bakdik O. O., Novosad N. O., Topalova o. I. analyzed the nature of event tourism, its peculiarities, advantages and putting back factors for development in Ukraine (Beidyk, Novosad and Topalova, 2016, pp. 127–128). Kudinkov I. P., Golovanova T. A. presented its author's interpretation of the event of tourism, its varieties, SWOT-analysis of Ukraine in the sphere of its development, its significance for Ukraine and measures for further development of (Kudinova, and Holovanova, 2018, pp. 259–261). Parfinenko A. Y. defined the role of event tourism in the development of cities, its types, developed algorithms of interaction of all stakeholders in the implementation of events of subjects and sequence of formation of event tourism products (Parfinenko, 2015, pp. 147–151). Tyshchenko p. v. presented the classification of event tourism on the subject, determined the factors of its successful implementation at the state and individual travel agencies, analysis of the event tourism of Transcarpathia, defined the role in this process of cross-border cooperation (Tyshchenko, 2011, pp. 125–127). Shykyone O. V. and Oliynyk V. V. substantiated events for the development of event tourism in Ukraine, analysed its development in Ukraine (Shykina and Oliinyk, 2016).

**Presenting main material.** In recent years, the development of the tourist services market of Ukraine significantly influenced changes in political and economic factors, in particular military actions in eastern Ukraine, the occupation of Crimea led to an increase in outbound tourism and a significant reorientation of flows within Ukraine. On the figure 1 the structure of trip services provided by tour operators and travel agencies of Ukraine in 2018 is presented.



*Figure 1. Structure of tourist services, which were provided by tour operators and travel agencies of Ukraine in 2018*

*Source: completed on the basis of Tourism*

Among the types of tourism in Ukraine is dominated by outbound tourism (88%), domestic tourism is only 10%, and inbound (foreign) -2%. During the 2014–2018 bienniums significant reduction in the number of both domestic and foreign tourists in Ukraine took place (figure 2).

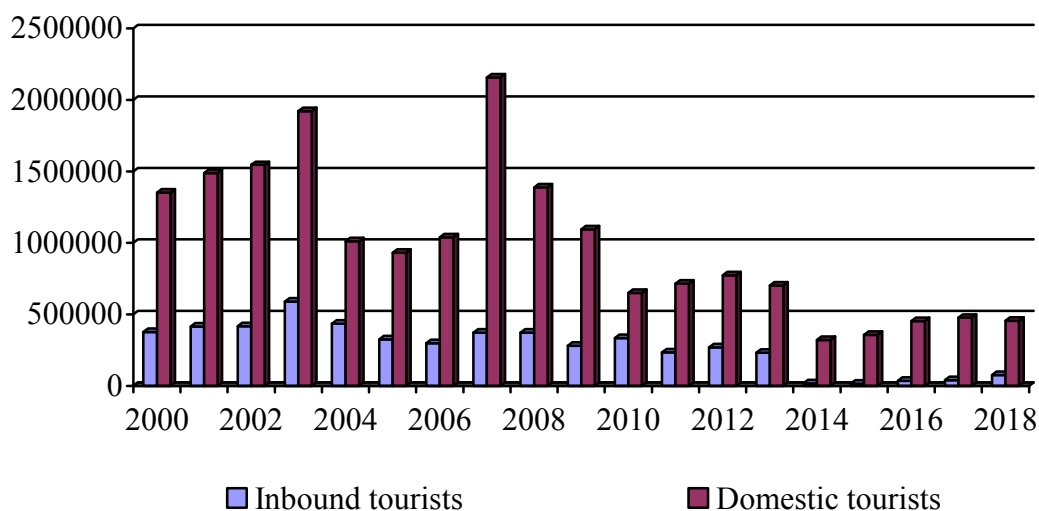


Figure 2 -Dynamics of the number of tourists in Ukraine, which were served by tour operators and travel agents, by types of tourism

Source: completed on the basis of Tourism.

This situation requires from domestic tour operators' intensification of promising directions of the development of tourism in Ukraine, in particular event tourism. It is known that when choosing a tourist product weighty role is given to obtaining tourists emotions.

Event tourism belongs to one of the most promising world types of tourism. Its most important advantages are program saturation, entertainment, brightness of emotions and positive atmosphere. Simultaneously, the event tourism is characterized by positive dynamics to growth, as the number of tourists interested in sports competitions, educational events, international festivals, concerts, exhibitions, fairs, carnibows, auctions and fashion shows are growing. Ukraine already partially has experience of conducting event tourism. We are talking about the EURO-2012, the organization of the Eurovision in 2005 and in 2015; the peculiarities of event tourism in Ukraine are presented in table 1.

Table 1

### Features of event tourism in Ukraine

Component	Description
Properties	Entertainment, regularity, lack of seasonality; possibility of forecasting; mass innovation stimulates repeated visits



Component	Description
Advantages	Attracting tourists, creating and maintaining the image of the country or region, the development of infrastructure, a large number of historical and cultural heritage, recreational areas for events, amiability locals, a significant potential for development
Putting back factors	Insufficient infrastructure, low business activity of the local population, insufficient information provision of measures, weak use of tourist potential, insufficient level of service, poor quality of service, lack of necessary investments for development, poor work on formation and increase of tourism image of Ukraine, development and promotion of national tourist product
Potential threats	Political and legislative instability, aggravation of the military conflict in the east, dissemination of inaccurate information on regions and the country in general, low level of population solvency

*Source: completed on the basis of (Beidyk, Novosad and Topalova, 2016, p. 128, Kudinova and Holovanova, 2018, p. 261).*

Ukraine has a significant potential for the development of event tourism. The event as a tourist resource has a pronounced multiplier effect, namely promotes the development of various sectors of the tourism industry to effectively use their own potential (Beidyk, Novosad and Topalova, 2016, p. 130). Every year the number of events in the regions of Ukraine is growing despite the lack of support at the state level. In table 2 are events by regions of Ukraine in 2020.

*Table 2*

### **The main planned events in Ukraine in 2020 by regions**

Regions	Planned events
Lviv region	Festival «Great Kolyada», «Christmas in The Grove», Lviv Art and Wine Festival, easter eggs, craft beer, Brass bands «Royal Lion», «Flugery Lvova»«, «Street Food So Good. Spring 2020», «Virtuosos», Puppet Theater, Leopold Jazz Fest, ice-cream, «Night in Lviv », «Tu Stany», « Etnovar, folklore, ZaxidFest, «Street Food So Good. Осінь 2020», «Кіт Гаватовича», Lviv Coffee Festival, «Golden Lion», modern bandura, «contrasts»,Jazz Bez Festival, Carpathian Alliance, Woodstock Ukraine, ZAHID festival, City Donut Holiday, «Knygomania» forum, Lviv half Marathon, Ethno Fashion Day, Festival of Music in Lviv, publishers Forum, cheese and Wine Festival
Transcarpathian Region and Carpathians	Festivals of Christmas verpevs, Buttsmen in the village of Gecha, «Red wine», «white wine», Shrovetide, «March Cats», «Sakura Fest»,» Sunny drink «,» Gamora «,» Plum «,» Hutsul turnip «, «BEREG-FEST», Brynza, «Lemkivska Warta», «Poloninske Summer», a parade of brides in Uzhgorod, holiday of young wine

Regions	Planned events
Khmelnyskiy region	Festival «Republic », Lights Festival «Aglow Vision», « «Outpost», Retro Fest, «Ruthenica Medievalis – Kamenec 1398», The Aeronaut Fiesta «Cup of Podillya», cultural-sports show «Battle in the Fortress»
Kyiv region	Festival «Country of dreams», «Rock Bulava», the giant Chinese lanterns, PRO.ACT Fest, Atlas Weekend, Rally «Superhero»
Odessa region	Festivals of Clowns and Mimas «Comedy», Odesa Balloon Fest, Humorina, ГОГОЛІВФЕСТ. Odissey, ODESSA CLASSICS
Rivne region	Festivals of ancient boats Ancient Boats Festival Rivne, 5th Marathon of Poliska sich, «Taras Bulba»
Volyn	Festival «Banderstate », LutskFoodFest
Ternopil region	Festival «Fayne Misto»
Sumy region	«East Rock» festival
Cherkasy region	Festival «Tryvalski Zori»
Dnipro	Festival <u>Bezviz Festival</u>
Bukovina	Malanka Festival

The biggest event in 2020 is planned to be held in western Ukraine, particularly in Lviv and Transcarpathian regions, although other areas have considerable potential for the development of event tourism.

Event tourism will solve the many socio-economic problems of the regions, in particular, provision of employment and creation of new jobs by increasing tourist flows and attracting tourists in the off-season. At the same time, we are talking about the organization of both individual and mass tours. In some regions, event tourism can be combined with activities of rural green tourism.

For effective development of event tourism in Ukraine it is advisable to conduct a detailed analysis of planned measures and systematize them on the interests of tourists. To improve awareness of tourists and tour operators it is advisable to create internet-sites of events, pages in social networks, mobile phone applications and tourist information centers, the main function of which should be the formation of the image of the region and increase the number of tourists visiting (Kudinova and Holovanova, 2018, p. 261). The development of event tourism should be accompanied by the support of local self-government bodies, as it promotes the socio-economic development of individual Territories, proper the safety of events, the formation of proper infrastructure, including and Logistical, for its carrying out, involvement of highly qualified personnel for organizing events.

**Conclusion.** In the modern conditions of event tourism is one of the most promising types of tourism in separate regions of Ukraine and Ukraine in general. Its development will facilitate the intensification of domestic and inbound tourism, socio-economic development of individual regions and Ukraine in general. However, the effectiveness of its development depends on the combination of efforts of individual tour operators and local governments, as well as the support of the state.

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## **ECONOMIC EVALUATION OF TOURIST RESOURCES AS THE PRECONDITION OF TOURIST DEVELOPMENT**

*Tourist attraction of natural resources and their economic evaluation for increase of competitiveness of tourist industry are considered in the Article. The role and importance of tourism attractiveness for tourism development are substantiated.*

**Keywords:** *natural resources, tourism, tourist attraction, evaluation of natural resources.*

**Relevance of the Research Topic.** Ukraine has considerable tourist and recreational potential: an advantageous geographical position in the center of Europe, favorable climatic conditions, both plain and mountainous landscapes, richness of flora and fauna, a sufficiently developed network of land and waterways, a lot of historical monuments of culture and architecture, a developed accommodation infrastructure that creates the preconditions to become a tourist destination, at least in the European region [1, p. 132].

**Formulation of the Problem.** The industry of tourism is gaining more development and generating more revenues in the modern globalized world. The economy of many countries essentially depends on the tourism. Thus, the tourism makes 15% GDP of Malta, 15% GDP of Croatia, 9,3% GDP of Thailand and even 8,2% GDP of Island [2].

The evaluation of natural resources from the economic and geographical point of view should consist in their spatial-temporal comparison, detection of the main

territorial and industrial gaps and inconsistencies, identification of damage caused by the depletion of natural resources and pollution of the environment.

**The Analysis of the latest researches and published works.** The problems of natural resources evaluation were investigated at different times by different national and foreign scientists, such as Y. Dmytriievskyi, V. Kovaleskyi, P. Maslyak, A. Mints, M. Palamarchuk, A. Probst, S. Strumylin, A. Nosonov, H. Fomenko, V. Rudenko, N. Ihnatenko, M. Shablii, L. Wicke, E. Schulz, etc.

**Presenting the main material.** Each country is unique and has its special attractiveness in the eyes of the potential tourists. The experts have analyzed Tripadvisor data by 197 countries and classified such four types of the tourist attractions as natural, historical, religious and purely tourist ones. Among the world tourist destinations the natural attractions dominate, whereas in Europe – the historical ones. Tourist Ukraine is so far associated mainly with natural attractions, while historical, cultural, spiritual, and gastronomic and other potentials so far remain «undercapitalized» [2].

The tourist attractiveness of each region of Ukraine is stipulated by the components of the natural resource potential. The components of general tourist attractiveness are as follows: economic, recreational and esthetic attractiveness of resources. A range of factors influences the formation of these components of tourist attraction. If to account the Travel and Tourism Competitiveness Index, which is calculated on the base of 15 factors (business environment, safety, health and hygiene, human resources and labour market, prices, infrastructure, natural, cultural resources, etc.), the quantity of travelers around the world increased in the year 2018 by 1,4 billion persons. Ukraine had the fastest growth rate in the subregion, having risen by 10 places and ranked 78<sup>th</sup> in the world. In particular, by the range of stabilization and reconstruction, Ukraine sharply improved its business environment (from 124<sup>th</sup> to 103<sup>d</sup> place), safety (from 127<sup>th</sup> to 107<sup>th</sup> place), international openness (from 78<sup>th</sup> to 55<sup>th</sup> place) and the general infrastructure (from 79<sup>th</sup> to 73<sup>d</sup> place) [3].

It should be noted that the mentioned factors are key ones when making decisions concerning the development of tourist destination taking into account its attractiveness for consumers.

The governments of the countries should develop common approaches to balance the economy benefits of improving the competitiveness of the tourism industry, at the same time effectively developing the infrastructure, wealthy natural and cultural values, which it depends on.

The most difficult and little developed scientifically and methodologically problems are the problems of evaluation of not separate types of resources, but of their totality within a certain territory. This circumstance is connected to not only complexity of the task at its core, but to the practice of study and use of natural resources that goes mainly through branch channels.

The natural resources are climate, water resources, mineral resources and healing mud, relief, caves, flora and fauna, national parks and nature reserves, picturesque landscapes, unique nature sites, etc. [4, p. 51].

There are three main directions in the economic evaluation of the totality of natural resources:

- 1) the evaluation of separate elements that create totality, that is accounting of the natural features of the district in the way of consistent analysis of the separate types in terms of the possibility and economic feasibility of using them;
- 2) the evaluation of the totality by comparative efficiency of using it;
- 3) the evaluation of the natural resources potential.

The idea of systematization, in the most expanded form, of evaluative indices of the natural resources as a part of wider system of indices of economic development conditions of the districts was put forward by A. E. Probst, which elaborated in detail the basics of economic and energy characteristics of the districts. He proposed to set economic, raw materials, agricultural, and water resources characteristics, as well as the characteristics of conditions of transport, labor resources, and natural and geographic production conditions. As a result, a system of synthetic economic characteristics (indices) of country districts should be created, which are based on developed using of a single methodology of benchmarks [5, c. 53].

The main advantage of this method is the comparison of estimates, more precisely their systems or ranges, by all territorial sites. Therefore, the greatest effect of this method using is achieved when solving those problems, in which comparison of the natural factors of production development in the wide territorial scales is needed. The ideas of A. E. Probst have been further developed in research of other scientists, which deal with the problem of economic assessment of the natural potential of the territories. Among existing methods, to our mind, the method of V.I. Botvynnykova deserves attention in terms of the development of tourism potential [6, p. 183]. Her algorithm provides for the following stages.

On the first stage, the optimal level of resource potential use of this totality is defined, which is reached using the balance method, i.e. ascertainment of the need in these resources.

On the second stage, the economic significance of resources totality is defined, by means of calculation of value of the natural resources totality included in the composition by prices of initial commodity products (raw oil, round woods, etc.). On the base of specific costs for unit production definition, profitability of the considered totality use is determined.

The third stage provides for the economic assessment of total natural potential of the resources included to the territorial totality on the base of determination of the absolute total value of all types of natural resources, included into the considered totality in terms of value.

Thus, it is about finding a conditional synthetic index that characterizes comparative economic value of the total resources potential, which should take the cost form.

The economic evaluation of the natural resources, that is determination in monetary units of the economic effect of the resources use in the selected use cases, is

connected firstly to selection of the evaluation of object and criteria. The individual resource sources (woodlands, reservoirs, soils) or the totality of the territory resources can appear as the objects. In the first case, the evaluation will be industry-specific, and in the second one it'll be about the regional evaluation, that is about the evaluation of the territorial totality of natural resources (TTNR), which are connected by the actual or perspective complex familiarization and use. Total stocks of TTNR describe the natural resources possibilities of the territory [7, p. 179].

For estimation of the natural resources potential from the position of its tourist attractiveness, not so much its economic efficiency, but social one has an importance. In this case, it is about such social indices like health, human satisfaction with the state of the environment, organization of rest, etc., that determines the live quality level. However, though indicators of social efficiency have undoubted advantage, but it is necessary to note their narrowness, that is displayed in their inside incomparability. We can compare the social effects only economically.

The analysis of the present investigations let us determine that general social and economic value (cost) of the resource source can be represented by an amount of the following indices [8, p. 187]:

- Cost of utilization (direct and indirect);
- Cost of non-utilization, which is based on the cost of existence and is an attempt to economically evaluate the esthetic value of nature, as it is, necessity to save nature for future generations, value of natural inheritance and other indices. These are benefits of an individual or society receivable only from understanding that goods and services exist;
- Possible cost is the index connected to resource conservation for possible use in the future, that is about future utilization. In this case, possible cost is corrected amount of direct or indirect cost of utilization;
- Cost of existence for evaluation of which simplified economic approaches are used, first of all connected to the theory «the desire to pay».

The economic evaluation of the cumulated (integral) natural resource potential supposes the selection of the most effective use directions of the estimated resources, as opposed to component (industry) assessment, where efficiency use of resources in production indices are used [9, p. 70]. However, the integral estimation of the natural resources potential gets complicated by that there is no general measurement unit for different types of resources: in one case, they are tons, in another – cubic meters, in the third one – megawatts. In addition, it is difficult to imagine the estimation in value expression, for example, of relief.

Thus, one of the main conditions of tourism development in Ukraine is increase of its competitiveness level, attraction of potential investors and knowledge of consumers concerning tourist potential of a country.

**Conclusion.** Ukraine in general possesses appropriate functional infrastructure tourist resources, which form the industrial and economic component of the tourism

potential and let satisfy needs of travelers in qualitative tourist services. It is established that the tourist attractiveness of natural resources is formed by means of economic, recreational and esthetic components that stipulates provision of appropriate social and economic factors for the organization of the travel and tourism industry.

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## **FEATURES OF THE «EMOTIONAL» TOURISM FORMATION AND PROSPECTS OF ITS DEVELOPMENT**

*The essence of the «emotional» tourism concept is explored in the article. The types of «emotional» tourism were systematized. It made possible to distinguish the main types of «emotional» tourism: event tourism, «dark» tourism, space tourism, extreme tourism, gastronomic tourism, religious tourism, nostalgic tourism, shopping tours, adventure tourism, hobby tourism, ecotourism, tourism of human addictions and suicidal tourism. The basic directions were revealed and the geographical spread context of the «emotional» tourism types is formulated.*

**Keywords:** «emotional» tourism, space tourism, «dark» tourism, extreme tourism, religious tourism.

**Relevance of research topic.** The new forms of international tourism emergence are the result of the general concept of active tourism change. The relevance of the study is determined by the need to form a tourism classification, where emotions of curiosity, outrage, dependence, elation, fear etc. are prevailed.

### **Formulation of the problem.**

There is a methodological problem with the «emotional» tourism classification, because there is no single methodological approach to the typology which can explain what type of tourism can be attributed to the specific group, in addition, often the same kind can be attributed to several groups at the same time.

### **Analysis of recent researches and publications.**

Nowadays, more and more information is emerging about new types of tourism, problems and prospects for their development, and many foreign and domestic scientists are interested in this subject.

The issues concerning the extreme tourism dynamic development were raised by such famous scientists as O. Babkin, in. Walk, A. Romanov, Y. Dmitrievsky.

The main aspects of the adventure tourism were explored by such scientists as I. Antonenko, O. Boyko, V. Voskresensky, A. Dubodelova, O. Kuzmin, A. Friedland, S. Fokin, F. Shandor and others.

A number of scientific publications about space tourism is described by A. Malinovskaya, A. Fedorov, «dark» tourism is outlined in the works of D. S. Chukaev, E. V. Bugriy, M. Foley, J. J. Lemon, P. Stone, R. Sharpley.

The problem of definition and classification of various tourism types is reflected in the scientific works of such scientists as I. V. Zorin, M. P. Malska, V. I. Tsibukha, G. A. Yakovlev, A. A. Romanova, A. V. Ivashchenko and others.

### **Setting objectives.**

The objectives of the article are:

- to form own authorial definition of the concept of «emotional» tourism;
- to attempt to distinguish the classification of «emotional» tourism;
- to analyze the prevalence of certain types of «emotional» tourism by country.

### **Presenting main material.**

All types of tourism can be classified according to:

- 1) benefits for the economy of the country / destination (internal, domestic – as export of services, external – as import of services);
- 2) trip purpose (cultural, educational, health, business, event, rural, etc.);
- 3) social and demographic characteristics of consumers (children, youth, family, women, retirement, inclusive, etc.);
- 4) financing sources (commercial, social, trade union, etc.);
- 5) transportation methods (automobile, railway, aviation, water, motorcycle, bicycle, pedestrian, equestrian, space, combined, etc.);
- 6) stay duration (weekend travel, short, long);
- 7) geographical directions;
- 8) ordering way of the tour (through real-time consulting with a travel agent or online booking, etc.);
- 9) subject of the trip organization (organized, amateur, etc.);
- 10) the number of persons (group, individual, solo tours, selfie tours, etc.);
- 11) the legality (legal, illegal) [6].

At the end of the 20th century, in 1998 J. Pine and J. Gilmore introduced the impression economy and impression industry concepts. These concepts are now gaining popularity, especially in the travelling and tourism. New markets for the tourist services consumers are characterized by remoteness from traditional cultural and cognitive tourism, and today, one can see the importance of travel process complicity [6].

Non-traditional types of tourism that are exclusive and different from the conventional tourism classification are becoming relevant today. The peculiarity of such tourist services is the receipt of a different emotions range: at the level of personal feelings, at the level of physical feelings, at the level of actions and relationships, as well as at the level of thoughts and memory.

Emotions include both positive and negative aspects of mood: passions, sadness, stress, fear, affection, sublime mood, nostalgia, joy, delight.

In the economic aspect, the service of «emotional» tourism, the consumer chooses not on the ratio of «price – quality», but on the ratio of «emotions – service», and impressions (emotions) are considered as an independent product.

Thus, «emotional» tourism can be understood as a tourist service (travel journey), which is aimed at creating positive or negative emotions and acute consumer experiences, personal feelings or experiences that are remembered by the individual.

Emotional types of tourist services include: event tourism, «dark» tourism, space tourism, extreme tourism, gastronomic tourism, religious tourism, nostalgic tourism, shopping tourism, adventure tourism, hobby tourism, ecotourism, human addiction tourism and suicidal tourism.

In his study A. V. Ivashchenko notes that today there is a segment of travelers, which are aimed to get their own emotions, impressions and experience. They are not interested in posting photos on social networks or posing in front of friends. It is important for the members of this segment to gain valuable experience, emotions and experiences of their journey. The main importance of these people is not the five-star hotels and the finished tours, but the authenticity, the touch to the traditions of another country. They want to understand and feel another culture, everyday life, are ready to live in uncomfortable conditions, but they will not spare money for any specific excursion or museum [3].

«Black» tourism is one of the unconventional types of tourism. «Black» tourism is a type of cognitive tourism related to the visit of places and objects associated with death (cemetery tourism; catastrophe tourism; mystical tourism; death «tourism»; nuclear tourism [2].

Another type of «emotional» tourism is adventure tourism, which is associated with physical activity and sometimes life-threatening. When organizing such tours, adventures can be specially prepared and provided with all possible security measures. Although adventure tours can include a variety of outdoor activities and even extreme recreation, they are mostly for ordinary people, without special training or outstanding athletic ability. The tourist is also protected from all domestic worries. This makes the adventure tours different from the usual wild tourism. The tour is guided by transport, things in the mountains are carried by porters, meal is made by cooks or the guides. There are also special routes that require experience [7].

There are also fundamentally new tourism types such as gastronomic tourism, tasting tours, dietary, detox tours etc. [3].

According to the World Tourism Organization (UNWTO, Global Report on Food Tourism Research), 79 percent of travelers complete the itinerary by exploring the calendar of gastronomic events and local cuisine [4].

Every third tourist in the world views national cuisine as an important component of travel motivation and about 30 percent of total travel expenses are for food. According to UNWTO research, 88.2 percent of respondents consider gastronomy an important component of the territory's brand. Today, 88.2 percent of respondents view

gastronomic tourism as a strategic element of the region brand image, and the local cuisine appeal and high service level in catering establishments are the most important motives for buying a home abroad [4].

A shift of priority from «standard» tours in favor of excursions and special programs take place in the demand structure too. Extreme travel is particularly popular: hot air balloons, space expeditions. Space tourism provides the granting of the right to one person or group of people to make space travel. Today, only a few companies provide space tourism services, namely Blue Origin, XCOR Aerospace, Virgin Galactic. It should be noted that the main motive for choosing space tourism is the socio-psychological factors – the desire to know the unknown, improve one's image among the environment, have fun and get new feelings [5].

One can note also the growing popularity of the event tourism – trips to a beer festival, a rock concert by a famous band, a football or tennis match [3].

Another type of «emotional» tourism can be called shopping tourism, which involves trips to other cities and countries for the purpose of shopping in local shops and spending time in shopping and entertainment complexes. Sometimes shopping tours are combined with sightseeing excursions and trips. There are whole «trading villages» or outlet villages in Europe. They sell a variety of quality goods at a price that is much lower than usually, sometimes up to 70%. «Shopping villages» are very popular with both Europeans and tourists alike because of the goods quality, the wide range and the huge discounts [1]. Such tours usually brighten the mood and evoke the positive emotions of tourists.

In the structure of «emotional» tourism it is also possible to distinguish 5 main types of extreme tourism: water tourism, air tourism, mountain tourism, terrestrial tourism and it attracts the attention of new travelers seeking active and risky holidays, as well as fairly new types of «emotional» tourism such as: human tourism addictions, suicidal tourism, ecotourism, etc.

The main types of the «emotional» tourism are presented by figure 1. In the geographical structure of countries, «emotional» tourism can be represented as follows:

*Religious tourism:*

- France (Notre Dame de Paris Cathedral, Sacré-Coeur Cathedral, Chartres, Bourget, Lourdes, San Michel);
- Belgium (Holy Blood Movement);
- Italy (St. Peter's Cathedral of the 16th century in Rome, Vatican);
- Bosnia and Herzegovina (pilgrimage to Medjugorje);
- Portugal (pilgrimage to Fatima);
- Turkey (St. Sophia Cathedral in Istanbul, Blue Mosque in Istanbul);

«EMOTIONAL» TOURISM	→	«Dark tourism» (ritual places, suicide, places of people death, technogenic / natural disasters places)
	→	Event tourism (New Year celebrations, carnivals, marriages (on ice, underwater, during parachute jump), flower exhibitions, national holidays, sports competitions)
	→	Space tourism (flight as an orbital expedition member)
	→	Extreme tourism (terrestrial – trekking, bicycling, horseback riding; mountain – climbing, mountaineering, freeraid, caving and speleotourism; water – shark tours, diving, ice diving, snorkeling, windsurfing, surfing, kitesurfing, water skiing, kayaking, whipping rafting, yachting; air – parachuting, skysurfing, base jumping, ballooning, gliding, hang gliding, aviation tourism, bungee jumping)
	→	Gastronomic tourism (restaurant visits for gastronomic masterclasses, gastronomic festivals, cheese / wine / beer / gourmet tours, farm tours)
	→	Religious tourism (pilgrimage)
	→	Nostalgic (place of birth / origin, visiting diasporas)
	→	Shopping tours (fashion weeks, exhibitions, fashion shows, fairs, forums)
	→	Adventure (Tolkienism, Adventure routes)
	→	Hobby tourism (art and craft tours, art and craft fairs, art conferences)
	→	Ecotourism (visiting nature reserves, botanical gardens, national parks, deserts, closed islands)
	→	Human addiction tourism (drug tourism, sex tourism, alcohol tourism)
	→	Suicidal tourism (visits to countries where euthanasia is permitted for general introduction purposes with this phenomenon)

Figure 1. Classification of «emotional» tourism

Source: Compiled by author

– Israel (Temple of the Holy Sepulcher, Temple of the Nativity of Jesus, Wailing Wall, Basilica of the Christ Passions).

*Gastronomic tourism:*

- France (Burgundy – wine tasting, Finn de Claire – oyster tasting);
- Belgium (Beer Museum in Bruges, Museum of Chocolate in Bruges);
- Italy («Tomato Festival», «White Truffle Festival», «EuroChocolate Festival»);
- Hungary (Budapest Wine Festival, World Festival «Ode to Wine» in Pécs, Wine Festival «The feast of the Bull blood» in Eger).

*Event tourism:*

- Germany (Berlin Festival, Love Parade, Reisen International Tourism Fair, Bach Festival, Wagner Festival, Jazz Festival, Festival of Lights and Fireworks, «Oktoberfest»);
- Belgium («Tour de France» stages, «Formula 1» stage, Carnival in Binschet, «La Doudou» in Mons – is celebrated since the sixteenth century in honor of the end of the plague epidemic, flower carpet on the Central Square in Brussels – every two years );
- Finland («Ice marathons» on Lake Takho, «Weeks of the Light», World Cup Winter Sports Stages in Lahti, Levi, Ilayas, Himos, Talma);
- United Kingdom (the Royal Regatta, International Music Festival in Llangollen in Wales, Caribbean Festival in Notting Hill, Chelsea Flower Festival);
- Italy («Venice Carnival», «Golden Lion» International Film Festival, «Venice Biennale», Flower Show in Genoa, «Formula 1» competitions, International Fashion Shows in Milan);
- Poland (Chopin Festival).

*Ecotourism:*

- Austria (especially closed natural areas – Sub-Pannonian dry cereals, Pannonian steppes, Ramsar lands in Styria);
- Italy (Botanical Garden in Padua);
- Israel (Oasis-Gedi Botanical Garden, Ammudey Amram).

*«Dark» tourism:*

- Romania (Bran Castle (XIV century) known as Dracula Castle, Pelesh Castle (XIX century));
- Ukraine (Molpharism museum (Carpathians), Lychakiv Cemetery in Lviv, Lonsky Prison in Lviv, Holodomor Victims Memorial in Babin Yar, abandoned town of Pripyat);
- Cambodia («Fields of Death»);
- Japan (Hiroshima and Nagasaki);
- Poland (Auschwitz death camps);
- Italy («Island of the Dead»);
- USA (Alcatraz Prison).

*Space Tourism:*

- USA (Armalillo Aerospace, Orbital Sciences, Space Adventures, Virgin Galactic, Blue Origin – space flights of individuals);
- United Kingdom (Excalibur Almaz – flights around the Moon);
- Japan (Japanese Rocket Society – the beginning of the space tourism development campaign).

*Hobby tourism:*

- Poland (annual street craft fairs in Poznan);
- Hungary (International days of Folk Art in Sarvar);

- Turkey (International fairs in Izmir).

*Human dependency tourism:*

- Netherlands (drug tourism, sex tourism);
- Colombia (sex tourism, drug tourism);
- Czech Republic (beer tourism);
- Germany (beer tourism, alcotourism);
- Brazil, Costa Rica, Cuba, Thailand (sex tourism).

*Extreme tourism:*

- Zambia («Devil's Pool» at Victoria Falls);
- Bolivia («Road of Death»);
- Chile (bungee jumping into an active volcano);
- USA (swimming with sharks, flying by helicopter over the crater of active volcano, skysurfing, hang gliding, water skiing, speleotourism, freeride);
- Burj Dubai (jumping);
- Alps, Himalayas, Andes (mountaineering);
- Egypt, Maldives, Turkey (diving);
- Australia, Italy (water skiing);
- Brazil, Nepal, Norway (rafting);
- Philippines, Indonesia, Sri Lanka (windsurfing);
- Switzerland (freeriding, skiing).

*Suicidal tourism:*

- Luxembourg, Netherlands, Switzerland, Belgium (visit to get acquainted with the principle of euthanasia).

*Shopping tourism:*

- Italy (Milan fashion shows and outlet visits);
- Greece (outlets and shops in Kastoria).
- Nostalgic:
- Canada (living in Ukrainian diasporas);
- Finland (visiting and exploring ethnic lands around Lake Ladoga).

*Adventure tourism:*

- Sahara Desert (hiking expeditions);
- Slovakia («Fairytale locations» and «Kingdom routes» in Yablunyov village);
- Ukraine («Fairytale routes» in Transcarpathia within the framework of the international «ANTIC» project).

**Conclusion.** Summarizing the above, it can be affirmed that «emotional» tourism is a multilateral phenomenon aimed at the particular types of tourist consumption services by the individual consumers.

Characteristic features of the «emotional» tourism are its uniqueness, high cost, small number of consumers and dependence on fashionable tourist tendencies.

It should also be noted that today there is no singular distinct classification of the «emotional» tourism, and therefore the classification presented in the study allows structuring the «emotional» tourism types according to the emotions of the consumer of tourist services.

It is also concluded that different tourism classifications are based on the acquisition of certain emotions by consumers, do not contradict each other, but merely reflect different approaches to the typology of this phenomenon.

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## **TOURISM INDUSTRY AS THE BASIS FOR IMPRESSION ECONOMY**

*The presented materials highlight the peculiarities of the functioning for modern economic systems, which are developed on the basis of the provider's ability to create positive impressions for consumers. It is determined that the leading industry, which is capable to generate unique emotions throughout the whole cycle of creation and consumption of the finished product, is the tourism sphere. It is substantiated that tourism is the largest generator for a new type of economic capital – consumer impressions. The effective use of such capital contributes to the further economic development of entities inside tourism industry and regions in the country.*

**Keywords:** *tourism, impression economy, individual needs, uniqueness, efficiency.*

**Relevance of research topic.** The intensive development of post-industrial society is accompanied by a total change in the essence of economic relations. Instead of the mass production era, when consumers met their own needs through the purchase of standard goods and services, new conditions of management came. The market is oversaturated, and competition between similar manufacturers has moved to a new level. Competitive advantages under other equal conditions are obtained by those who are able to impress the potential client, evoke positive emotions and satisfaction from the consumption process.

The problem of finding a new path of development for the economic systems of many countries in the world and ensuring the sustainability of growth is relevant for today. Obsolescence of standard economy approaches, inefficiency of classic industries and agriculture have led to a reorientation of economic relations to a service sector, which from an additional one gradually turns into a leading branch of economic activity, because only here it is possible formation of a unique product which is capable to influence on the emotional component of the consumption process.

World practice shows that tourism is the most powerful industry which can deliver economic growth while meeting the individual needs of each consumer. It is an industry of service economics that creates impressions and promotes economic benefits based on them.

**Formulation of the problem.** In Ukraine, against the backdrop of crises in standard sectors of the economy, tourism still remains a secondary sector of economic activity. Despite the world statistics, where the contribution of the tourism sector to GDP is over 10%, the same indicator in Ukraine does not exceed 2%. Therefore, substantiating the prospects of tourism development as a key factor in the success of the national impression economy is a timely and appropriate task for both scientists and practitioners of economic activity.

**Analysis of recent researches and publications.** Different aspects and development peculiarities of the impression economy were explored by both foreign and Ukrainian scientists. Among the domestic scientists we can mention the publications of Boiarska M. A. (Boyarskaya, 2016), Dyshkantiuk O. V. (Dyshkantiuk, 2016), Ushkarenko Yu. V., Chmut A. V., Syniakova K. M. (Ushkarenko, Chmut&Syniakova, 2018), Chubukova O. Yu., Yarenko A. V. (Chubukova&Yarenko, 2016), Yaromich S. A., Lakhtionova T. M., Popel' O. O. (Yaromich, Lakhtionova&Popel', 2018) etc.

Most part of the available research addresses the general issues and features of the impression economy functioning, its theoretical aspects and conditions of implementation. At the same time, the role of the tourism industry in this sector of economic relations has been considered insufficiently, there is no sufficient justification for the tourism industry's involvement in the economy of impression and the feasibility of using this approach to further develop the tourism sphere itself.

**Presenting main material.** In the scientific environment, despite the fact that the phenomenon of impression economy has been studied since the end of the last century, there is still no single approach to its definition. Moreover, there is no single term. Some authors, in addition to the one already mentioned, use the suchterm as «exclusive economy», «creative economy». In some sources these concepts are synonymous, in other sources the economy of impression is considered as a component of the creative economy (Ushkarenko, Chmut&Syniakova, 2018). In the general sense, the economy of impressions means the concept of economic systems development, where the main competitive advantage is creativity, which becomes a source of formation for new properties of goods and services, the use of which is accompanied by certain positive emotions. Such system of economic relations is focused not only on meeting standard needs, but on generating pleasant impressions that can occur during the production, promotion and consumption of an innovative product, which can leave positive feelings even after the consummation process (Boiarska, 2016). Economy of impressions is based on the psychological needs of each person to experience emotional uplift more often (Chubukova&Yarenko, 2016) and those areas of economic activity that can create it, will be the most successful in the future.

The tourism industry is precisely the sphere of social activity which in its essence fully meets the criteria for the economy of impressions:

– innovation in the context of globalization, which is achieved through the informatization of the industry;

– exclusivity, which is ensured by the individualization of the service process, as well as by the unique cultural and historical heritage, natural and recreational resources, national cultural model of behavior within an territory, or the country as a whole.

In the process of making a decision to purchase a tour, the consumer actually thinks about buying the appropriate impressions (Boiarska, 2016), which are an integral part of the tourist service process. The basis of the formation of impression economy within the tourism industry are considered such spheres of activity as:

1) the hotel industry, which provides the tourist with the impression of temporary accommodation (due to the exterior and interior of the hotel complex as well as the process of service);

2) restaurant business, which offers customers a unique experience of tasting gastronomic offerings and technology of serving customers during ordering, cooking and subsequent consumption of selected dishes;

3) entertainment industry, which offers the tourist unforgettable emotions connected with the organization of leisure while resting outside the place of residence;

4) excursion service companies offering new impressions of acquaintance with cultural and historical monuments and other well-known tourist attractions;

5) transport and transport infrastructure that provide the traveler with impressions of the comfort during the transfer from the place of residence to the place of rest (and vice versa), on a guided tour, etc.

The list of activities that form a complex tourist product, and therefore the initial, intermediate and final impressions of its consumption, we can continue for a long time (the sphere of finance that serves cash flows; social infrastructure of the tourist destination, etc.). Their effective interaction through the operation of established logistics chains (Dyshkantiuk, 2016) allows obtaining a synergistic effect: positive emotions that remain with the tourist during and after the trip, and then induce a similar purchase (new tour) in the future.

In the period of globalization, tourism, combining a large number of related industries, provides the creation of a so-called wow-service that does not leave indifferent and forms a further wow-effect (Yaromich, Lakhtionova&Popel', 2018), which is manifested through customer loyalty to the providers of tourism services, re-inviting them to take a new journey and relive the emotional uplift. As a result, generating unique impressions, tourism at the global level is developing more intensively than other areas of economic activity.

The success of the tourism industry is due to the implementation of the principle of «mass personalization» (Yaromich, Lakhtionova&Popel', 2018), which provides full satisfaction of individual needs for each consumer, which guarantees a positive impression of a unique tourism product and economic effect for the industry in the form of real profit.

**Conclusion.** At the present development stage of the economic relations system, the competitiveness of any industry is determined by its ability to generate and multiply a new kind of capital – positive consumer impressions. The tourism industry is precisely the sphere of economic activity that gives the opportunity to generate such capital and use it effectively both for the work of the tourist enterprises themselves and for the socio-economic development of the region. It creates an image of the territory in the eyes of potential tourists which will provide a unique impression.

Taking into account the arguments in favor of tourism, as a leading branch of the economy of impressions, it is advisable to refocus the vector of economic development of Ukraine and to pay attention to the tourism sphere, as the most promising type of economic activity and an alternative way of sustainable socio-economic development of individual regions and the country as a whole.

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## **STAGES OF CONDUCTING VIRTUAL EXCURSIONS AND THEIR CHARACTERISTICS**

The article deals with the basic organizational issues of educational virtual excursions: their development, conduct and summarization. Depending on the participants' language proficiency level, educational virtual excursions are classified into two groups: illustrative and research ones. In the course of the research, the authors have considered and defined the stages of educational virtual excursions' conducting and the types of exercises corresponding to them as well as have described some of their characteristics. It is very important that during educational virtual excursions students learn to make decisions by making a choice from a number of related opportunities, master the methods of formulating typical problem questions that activate the processes of memory and thinking. Such a transition from an illustrative to a research excursion significantly increases the didactic potential of educational virtual excursions as a teaching method.

**Keywords:** educational virtual excursions (EVE), illustrative excursions, research excursions, interactive learning organization, stages of EVE's preparation.

**Relevance of research topic.** Currently, we can talk about the priority value of the interactive organization of education where virtual excursions are actively used. And if in our first articles we spoke with caution about the possibility of using educational virtual excursions (hereinafter – EVE) in the teaching of foreign

languages, now practice has shown not only the possibility but also the need to use EVE whose task is to improve students' oral and written speech based on regional and cultural material.

**Formulation of the problem.** The purpose of this article is to analyze the main organizational issues of preparing for educational virtual excursions that affect their development, conduct, summing up etc.

The purpose of educational virtual excursions is the development of students' skills in working with various sources of information, the ability to analyze and transmit information; ability to interpret as well as apply information at the stage of reflection; the formation of a reading culture in the contemporary information environment; improvement of students' spoken language based on regional geographic material and in-depth familiarity with the host country.

**Analysis of recent researches and publications.** The problem of visualization has always been one of the central ones in the studies of didacts and methodologists, however, recently the understanding of visualization has undergone significant changes. In modern conditions, «the principle of visualization is not only leading, but also integrating, in the aggregate, didactic recommendations on ways to achieve learning goals based on its known patterns» (Temnikov, 2010, p. 36). «An analysis of the evolution of visualization in learning, shows its peculiar transformation: from the reflection of the external, sensually perceived properties of the object and the formation of empirical concepts, empirical thinking to the awareness of the need for an active approach and its inclusion into the context of students' independent cognitive actions, including research, and creative ones based on the integrated use of training aids adequate to them» (Temnikov, 2010, p. 38).

Namely, «in the visibility not only the capabilities of multimedia tools are manifested, but also the environment created by these training tools provides the implementation of other principles: activity, accessibility, individual approach, etc.» (Temnikov, 2010, p. 36). Thus, «visual aids acquire a new function – management of cognitive activity of students. With their help, students can be led to the necessary generalizations and taught to apply the acquired knowledge» (Krasnova, Belyaev, Solovov, 2001). (We will turn to this opinion when we talk about the features of educational virtual excursions).

**Presenting main material.** The excursion has its educational characteristics only under certain conditions, namely: the theme of the excursion is related to the theme of classroom lessons, the excursion is provided with educational materials, and guidelines for the excursion have been already developed.

Mention should be made that EVE's specific feature is the participants themselves: we are talking about the students studying a foreign language, who are in a foreign language or a native environment and who want to get an education, as well as to engage into the professional activity in the studied language. Therefore, we are talking about the consolidation of three aspects in the interaction: the study of a

foreign language (including professionally oriented), acquaintance with the country of the studied language, and plunge into the culture of the studied language. Here, roughly speaking, EVE manifests its multifunctionality, diversity, and multivectorness.

In addition, in the context of pedagogical cooperation, EVE provides a three-way (or three-level) interaction «teacher-guide» / «teacher-sightseer» / «guide- sightseer», contributing to the solution of problems based on joint educational activities and involving the development of interpersonal interaction skills (Ivanova, Pakhalkova-Soich, 2015).

Traditionally, we distinguish ordinary, advertising and study excursions in terms of their conducting. In the last group, such excursions stand out as: excursion-lectures, excursion-crowd-scenes, excursion-performances, excursion-walks, excursion-consultations, excursion-demonstrations etc. According to the content, excursions are divided into survey (multifaceted, covering several topics) and thematic ones (Savina, 2009, p. 17). We have taken this classification as a basis for systematizing EVE's types depending on the language proficiency level.

Given the form of the conduct, we recommend all types of educational excursions at different stages of teaching a foreign language. As for the content of the excursion, it is proposed to conduct thematic–illustrative excursions at the initial stages of language learning (levels A1-A2), and survey–research excursions, supplemented by information found by the students themselves on the global Internet network that goes beyond the knowledge they had known earlier – at advanced stages of language learning (levels B1-B2). Such EVE's classification to illustrative and research educational virtual excursions based on educational purposes, provides EVE's effective implementation into the educational process.

Based on the classical pattern (Savina, 2009, p. 26) of preparation stages for the so-called «real traditional excursions», we determine the following stages:

1. preparatory («pre-excursion») stage;
2. actually excursion («excursion») stage
3. generalizing («post-excursion») stage).

At each stage, the so-called pre-excursion, excursion, and post-excursion exercises (we proposed these terms for the first time (Pakhalkova-Soich, Ivanova, 2012) by analogy with the generally accepted ones: pre-text, text, post-text exercises (Azimov, Schukin, 2009).

Let us dwell on the analysis of each stage.

1. The preparatory («pre-excursion») stage.

The first stage is the definition of the theme of the excursion, the preparation of its plan and the obligatory correlation of the time of the excursion with the calendar planning of the given subject (the study of certain theoretical material should precede the excursion).

The teacher carries out:

- working-out of teaching materials for the excursion;

- ensuring the study of a certain theoretical lexical and grammatical material, preceding EVE;
- correlation of EVE's time with the curriculum;
- preliminary selection of EVE's topic.

Together with the students, the teacher discusses EVE's name (heading). Here you should focus on the students' foreign language proficiency level, not to forget, of course, the classic recommendations (avoid all kinds of clichés that depersonalize the topic; do not use abbreviations and abbreviations for syllables; do not use foreign words that can cause ambiguous or negative associations).

Further, the teacher and students determine the EVE's goals and objectives; distribute roles («guides» and «sightseers»). «Guides», coordinating their actions with the teacher, begin to study the necessary virtual sources of information, to select and study virtual excursion objects, to surf the virtual route of the excursion, to form EVE's control and individual text, to select additional visual materials for EVE; «sightseers», like «guides», take part in the discussion of time, place, duration, dates and other EVE's organizational aspects.

Students are also invited to conduct video recording of EVE. In the case of a positive solution to this issue, it is necessary to consider where to put the camera (or mobile phone), to appoint the person(s) responsible for shooting (to use complex applications for working with video, to cut the video, edit it, record etc., and then to send the finished product to computers and / or other portable devices).

It seems reasonable to us that an educational virtual excursion should last no more than two academic hours (with a minimum duration of no more than 0.5 academic hours); it can represent no more than 50 objects as additional visual materials etc. For a city excursion lasting 2–3 academic hours, it is recommended to use 15–20 objects; for a thematic one – 8–10 objects (9). As our experience has shown, EVEs drawn out in time are exhausting; it is advisable to plan a 10–15-minutes break for rest (coffee break) 35–40 minutes after the start of the excursion.

Particular attention should be paid to the choice of a virtual excursion's route and the closely related issue of the optimal number of EVE's facilities providing an adequate reliable information load. The «guide» independently (or in consultation with the teacher) selects and accumulates to the optimal level, the information necessary for the presentation.

On the next page, a student puts the links needed for the excursions. When creating virtual training excursions, it is important to set a strict sequence for changing screens (note that during an ordinary excursion, sightseers see everything strictly in order). One screen of virtual excursion can contain links to various sites on the Internet, which helps to better illustrate the material. Each screen can contain no more than 2–3 links; a greater number of them disorient students during their independent work, creating difficulties in understanding the text.



A feature of the virtual excursion (including a study excursion) is, which contributes to deeper coverage of the topic, an increase in additional materials of the objects (the so-called «portfolio of the excursion»: models, photo documents, films, sound and video recordings; popular science, documentary and educational films, moving pictures and videos etc., maps, schemes etc.), which can be presented both virtually and materially. A small amount of these components leads to insufficient informational saturation of the excursion.

The purpose of the pre-excursion exercises is to neutralize the predicted linguistic and sociocultural difficulties and to update all EVE's participants' supporting knowledge as well as to motivate them to search the necessary information. This stage of work is obligatory for all the students – both future «guides» and future «sightseers».

2. Actually excursion stage. It should be noted that EVE's peculiarity in the study of a foreign language is that, on the one hand, it necessarily complies with the language level of sightseers' training group, and on the other hand, it undoubtedly reflects the guide(s)'s language level, moreover the latter usually shows deeper language proficiency.

In the process of EVE, the guide offers a group of students to sit at the screen (board), and begins a demonstration of objects in the virtual space. The guide follows a predetermined virtual route, purposefully thematically conducting «excursions» from object to object during virtual movement, if necessary, including additional visual materials into the EVE. The vigorous activity of sightseers is in close connection with the guide.

Excursion exercises, like text exercises, «should aim the student at extracting information from the text and checking how this information is understood and assimilated» (Azimov, Schukin, 2009). The system of excursion tasks provides for the development of such skills and abilities as: 1) reproduction of a sample text; 2) some processing of the sample text (both form and content); 3) the development of the student's prepared speech on the material of several sources; 4) the development of student's unprepared speech.

3. Generalizing («post-excursion») stage.

The final stage. The excursion ends with a final conversation, during which the teacher, together with the students, summarizes, systematizes what he has seen and heard, highlights the most significant, reveals impressions, sets preliminary estimates as well as outlines the timing of homework creative assignments.

While planning home creative assignments, the teacher should expand the range of reports which makes it possible to create a «free choice situation» in which a student selects one from a number of reporting forms proposed by the teacher for an excursion or offers his own in accordance with inclinations and capabilities: preparing a poster presentation, a presentation, a written review, a message, an article to a magazine, a compilation of an album using illustrative material of visited sites.

Information collected by the students during a training excursion can be materialized in the form of Flash clips (Ivanova, Pakhalkova-Soich, 2014), and become a learning tool that can be used in other groups and courses. Virtual excursions are one of the most promising forms of educational excursion. The most important thing for our students is a powerful motivating factor in achieving high and stable results in educational activities, the principle of cognitive activity through creative thinking, and the ability to independently evaluate acquired knowledge (Pakhalkova-Soich, Ivanova, 2015).

After excursion tasks that are performed by students should provide control over understanding of what they have heard (seen and / or read) (Azimov, Schukin, 2009), the success of semantic processing of information, i.e. the transformation of information gained from EVE.

Particular attention is paid to tasks on the speech development, aimed at preparing «guides» for conducting EVE and «sightseers» to express impressions on EVE. It is necessary to pay attention to the development of the necessary discussion skills in the form of discussing some micro-situations with the preliminary task of comparing, establishing similarities and differences, analyzing, generalizing etc. (Ivanova, Pakhalkova-Soich, 2012).

The teacher can conduct a general discussion of the excursion, and also offer students to complete assignments to determine the cognitive value of what they have heard, both in the form of tests, as well as various creative tasks: creating a presentation, a photo report (picture story), designing a newspaper or a stand; writing a review, an article, an essay; description of students' impressions, organization of photo exhibition (Pakhalkova-Soich, Ivanova, 2014).

Students can prepare a message about a particular historical monument, compile a biography of an outstanding figure (or a story about his achievements) etc., or something which has been discussed during the excursion. Students post their messages (you can also invite the students to send information to the forum for further discussion). In groups with an advanced language level, a teacher can offer the students make reports based on excursion materials and it is highly recommended that they should read additional literature.

As it was mentioned above, tests of diagnostic, current, intermediate and final control are adjacent to the system of excursion tasks, which should be considered an extremely important and necessary condition for successful training, and the creation of a typology of tests in these conditions is an urgent requirement of the time. A student chooses self-review or mutual appreciation.

If a video recording of EVE was carried out, it is possible to offer students who own video processing applications, the following tasks: to watch EVE's video, to make a general idea of EVE, to express their attitude to it; to cut out parts of the video that are not interesting; to select the desired video files, to create a video story; to add some special effects, captions, background music, voiceover, and other sounds.

**Conclusion.** In the course of the research work, we have arrived at certain conclusions: 1. EVE's features are described in terms of list of participants and their language proficiency level. 2. Depending on the participants' language proficiency level, educational virtual excursions are classified into two groups: illustrative and research ones. 3. The authors have considered and defined the stages of EVE's conducting (pre-excursion, actually excursion, post-excursion) and the types of exercises corresponding to them (pre-excursion, excursion, post-excursion) as well as have described some of their characteristics.

In conclusion, mention should be made that the use of educational test as one of the forms of students' knowledge control within educational virtual excursions allows you to check the degree of understanding of both the linguistic component of educational texts and their informative content. At the same time, students learn to make decisions by making a choice from a number of related opportunities, master the methods of formulating typical problem questions that activate the processes of memory and thinking. Such a transition from an illustrative to a research excursion significantly increases the didactic potential of educational virtual excursions as a teaching method.

Thus, the presented experience of using EVE excursions in the practice of foreign languages teaching as a foreign language proves that their holding occupies an important place in ensuring individualization of instruction and increasing motivation for learning a language, and plays a special role in improving the students' communication skills.

Summing up it should be said that since this form of educational activities has positively proven itself, we consider it expedient and promising to further develop the theoretical and practical foundations for creating educational virtual excursions and their sites.

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## **EXCURSION ACTIVITIES OF THE XXI CENTURY. THE PROBLEM OF EXCURSIONS**

*The article considers the concept of impression economy as an integral part of the service industry and its practical components. Feelings have become an integral part of marketing, management, service activities, future development of companies. This article discusses issues regarding the context of emotions, experience and impressions in tourism, excursion service, the issues of excursions in the XXI century.*

**Keywords:** *excursion, the excursion activity.*

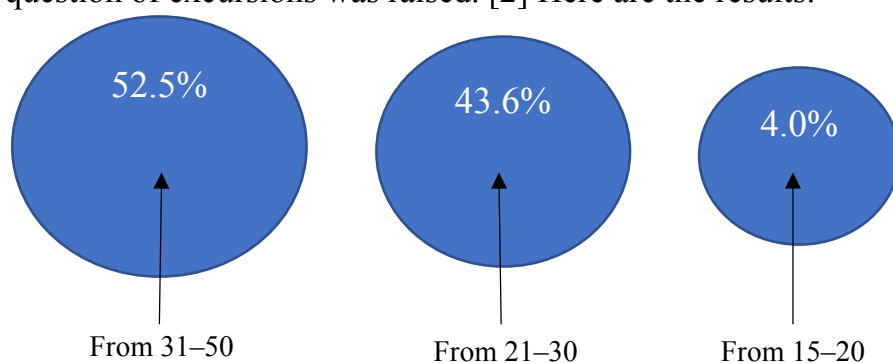
**Relevance of research topic.** At the moment in the service economy, that is, many companies, the goal is not just to implement a package of services, but to implement the experience. Experience is a separate economic proposition that is different from services, just as service is different from goods. Experience is not just an amorphous structure; it is as real proposition as a product or service. Companies are looking for the ways to create an attractive buyer experience for which they will receive a good reward.

The main problem and the advantage is that not all established companies are ready to move from simply selling services to selling experience, as in the past economic shift – from industry to service economics, and in general, not all are fully familiar with the concept of «economics impressions». However, companies have to move to a new level of economic value of their offers, otherwise they will have to deal with the commercialization of their own business [1].

*Excursion activity* is an integral part of tourist activity, therefore, in case of a problem, tourism cannot fully exist. Now this tourism industry needs modernization to satisfy the modern tourist.

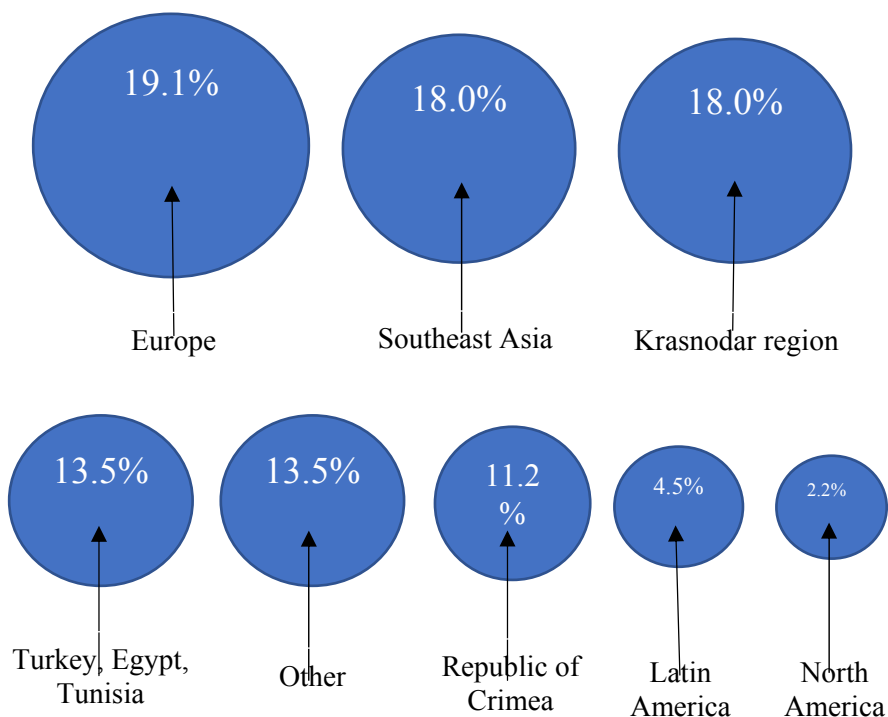
**Formulation of the problem.** The purpose of the article is to study the process of formation and organization of excursion activities in the XXI century. Defining the prospects and developing recommendations on the range of excursion obedience, improving the efficiency of the excursion activity organization, taking into account the requirements of significant activation of innovation as a motivator for the development of economic relations.

**Analysis of recent researches and publications.** In 2017, at one of the web-hosting sites, there was a survey of people aged 15–50 years, about tourism by the sea, where the question of excursions was raised. [2] Here are the results:



*Figure 1.1 Age of respondents, (%)*

*Source: Tourism by the sea: Statistics of the choice of respondents 2017–2017*



*Figure 1.2. Geography, (%)*

*Source: Tourism by the sea: Statistics of the choice of respondents 2017–2017*

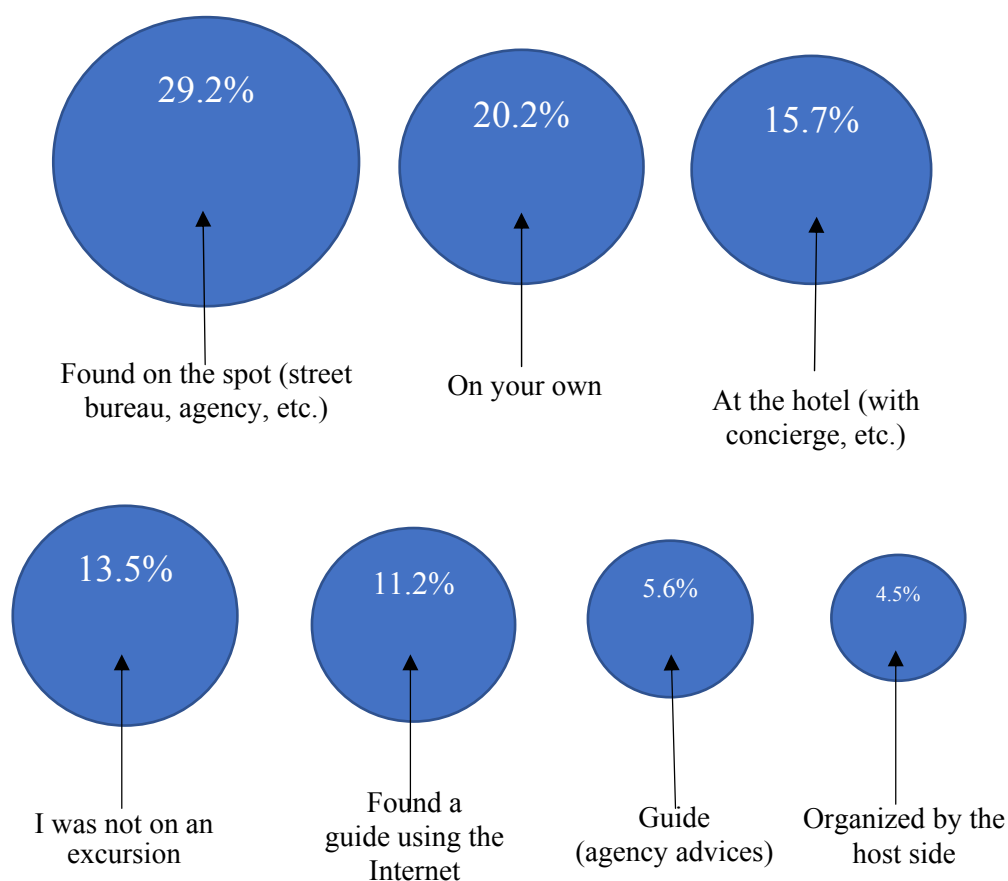


Figure 1.3. Attitude to excursions, (%)

Source: *Tourism by the sea: Statistics of the choice of respondents 2017– 2017*

Through this survey, we find out that a third of those surveyed either did not go on excursions or did their own trips. It can also be noted that tourists do not always agree with the recommendations of the tourist enterprise, and do not follow them.

**Presenting main material.** Excursion is a specific activity that provides information, methodological, organizational, production support services, i.e. excursion service. The basis of such a field is to convey to the consumer certain experiences in order to meet his needs. *There is now a problem such as lack of interest in this area.* A large number of tourists, respectively consumers, are not interested in excursion service. Why so? Here are the most urgent reasons:

1. Not interesting presentation of the material;
2. Saturation with information;
3. The desire to control the process;
4. Uniformity;
5. High prices.

The representative of the excursion activity should influence the imagination, emotions, subconsciousness, perception using various thematic associations, recreational suggestion. The basis for the excursion is the presence of impressions and stories, and the main active interaction between the guide, object, excursionist. [3] In our time, it is not enough to sell a product, the consumer now needs experience, and this is the basis of the economy of impressions, which affects all components of the tourism sphere.

Experiences are a distinct economic offering, as distinct from services as services are from goods, but one that – until now – went largely unrecognized. When someone buys a good, he receives a tangible thing; when he buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays for a memorable event that a company stages to engage him in an inherently personal way. (Pine, J. And Gilmore, J. (1999) *The Experience Economy*) [4]

Another pressing issue is the wide choice of the range in the tourism market, which leads to the object of the activity: increased competition; and for the consumer: the complexity of consumer search and choice. The modern consumer makes his choice not only on functions and brand, but on his own feelings and impressions, which he received from the use, there is a need for impression, as in the object of consumption. [5].

*An example of an excursion service experience economy:*

Previously, there were only museums that offered a passive-overview form of exposure material, but now there are more and more interactive museums where interaction with the exhibition is also possible. For example, the NEMO Museum (Netherlands), the objects in it come to life when are touched, twisted, i.e. played. The main rule is «Necessary to touch!». A learning center where children and adults themselves can experiment and see not only the outcome but also the process. The visitor becomes a participant or manages the process. It does not inspect finished and perfect objects – the results of civilization, as in many other museums, but models natural phenomena and technological processes. [6] The visitor receives the same experience and emotions. In the first place is put not a museum object with its properties and functions, but involved in the scope of the museum.

There are no high-level museums with the possibility of interactivity in Ukraine. All of them are at the outdated stage of perception of museum, excursion information. A new approach to understanding the essence of the museum and its public purpose must be developed.

The question is «how to improve the excursion industry?». The solution is to update, to modernize, to convert. The main aspects of modern museum product offerings, according to Rybakova Y. L. There are the following service components:

- Working schedule (extended working days, absence of days off);
- Development of museum logistics (to reduce queues);
- Use of innovative technologies, updating of material supply;
- Use of modern technologies (electronic maps, audio guides, etc.). [7]

For example, let's take a look at a typical excursion to the National Museum of Arts named after Bohdan and Varvara Hanenko in Kyiv. Wonderful museum, with lots of exhibits and exhibition halls. It is possible to upgrade and not spoil the excursion atmosphere:

1. Attach a QR code plaque next to it, after which the visitor will be able to see a short 40-second animation depicting the history of the painting, sculpture, etc.;



2. Create engaging exposures. The presence of interesting exhibits is not enough to attract a sightseeing artist to the spirit of the museum. Create a connection between the world of art and everyday life;

3. Update the tour guide. The usual program is no longer of interest to the modern tourist. If the museum changed the traditional concept, for something more interesting, such as the matic days or each room with its theme, the tourist would get emotions and most likely would return for the magain;

4. To delve deeper into the history of the museum, its architecture, the preservation of the collection and more;

5. Produce an electronic map, with exposure features and the ability to add notes during a tour.

If these steps are followed, the attendance of the museum will increase, the institution will become more unique, modern, in demand, obligatory to visit.

Excursion activities in Ukraine are not enough:

1. Interactivity. Opportunities to be not only an observer but also a participant;

2. Rules: do not negligently perform the same repetitive routine with each visitor;

3. Interactions of the tour guide, the tour guide and the object;

4. But the most important point, you need to create the necessary training program for guides. This will include not only theory but also the study of practical communication. Through this program, employees in this field will learn the right attitude to their profession. The main thing is the explanation of the importance of the economy of impressions, in any economic, servic eactivity.

**Conclusion.** Modern economy – is an economy of impressions.

The old ways have passed away; you must embrace a new economic reality to be successful and to deserve the trust of those in your care. (B. Joseph Pine II The experience economy) [4].

Excursion activities need serious updating to meet the needs of consumers of our time, because the decisive criterion for choice is the emotions received after consumption. Innovative solutions can serve as a way of reviving cultural life and spiritual development.

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## EVENT TOURISM AS A FACTOR OF ECONOMIC DEVELOPMENT

*The article considers the events industry, future prospects events in tourism, business development by events and why event needs to be developed in Ukraine. An event is a new segment of tourism industry. Not many people know the very essence of an event in its totality and in all its details. This article is aimed to define the concept of «event» and consider development problems of events in Ukraine. Also in this article we consider statistic of interested in event tourism and per cent of knowledgeable and uninformed people about event tourism.*

**Keywords :** event, tourism, industry.

**Relevance of research topic.** Nowadays market of tourism is saturated and on it reigns competition and the struggle for client. Many countries in the process of competition with each other started developing new type of tourism it is an event tourism.

We have two definition of event tourism which details the whole essence of this concept:

1. Event tourism is both a field of study and a globally significant sector of the economy. For individual events, event tourism means taking a marketing orientation to attract tourists, sometimes as an additional segment and sometimes as the core business.

2. Event tourism is a type of tourism, trips in which are timed to coincide with any events. Events may relate to culture, sports, business, etc. Examples of events causing a surge in event tourism: Olympics, football world championships, rock festivals, film festivals, carnivals, economic forums, air shows.

Event is a relatively new concept in tourism industry. Today events are rapidly evolving and gaining strength.

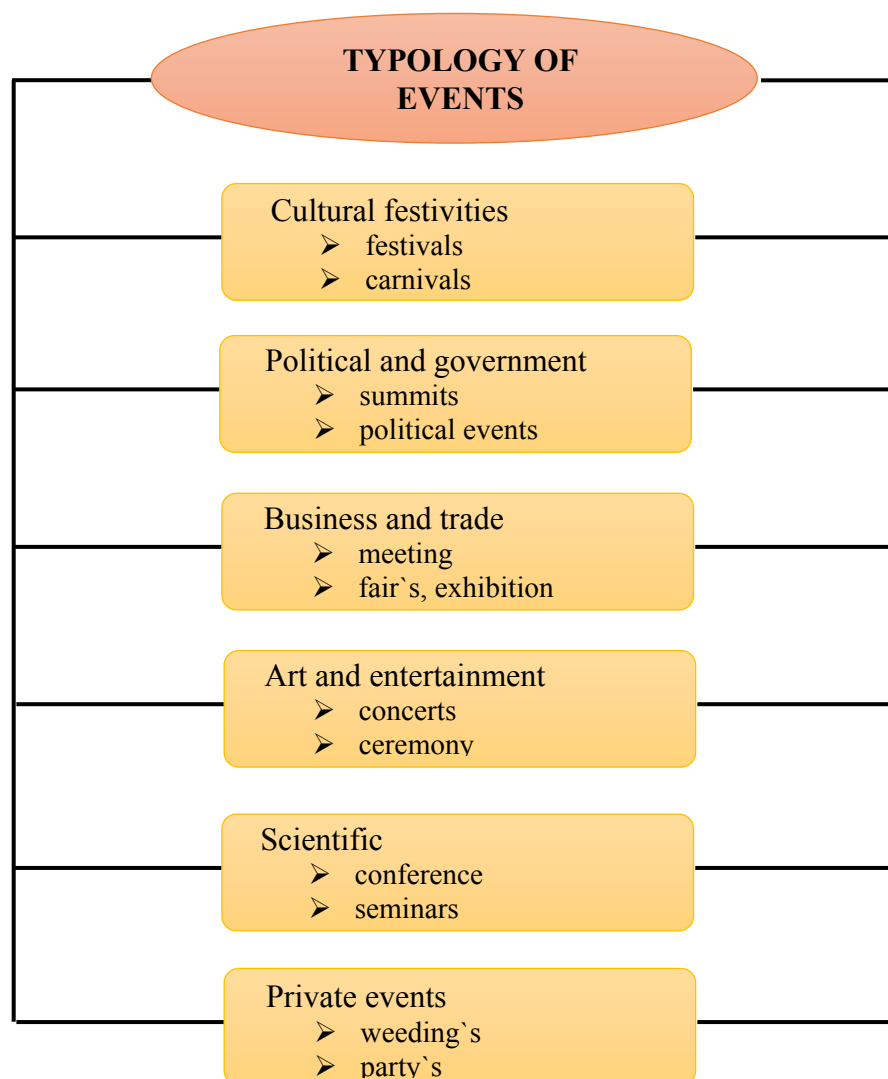
Now, the question is: why? So many things are happening in the world, for example: festivals, carnivals, parties, sport competitions, etc. (types of event will be considered later).

Accordingly, people are very interested in being at the centre of an event.

This is the relevance of the events – this is the event itself. Events always attract many people. More and more new events occur daily in the world, therefore, the event as a type of tourism industry will also remain relevant in the near future.

A lot of people without even realizing it, go to the event, for example: a trip to the carnival in Rio de Janeiro is an event, because we have a target to visit the carnival, and the event itself is the carnival.

Events have great potential in the development of their own business and tourism industry generally. This aspect will be considered later as well.



*Source: Event tourism and event-management – Typology of events (Reference 3)*

As started earlier, an event is a new segment of tourism industry. It is necessary to consider the components of the events in order to understand what is what.

This is very important, because if the concept is not addressed in detail, we cannot understand a sense of this or that situation.

Let's consider the typology of events. This table clearly illustrates all existing types of events. It will help in order to further guidance in the material.

**Business development through events in Ukraine.** Worldwide event tourism is a powerful catalyst for the economy of a particular country. For example, Oktoberfest in Germany, where many tourists come from all over the world, which in turn brings good profit and a high popularity to the country, which is also very important. Thus, we can achieve a constant influx of tourists.

And what about Ukraine? It is very profitable to develop your business with the help of events. In Ukraine events is a new segment in tourism market that is why there is a lack of staff in it.

Let's consider the statistics.

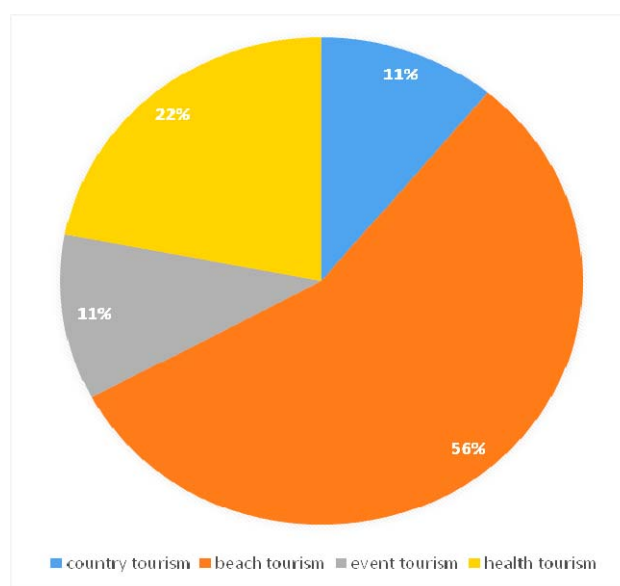


Figure 1. Preference tourists towards types of tourism

Source: Development of the event tourism abroad and in Russia

But, one of the main issues is that this industry has been working only for 15 years in Ukrainian market and an obstacle of the development is a shortage of skills in the market and reluctance of Ukrainian costumers to creative solutions and shopping.

Standard resorts are in Turkey and Egypt, therefore people are apprehensive about something new.

Unfortunately, in Ukraine, events are not so well developed, but it is in this industry that the development prospects are quite high.

If we take the capital, the Atlas Weekend is a rather successful project, which attracts many tourists and world-famous music groups.

Other cities of Ukraine also have the necessary resources for development.

Odessa has one of the largest sporting festivals – «Z-Games».

Lviv also does not stand aside: many festivals are devoted to coffee, wine, chocolate, etc.

In Korosten there is a festival dedicated to potato pancakes, which is held every autumn.

Summing up, we can say that Ukraine has many resources and prospects; they just need to be properly developed.

***Analysis of recent researcher and publications.*** The concept of the event is now quite actively researched and studied.

Many consider the event as a general concept, others go into further and consider the impact of the events on tourism and the economy as a whole.

The authors of the study are not only professors or academicians, but also students from different universities, often these are masters and bachelors.

The research is presented not only as articles, but rather as thematic compendiums or books.

A very famous man in this industry is Donald Getz, who wrote the following books:

1. «Event studies. Theory, research and policy for planned events».
2. «Progress and prospects for event tourism research».

***Conclusion.*** Events is a pretty interesting kind of tourism industry. Event requires more development and promotion for profit-making. We have examined in detail the concept of the event itself. We examined the statistics of preferences of tourists and found out that event tourism is a developing type of tourism and that one of the most popular types of tourism is beach tourism. It is worth considering that with the help of events you can attract customers of different ages.

Summing up, we can say that thanks to the events you can profitably develop your business.

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## ANALYSIS OF THE CRUISE TOURISM SECTOR IN THE WORLD

*This article examines the situation on the tourist cruise market over the last 3 years: cruise travel demand, the main consumer category, most common types of cruise tourism and the most popular tourist destinations. This is an important topic as the cruise tourism sector is developing rapidly, affecting tourism and the world's economy.*

**Keywords:** *cruises, cruise tourism market, river cruises, cruise product, the global maritime cruise industry market cruise companies, sustainability.*

**Relevance of research topic.** The relevance of the topic is determined by the rapid growth in the recent years of the cruise industry in different regions of the world. Despite the rather high complexity and capital intensity, this specialty tourism area allows effective implementation of projects for the development of recreational, sports, wellness and cognitive tours. In addition, the cruise as a water transport trip includes shore excursions, sightseeing, and a variety of fun on board river liners, making it particularly attractive. At the same time during the cruise the tourist can spend time on board, relaxing and enjoying the service of a modern hotel on the water. All this objectively makes the destination of tourism attractive to more and more people who want to travel with comfort.

**Analysis of recent researches and publications.** Analyzing the development of cruise tourism in the world, I researched the publications of Ukrainian and foreign scientists, such as V. Kornilova and K. Nesterova, who researched the trends of cruise

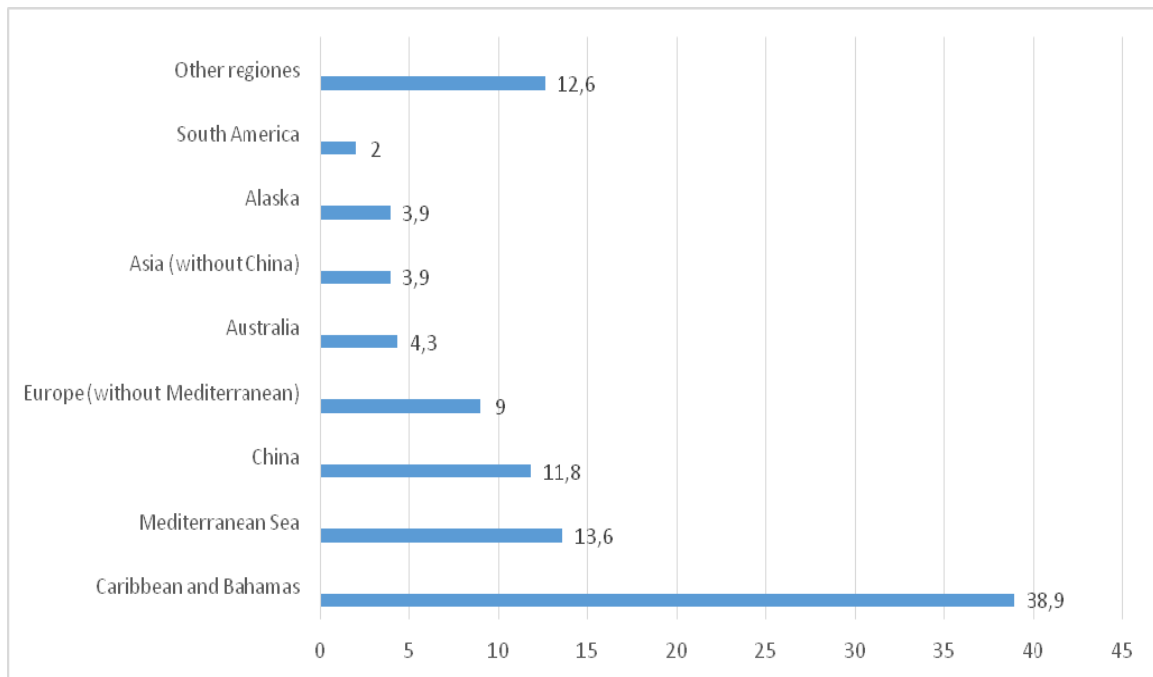
tourism development. I also looked at articles on sites related to the direct development of cruise tourism, such as publications by Cruise Line International Organization, Cruise Market Watch, and others. Analyzing this data has helped me to explore the cruise tourism market in detail and to identify the world's leading tourism companies.

### **Presenting main material.**

The most common type of water travel is cruises. In 2017, 25.2 million people were served in the cruise tourism market (\$ 37.1 billion), which is 6.6% more than in 2016 and 63.4% more than in 2007 [1]. The sustainability of the demand for the cruise product in the world in recent decades has been driven by the constant modernization of cruise ships, the formation of batch orders for the construction of new mega-liners, the upgrading and modernization of passenger berths, the improvement of port infrastructure.

There are such types of cruises: sea and river cruises. River cruises are the most popular in countries that have powerful river and lake systems as well as canal systems (the USA, Canada – Great Lakes (total length of the route along rivers, lakes and canals –over 40,000 km). Similar cruises are made by the Nile, The Rhine, Danube, and now the river cruises are also organized by Lake Ladoga, the Volga, the Dnipro, Lena, Ob, Yangtze, canals and rivers of France and Sweden, and the Danube and Dnipro cruises to the Black Sea are popular in Ukraine. The lines include the village Be the following: AROSA, AmaWaterways, Avalon Waterways, CroisiEurope, Emerald, Scenic, Tauck, Uniworld Boutique River Cruise Collection, Viking Cruises [2].

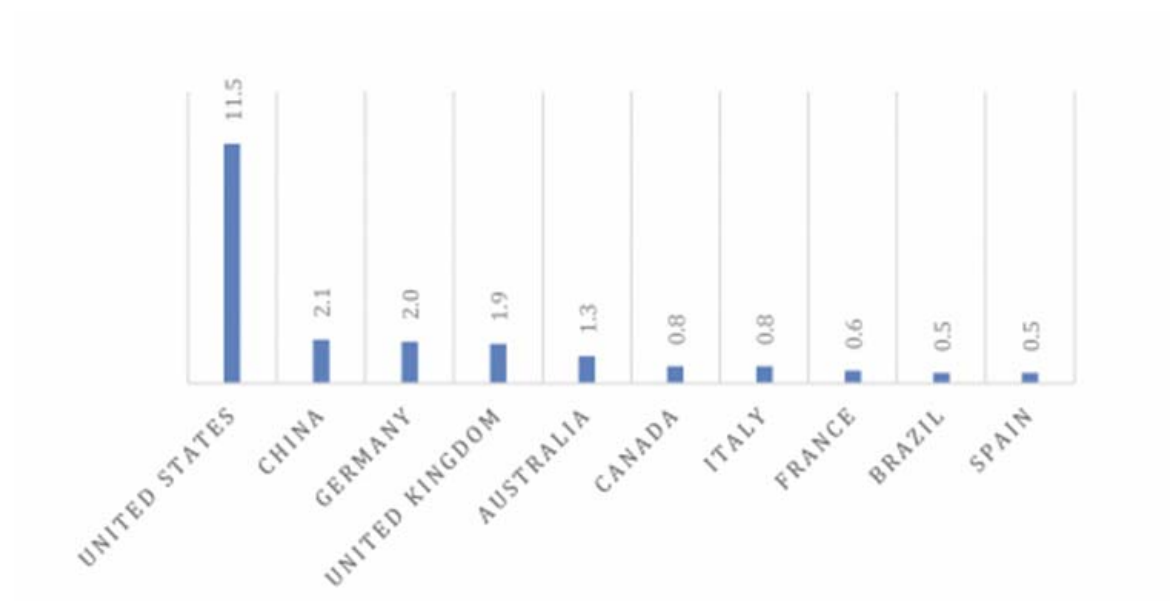
The volume of passenger traffic is led by the United States. They account for more than half (51%) of the current number of cruise tourists – 11.21 million people. The United States has relied on the creation of a high-quality and inexpensive mass cruise product. The US cruise industry market has created an exceptionally attractive and affordable service for residents of America, Europe and Asia. The second place is shared by Germany and the UK: 15% or 3.38 million passengers. The top three are Australia, Italy and Canada. Each of these countries accounts for 800,000 tourists (12%). This is followed by China, France, Spain and Norway, which together provide another 2 million customers (or 10% of the global figure). The demand structure by region undergoes significant changes in the period 2007 – 2017 (Fig. 1): from 90.6% to 61.5% the volumes of flow to the most developed regions of the cruise market are reduced, namely: Caribbean and Bahamas, Europe, Mediterranean ; demand for products is emerging in Asia (especially China) and Australia [3].



*Fig. 1. Global Cruise Tourism Market Structure in 2017, %*

The age of modern cruise passengers is 40-50 years. In the 2000s, this figure was at the level of 50–60 years, indicating the influx of younger consumers. According to experts, the age of cruise ship users will decrease annually and will be 35–40 years by 2020 [4, p. 40].

According to the FCCA (Florida-Caribbean Cruise Association), the main passengers of cruise ships are tourists from the USA, China, Germany, the UK and Australia (Fig. 2) [5].



*Fig. 2. Major Cruise Line Passengers in the World for 2016 (million people)*



Experts predict that in 2027 the capacity of the cruise tourism market will be more than 38 million people, which will provide a growth rate of 151% compared to 2017 (12.8 million more). To support the pace of market growth, investments in shipbuilding are being carried out, the course on technology innovation is being supported, and a policy on sustainable cooperation with supplier's partners is being implemented.

The global maritime cruise industry market is divided into 20 specialized companies, which in turn belong to 4 large groups. Tops the list of the largest cruise companies holding Carnival Corporation. The fleet of the largest of its brands – Carnival Cruise Line, has more than 20 ships and is constantly updated with new ones. It is followed by Royal Caribbean International, and the Norwegian Financial Cruise Line (NCL) is in third place. All these carrier companies are based in the US. Fourth in the rating and the first cruise ship in Europe – MSC Cruises. Closes the Top 10 leading Spanish cruise companies Pullmantur.

Carnival holding companies control 44.8% of the world maritime cruise market. The share of the six shipping companies following the Royal Caribbean Group is 24.7%. Further, the three Norwegian Cruise Line companies account for 8.9% of the market, while MSC Cruises holds 6.4%. Almost 40% of the world's cruise ship routes are in the Caribbean, followed by the Mediterranean (17%), and Asia Pacific (10.4%). According to 2022 forecasts, Carnival Corporation will account for 42.1% of the cruise market, with a fleet of 113 vessels; on Royal Caribbean Cruises – 22.8% and 53 vessels respectively; MSC Cruises – 9.9% and 19 vessels; Norwegian Cruise Line – 9% and 27 ships. Thus, these four companies will control 83.8% of the world cruise market, and their total fleet will be 212 vessels (Table 1) [6].

*Table 1*

**The largest cruise companies in the world for 2020**

№	The name of the cruise company	Number of ships	Beds, thousands	Passenger capacity, thousands of seats	Market share %
1.	Carnivals Corporaton	113	273,5	13 404,0	42,1
2.	Royal Caribbean Cruises	53	144,3	7 260,9	22,8
3.	MSC Cruises	19	63,0	159,3	9,9
4.	Norwegian Cruise Line	27	59,1	2 878,3	9,0

**Conclusion.**

The development of cruise tourism has a tremendous effect for local economy development: increase in revenues to budgets of all levels; job creation in cruise ship

service areas catching; promotion of tourist opportunities in the region well (countries in general); empowering the internative cooperation; attraction of investments in development current transport and tourist infrastructure, etc. Therefore, cruise tourism is very profitable industry.

The largest share in the consumption of cruise services is native to North American countries. This is due to the relatively high standard of living in the region, the availability of adequate natural resources and so on.

European maritime tourism has a smaller volume of tourist cruise flows, but is increasing annually profits. Residents of European countries form up to 30% of global cruise market demand. Five countries operate in the European cruise lines, who share about 80% of their profits: Great Britain, Germany, Italy, Spain and France.

Recently, the Asian region stands out with 12–15% demand for cruise services. One of Asia's most promising countries for cruise tourism is China. Demand for Asian travel cruises slightly different from the world. Because the Chinese people mainly travel to Europe and their regions. And the Caribbean countries share in the demand structure insignificant and about 14%.

The volume of passenger traffic is led by the United States. They account for more than half (51%) of the current number of cruise tourists – 11.21 million people. Afterwards, cruise tourists suppliers are Germany, China, the United Kingdom, Australia, Italy and Canada. The age of modern cruise passengers is 40–50 years.

The world market of the sea cruise industry belongs to 20 specialized companies, which in turn are subordinated to 4 large groups. According to forecasts until 2022 four leading companies (Carnival Corporation, Royal Caribbean Cruises, MSC Cruises, Norwegian Cruise Line) will control 83,8% of the world cruise market.

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## 4. Panel discussion

### RESTAURANT TECHNOLOGY: NATIONAL AUTHENTICITY AND GLOBAL TRENDS

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### THE INVENTION OF THE DANISH CUISINE

*The article is dedicated to the research of peculiarities of culinary authenticity of the Danish national cuisine, caused by historical factors. Within the framework of the desk-research the analysis of general history and features of Denmark's food habits was done.*

**Keywords:** *Danish cuisine, culinary authenticity, ancient traditions, country's culture, national dishes.*

**Relevance of the research topic.** It is relatively new that we have taken ownership of what we eat ourselves, previously we have been much more influenced by both politics, technology, concrete events at home and abroad, research and feelings, these are some of the most important events of the last 200 years.

Traditional Danish cuisine is an important part of the country's culture. Formed over centuries, and absorbing culinary traditions of ancient Vikings, Danish cuisine turned into one of the richest and the most diverse of Nordic and Scandinavian cuisines. That is why, the features of Denmark's food habits have been affected through the time under the influence of natural, socio-economic and historical factors. Through the analysis of historical and ethnographic foundations of Danish folk cuisine, it is possible to search for new ideas, both technological and marketing. Study of the nature of national culinary authenticity makes it possible to preserve old recipes and use them with modern raw ingredients.

#### **Formulation of the problem.**

Danish restaurants and Danish food are always in development and follow the latest trends. Denmark is home to of a whole new generation of chefs who are developing Danish food culture. For several years, the Danish Noma restaurant in Copenhagen, where New Nordic cuisine was born, was considered the best restaurant in the world. Based on regional and seasonal products from the Nordic area – and

making the most of what is at hand, Danish gastronomic development doesn't just make restaurant visit in Denmark more exciting. It also enhances every step of the Danish food value chain; whether you are a retailer, food producer or chef, Danish collaboration can inspire you to new gastronomic heights.

The article deals with the investigation of the authenticity of Danish cuisine, to distinguish it into a separate segment of national Danish cuisine and to reveal the peculiarities of cooking some dishes. The general analysis of provenance of food products and culinary recipes is investigated on the example of the most famous dishes of Danish / Nordic cuisine. Seeking to diversify the restaurant products, make it more original and attractive for customs, professionals and chefs increasingly turn to the best that has already been created by Danes and enrich ancient traditions with a modern culinary culture.

### **Analysis of recent researches and publications.**

The information base of the research was the works of scientists B. Christensen, F. Mangiapane, K. Blixen, R. Redzepi. C. Gold, C. Meyey, B. Palling, D. Hellerstein et al. on the problems of ethnography, features of Denmark's food habits and main raw materials and ingredients of Danish national cuisine.

### **Presenting main material**

Through the 19<sup>th</sup> century, the Danish king tried diligently to prevent coffee prevalence in Denmark, but the black drink became the farms everyday drink, the king would prevent a greater trade in the imported coffee beans then a coffee consumption should make the money disappear from the Danish economy, but it does worked only in the cities where the tea drinkers were still, the tea letters was to expensive to peasants [1].

From 1850 and the next 30 years there was a general change from grain to meat, which change our eating habits radically.

During the agricultural crisis of 1818 – 1828 grain prices plunged due to severe competition from abroad, and agriculture was beginning to re-think, and especially increased sale of butter and bacon saved the Danish farmers [2].

In 1868, Danes in particular began to eat rye bread, which was a saturating basis for the Danish meal, but the Danes also started eating more cereals and sugar.

The hard work of farming in the fields necessitated a warm and saturating lunch until the 1880s, but the industrialization of the mid -1800s – still more Danes moved to the cities to work in a factory, but they stayed long lunch breaks, and the workers could not reach home and eat for long. They had to bring lunch instead, so from the 1800s the cold smeared breakfast hit throughout Denmark, it typically consisted of rye bread smeared with fat, sausage or cheese.

In the period 1840–1910 a new trend came, cakes became the highest fashion, Mazarin lentils, Sarah Bernard and ruby cake as well as the famous Danish wiener, specially in the capital Copenhagen invented the pastries and bakers the sweetest creations for the bourgeoisie – not least because the crème flowed freely in these years

as a result of the many dairies, even the regular Danish families started making dessert. Porridge with crème became the new Danish national dessert, but also apple cake buttered grater and whipped cream were popular.

The agricultural change made more room for the potato in the field, at the same time the stove moved into the Danish kitchens of the 1850s, and they revolutionized

The Danish eating habit and from the 1880s put the new clover in the center: meat, gravy and potatoes.

Around 1990, pork exports and the meat trade flourished, giving lower prices and one higher consumption as the meat chopper had become a permanent part in the Danish kitchen, became the fast food popular, the Danish meatball culture was born, and the Danish cuisine stagnated for decades, which meant World War 1 shortage of food, compensation and narrow cost.

In 1946–1954 however, something happened, the freezer came on the market, only every ten family had its own freezer, so the cooperative freezer houses quickly spread, here you had to either picking or slaughtering what was in the freezer, but soon the range grew for frozen foods.

In the 1960s, the Danes eat an average of 2,1 kg of food from deep – frozen annually, in 1996 it was increased to 50 kilos, consumption really took off during the 1970s and the 1980s, which carved potato boats, broccoli bouquets and Saturday chicken [2].

In the 1950–1960 the canned food also had its big breakthrough as the women went out into the labor market, already in the 1960s canned food was even modern, it is mentioned nicely in the women's magazines, where it was highlighted for its ease, speed and not least for the myriad possibilities.

However the variation in the plate was significantly expanded during the 1960s, where the economy was good, both meat, butter, cream, cheese and eggs became available in that quantity one wanted.

It resulted in the heyday of the stew, canned tomatoes, canned mushrooms and frozen peas were new ingredients in the kitchen along with avocado, pineapple, green asparagus and squash.

The new kitchen was not least shaped by Karoline's kitchen a concept created by dairy association in 1962. From 1980 a new cookbook came from Karoline's kitchen every 3 years in the letterbox of all Danish households [3].

In the 1970s the world opened in earnest, and we started talking the foreign dishes to us in form of distorted versions of Greek moussaka, Spanish gazpacho and Italian spaghetti bolognese, ingredients like eggplant, fresh herbs, garlic, courgette and olive oil could now be purchased at the supermarket or the grocery store [4].

American fast food: pizzas, chili corn, burger and pizza was suddenly popular, also a slightly fine dinner meal from America won in the late 1970s namely steak with baked potato and salad. The sauce and potato culture were under severe pressure.

In the 1970s, however the food pyramid also introduced a new concept introduced in the 1976 by FDB (joint association of Danish utility associations) the idea was to give Danes to have an easy picture how to eat and put together a healthier and varied diet, the pyramid was divided in 3 layers.

You should eat mostly from the starch, where the complex carbohydrates like bread, cereal, pasta, rice, potatoes and dairy were. Less from the middle, where the vegetables and the fruit lay, and least from the top proteins in the form of meat, eggs and fish, soon had the Danes took the food pyramid advice.

However, fast food culture was increasingly filling in response arose in 1980s a regular health wave and grooving focus on ecology.

More vegetables in the dishes, low fat types like turkey and more fruit that are now available in many exotic shades, in the 1980s the Danes could for the first time in the Danish history buy organic vegetables, while at the same time increased focus on good raw materials, and poultry became more popular.

The 1990s were marked by a wave of gourmet food, in response to consumers increasing dissatisfaction with the quality of meat and the way the animals were reared and produced, the gourmet pig was launched.

For the more advanced the fusion kitchen arose, which served steak, among other things blasted foamed molecules, freeze dried cream chunks for the red porridge and foiled grass like ice cream.

The gourmet wave culminated in the evening, where restaurant Noma for several years in a row was voted the world's best restaurant, the gastronomic quality was in all and all, not least driven by the idea of a New Nordic Kitchen.

The year after Noma's opening, Rene Redzepi, Claus Meyer, and other Nordic Top Chefs, food people, farms, food politician and parts of the retail trade together to create a food culture based on health, taste, high aspirations and sustainability [5].

In 2020 Danish restaurants were awarded 30 Michelin stars in 25 different restaurants, restaurant Geranium 3 stars, and Alchemist 2 stars Denmark is a small country with only 5.5 million inhabitants, it tells a lot about the Danish chefs and the Danish Gastronomy [5].

To focus also affected the beverages – not least the beer, the micro breweries popped up, and soon counted over 200 breweries and more than 1500 different beer.

9,7% of Danish food production is organic and increase from year to year, the goal is that the entire Danish food production must be converted to ecology.

In the late 1980s there was a strong focus on the small producers and his effort to deliver quality after principal soil to the table the principle followed the supermarkets are thriving, and decorated the first small organic corns in the stores, however, consumers found the goods too expensive.

But international reports on bird flu victims, animal transports, lack of fair treatment of poultry, pig and cows, marine pollutions and bans toward catching salmon from the Baltic Sea accelerated its sustainable production outlets.

The food authority – a new expression of state interest is ecology was created and sent out a wording about ecology, organic foods are made after principles that take into account the environment and animal welfare.

An important principle in organic production is that farmers do not use art fertilizers or synthetic sprays, in addition to ensuring a variety of detailed rules that allow animals to have natural behavior, get fresh air and daily exercise, and that there is usually daylight in the stables.

Processed organic food must not contains artificial sweeteners or artificial flavoring, substances and far fewer additives are allowed in conventional prepared foods. Ecology is good for the environment, we know that the environment does not benefit from artificial sprays and that residual sprays are regularly found in ground water, the principles of ecology help to reduce the total chemical load the nature, organic farmers are not allowed to use straw shortening and genetically engineered crops [6].

**Conclusions.** It is worth, at this point, to dwell on why the case of the new Nordic cuisine may be considered interesting regardless of the hype and the charge of notoriety derived from its election as «best restaurant in the world» by magazine Restaurant. The New Nordic cuisine is still a political cuisine, which shatters every national affiliation and looks at reconfiguring it in a wider Scandinavian identity. It is a radical cuisine which, taking seriously the question of identity, works at the deepest level of a gastronomic identity, re-thinking the eating patterns and proposing its own model of what to consider edible. The New Nordic Cuisine might be thought of as an invention of the tradition that exceeds, however, the banality of the conceptions a la Hobsbawm [7], focused on «unmasking» through a historical verification carried out in terms of troth / falsity the ethnic connotations inherited from tradition. The problem is not «verifying» the historicity of the dishes served, on the contrary, allowing the translations of them (and, in a sense, therefore, the re-invention) in a contemporary culinary scene, within a proprly European culinary culture. The new Nordic cuisine is, therefore, a cuisine which ferries an endangered synthetic culinary identity towards its new revival, into an analytical one full of appeal. In that regard, worth nothing is the progressive function of such position, in which the call to tradition is used, rather than as an element of resistance, as a catalyst for change towards a contemporary and fully European culinary culture. An example of «translation of the tradition» [8], which is brilliant alternative to the stale rhetoric of roots and social and culinary immutability of local contexts. It is a complex cuisine, which elaborates as well as its own original culinary paradigm also processuallity and a compositional aesthetics for the next creative dish.

All of this happens, it is worth remembering, from a scope, such of food, historically considered marginal and negligible of actually articulating social relations and of working as a proper language able to mean «something else» then itself. The New Nordic/ Danish Cuisine is a collective kitchen where the role of the chef, even of the best one in the world, remains at service of the group identity.

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## **STUDY OF THE INFLUENCE OF NON-STARCH POLYSACCHARIDES RYE GRAINS AND TRITICALE ON TECHNOLOGICAL INDICATORS OF ALCOHOL WORT AND RIPE MASH**

*The work is devoted to the study of the influence of non-starch polysaccharides of rye grain of the Alcor variety and triticale of the Antos variety on the technological indicators of semi-products of alcohol production – wort and mature mash. It was shown that the rye grain and triticale of the 2018 harvest had a higher technological potential for producing edible ethyl alcohol and a low content of non-starchy polysaccharides with their predominance in rye grain. It has been established for ensure high technological parameters of alcoholic wort and mash, rye processing with a low initial content of non-starch polysaccharides is necessary, triticale processing is effective, despite the level of non-starch polysaccharides in the grain.*

**Keywords.** *Rye, triticale, non-starch polysaccharides, must, mash.*

**Relevance of research topic.** In the alcohol industry of the Republic of Belarus, currently processed mainly rye grain and triticale [10]. This is due to a number of objective reasons: along with a low market value that ensures the profitability of alcohol production in general, these crops are characterized by a high starch content, which makes it possible to obtain a stable yield and the organoleptic profile of food ethyl alcohol, which is traditional for domestic enterprises.

At the same time, triticale and rye also have agrobiological advantages: these crops are winter-hardy, resistant to a number of diseases, adapted to cultivation on soils with low natural fertility and provide high productivity. Compared to triticale, rye is more resistant to adverse weather conditions, less demanding on its predecessors, weakly affected by root rot, and annually provides high yields on most soil types [6, 7].

However, in recent years, the volume of rye processing in the production of alcohol has decreased significantly compared with the processing of triticale grains. This is due to the specificity of the chemical composition of rye grain, in particular, the presence in its composition of a high content of non-starchy polysaccharides in comparison with triticale grain.

Non-starchy polysaccharides (hereinafter – NSP) grains are represented by cellulose, hemicellulose, pentosans, gum substances, mucus and pectin substances. Some of them, for example, rye mucus, the main part of which consists of pentosans, easily swell and dissolve in water, and the presence of branched arabinoxylans in these substances promotes the formation of stable complexes with protein substances, which is the reason for the increased viscosity of rye mixtures and wort. With a high viscosity of kneading, starch swelling processes are hindered, and amylolytic enzymes are difficult to access. Under such conditions, enzymatic hydrolysis of starch proceeds inefficiently and is associated with an overspending of enzyme preparations [8, 9]. In addition, the high viscosity of the batches reduces the mobility of the mass, which creates an additional load on the pumping equipment and energy consumption.

It is known that the content of NSP both in rye and in triticale can vary significantly depending on the climatic characteristics of the growing year, the quality of cultivated soil, region, storage time, grain variety and other factors. So the content of hemicelluloses in rye grain can be from 8.0 to 15.0%, including the content of pentosans can reach up to 6.0 – 8.0%, in triticale the content of hemicelluloses can vary from 7.0 to 11.0%, including the number of pentosans can be 3.0 – 6.0% [10].

**Formulation of the problem.** This study is due to the fragmentation of scientific data on the content of non-starchy polysaccharides in rye and triticale grains and the lack of an assessment of the degree of their influence on technological processes occurring in the production of ethanol from grain. The research objectives included the study of the content of NSP in rye grain of the Alkora variety and Antos triticale of the 2018–2019 variety. Cultivation of Belarusian breeding and a study of the effect of NSP on the technological parameters of alcohol wort and mature mash obtained in the process of obtaining food ethyl alcohol from this grain raw material.

**Analysis of recent researches and publications.** The analysis of recent publications shows that numerous studies have been devoted to studying the content of non-starchy polysaccharides in grain, in particular pentosans, and assessing the degree of their influence on technological processes in the production of edible ethyl alcohol, in particular, special attention is paid to studying the processing of low-pentosan rye [1].

**Presenting main material.** At the first stage of the work, the quality indicators of rye grain of the Alcor variety and triticale grain of the Antos variety 2018–2019 were studied cultivation for compliance with the requirements of state standards and the requirements for alcohol production. To do this, we studied the indicators regulated by the standards: the state of the grain, color, smell, humidity, nature, the content of weed and grain impurities, as well as grain contamination by pests.

In addition, technological parameters of grain were investigated: the content of starch, reducing sugars, protein, amine nitrogen and acidity. Grain quality indicators were determined in accordance with generally accepted methods [5].

The analysis of the obtained data showed that the rye grain of the Alkor variety in accordance with the studied quality indicators met the requirements of the standard GOST 16990 «Rye. Technical conditions» and Antos triticale grains met the requirements of GOST 34023 «Triticale. Technical conditions» [2, 3]. So, the organoleptic characteristics of rye grain of the Alkor variety and the Antos triticale variety (state, color, smell) were characteristic of a normal grain in a healthy, unheated state. According to the moisture content, the studied grain was classified as «dry», it was not infected by pests and had a low content of impurities, both weed and grain.

The results of studies of Alcor rye grain showed that 2018 grain cultivation was characterized by a higher nature (680 g/l) compared to 2019 grain (660 g/l), and the Antos triticale grain of 2018 was characterized by a higher nature (685 g/l) compared to the Antos triticale grain of 2019 cultivation (670 g/l). In accordance with the established values of the indicators and the requirements of the standards, the rye grain and triticale of the 2018 harvest were assigned to the 2nd class, the rye grain and triticale of the 2019 crop were assigned to the 3rd class.

For alcohol production, the most important indicator of grain is the starch content, the average content of which in rye grain can be 46.0–54.0%. The studied rye grain of the Alcor variety was characterized by a starch content of 51.5 and 50.2% (respectively, for grain grown in 2018 and 2019). The 2018 triticale grain of the cultivation had a starch content of 60.62%, the 2019 grain was characterized by a starch content of 56.7%.

In terms of the content of reducing sugars, the rye grain of 2018 exceeded the grain of 2019 (0.82 and 0.69 g/100cm<sup>3</sup>). In triticale grain, a large number of reducing sugars was characterized by the grain of 2018 grown (0.91 g/100cm<sup>3</sup>) compared to the grain of the harvest of 2019 (0.74 g/100cm<sup>3</sup>).

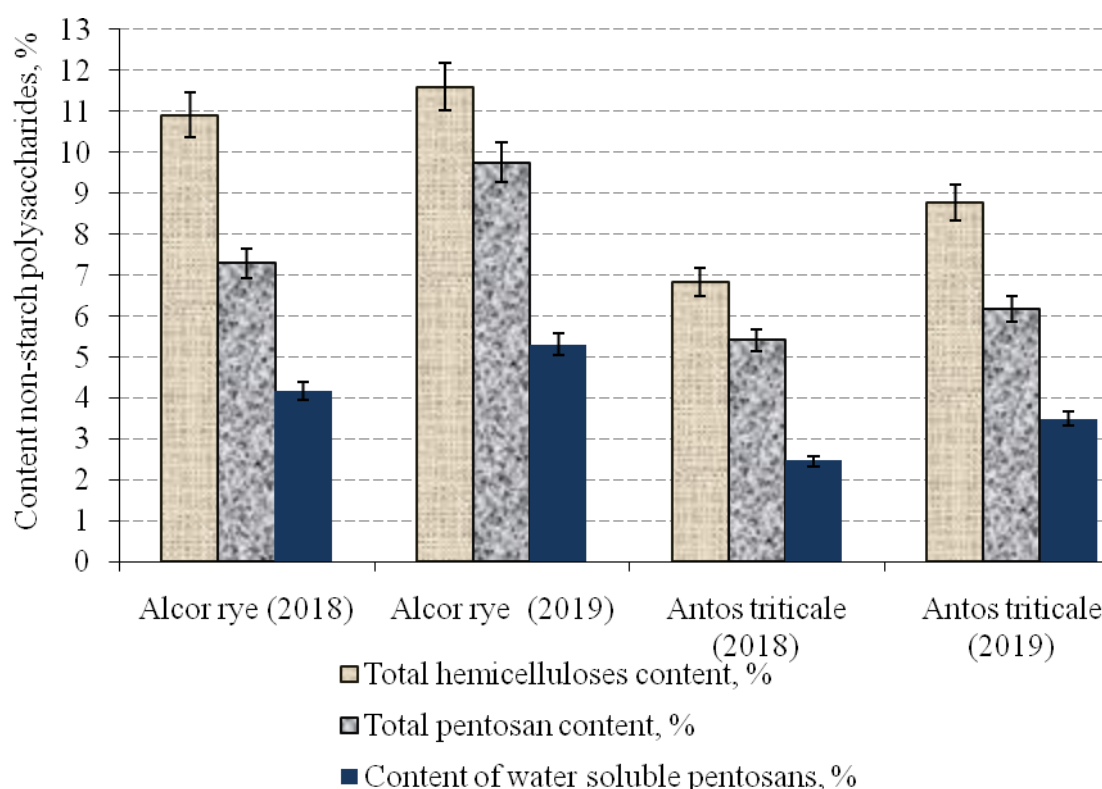
The total protein content in rye grain in 2019 significantly exceeded its content in grain in 2018 and exceeded the data of state variety tests by 12.0%. In addition, the rye grain of 2019 was also characterized by a higher content of amine nitrogen, significantly exceeding (1.6 times) its content in the grain of 2018 cultivation.

The triticale grains of 2018 and 2019 cultivation formed an increased protein content with a predominance of cultivation in grain 2019 (13.8%). A higher content of amine nitrogen was also found in the triticale grain of the Antos crop in 2019 (9.8 mg/100cm<sup>3</sup>). The titratable acidity of rye grains of the Alcor and Triticale varieties of Antos was at a level slightly exceeding the values corresponding to the resting stage. Thus, the studied rye grain of the Alkor variety and the Antos triticale of the 2018 harvest had a higher technological potential for further processes for the production of edible ethyl alcohol.

At the next stage of work, studies were carried out to determine the content of non-starchy polysaccharides in rye grain of the Alkora variety and the Antos triticales of the Belarusian crop selection in 2018 – 2019. In this case, the total content of hemicelluloses, the total content of pentosans and the content of water-soluble pentosans were studied [4]. The research results are presented in Figure 1.

It was established that the content of hemicelluloses in the rye grain of the Alcor variety of 2018 did not differ significantly from the grain of the 2019 crop, and the content of pentosans varied significantly. So, Alcor rye grain grown in 2019 contained more hemicelluloses (6.7%) and pentosans (33.7% total and 27.0% water-soluble) compared to Alcor rye grain from the 2018 crop.

When studying the content of non-starchy polysaccharides in the triticales grain of the Antos variety, a pattern characteristic of rye grain was noted. Thus, the grain of the 2019 harvest contained 22.0% more hemicelluloses and 13.0% more than total pentosans, as well as 1.4 times more water-soluble pentosans compared to their content in the Antos triticales grain that grown in 2018.



*Figure 1. Content of non-starchy polysaccharides in rye grain of the Alkora variety and Antos triticales of the 2018–2019 Antos variety growing*

The comparative analysis of the content of NSP in rye and triticales showed that rye grain in the 2019 crop contained 1.7 times more hemicelluloses, 1.8 times more total pentosans and 2.2 times more water-soluble pentosans than triticales grains, grown in 2018.

In the structure of rye hemicelluloses, pentosans occupied on average 67 – 84%, in the structure of hemicelluloses triticale pentosans occupied 71 – 79%. Water-soluble rye pentosans accounted for 54 – 57% of the total content of pentosans, water-soluble triticale pentosans in the structure of total pentosans accounted for 45 – 56%.

At the next stage of the work, the effect of the content of NSP on the physicochemical parameters of alcoholic wort samples obtained from rye grain of the Alkora variety and Antos triticale was studied. Wort was obtained according to a low-temperature mechanical-enzymatic scheme, enzyme preparations in standard dosages were used at the kneading stage: amylolytic – Likvaflo and cellulolytic – Viskaferm, glucose amylase enzyme preparation Sakhsime Plus 2X was used at the saccharification stage.

It was found that the high content of non-starchy polysaccharides in the source grain has a significant impact on the quality indicators of alcohol wort. So, in a wort sample obtained from rye of the Alkor variety (2019) with a high initial content of NSP, the content of solids, reducing sugars, soluble carbohydrates was at a level significantly lower than the quality indicators of wort from rye grain in 2018, despite a slight difference in grain by starch content. Thus, the solids content in the 2019 rye wort sample was 8.2% lower, the reducing sugars content – 28.8%, the soluble carbohydrates – 13.9% compared to the same indicators for the rye wort sample 2018.

The quality indicators of triticale wort were less affected by the content of NSP in the initial grain, which was probably due to their lower content compared to the content of rye in the grain. Thus, the difference between the dry matter content in the samples of triticale wort from the harvest of 2018 and 2019 was 3.6%, between the content of reducing sugars – 9.9%, soluble carbohydrates – 6.3% with a predominance of grain wort 2018 year.

At the final stage of the work, dry alcohol yeast was wired into the obtained samples of rye and triticale wort and fermented for 72 hours at a temperature of  $30 \pm 2$  °C. In the obtained samples of mature brews, the main physicochemical parameters were determined.

It was found that in a mature rye mash of grain with a high initial content of NSP (harvest of 2019), the ethyl alcohol content was 8.0% vol. which is 11.1% less compared to the sample of mash from grain in 2018 such indicators as the content of visible and actual dry substances, the content of unfermented carbohydrates, mature rye mash from 2019 also significantly lower than the indicators of ripe mash from rye grain of the 2018 Alkora variety grown.

An analysis of the physicochemical quality indices of mature triticale mash brews showed that a grain mash sample with a higher initial content of NSP (2019 crop) contained 9.0% vol of ethanol, which is 6.3% less than the ethanol content in sample from triticale 2018. In addition, the content of visible solids in a mature mash from triticale 2019 was 1.6%, from triticale 2018 – 1.2%, the content of actual solids in the studied mash was 3.8 % and 3.2%, respectively, the content of unfermented carbohydrates with content 0.49 g/100cm<sup>3</sup> and 0.46 g/100cm<sup>3</sup> respectively.

**Conclusion.** Thus, it was found that the lower the initial content of NSP in the processed grain, the higher the quality indicators of the resulting alcoholic wort and mature mash. Moreover, the most pronounced effect of NSP on the parameters of wort and mature mash is typical for samples of intermediates obtained from rye grain. On the main indicators of triticale wort and mash breaks, the initial content of NSP in the grain has a not so significant effect as compared to rye samples. Thus, the indicators of wort and mash obtained from triticale grains of the Antos variety of the harvest of 2018 and 2019 were characterized by a smaller difference between the actual values of the studied indicators.

Thus, the results of the studies show that the content of non-starchy polysaccharides in the processed grain acts as a factor in ensuring the quality of the resulting alcohol products. For the stable operation of the distillery, high technology and guaranteed performance of the resulting intermediates and the yield of alcohol, processing of rye exclusively with a low content of non-starch polysaccharides is necessary. Processing triticale is effective, despite the level of non-starchy polysaccharides in the grain. However, provided that the content of triticale NSP is lower in grain, it is possible to obtain mash with higher quality indicators and alcohol yield.

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## **FUNCTIONAL PRODUCTS USING SECONDARY RAW MATERIALS OF JUICE PRODUCTION AND ITS NUTRITIONAL VALUE**

*The article investigated the nutritional value of new varieties of Jerusalem artichoke. This type of sirya is often used in the country's food industry as a technical raw material. The country pays a lot of attention to the development of agriculture. Create new varieties of vegetables and fruits. The article presents a study of the chemical composition of new Jerusalem artichoke varieties "Moise", "Fayz Baraka".*

With an increase in juice production, the amount of secondary raw materials increases in parallel. This type of raw material also represents nutritional value. Many useful substances are stored in it such as vitamins, carbohydrates, mineral compounds. Currently, this type of raw material is used for nutritional and technical (feed) products. During the years of independence, in our republic, special attention was paid to the development of agriculture, since it is the main source of food for the population of the country. New fertile varieties of vegetables and fruits were created; among these studies, mention can be made of the creation of new varieties of Jerusalem artichoke «Mojiza», «Fayz Baraka». The created new varieties of Jerusalem artichoke have the following chemical composition. (Table 1) compared with potato [1].

**The nutritional value of Jerusalem artichoke compared to potato**

Indicators	Jerusalem artichoke (Mojiza)	Potato
Proteins	3%	2%
Carbohydrates	16–18% inulin	16% starch consisting of glucose
Vitamins B <sub>1</sub> B <sub>2</sub> C	3 times more	3 times less
Fe,Si,Zn	Much	Much
Calorie content	57.3 kcal	89 kcal
Poisonous substance in the peel (corned beef)	No	Yes
Fiber	Much	Relatively little

As the table of Jerusalem artichoke data shows, in many aspects it surpasses potato three times more. In our Republic, Jerusalem artichoke is used for getting juice and concentrates, but pomace practically is not used and it is formed in huge quantities. Studying and analyzing the literature devoted to the processing of secondary raw materials of juice extracts including Jerusalem artichoke it can be seen that it is rich in fiber, minerals, and vitamins. The main part of inulin during the process of obtaining juice remains in the Jerusalem artichoke millcake [2].

The unique chemical composition of Jerusalem artichoke has a beneficial effect on absolutely all links and mechanisms of the digestive system.

Jerusalem artichoke is an excellent tool for the prevention of chronic diseases of the digestive system in traditionally critical seasons (autumn and spring), in stressful situations, in diseases of other organs or viral infections, in relapses of the peptic ulcer, pancreatitis or gastritis [3, 4 ].

When consuming Jerusalem artichoke, the main thing is the system of the unique ability of fructose to penetrate into the cells of all organs without the participation of insulin and to fully replace glucose in metabolic processes. With this, cell hunger is significantly reduced. Moreover, short fragments of inulin molecules, integrating into the cell wall, facilitate the passage of glucose itself into the cell, albeit in relatively small, compared to normal, all this leads to a significant and persistent decrease in blood sugar concentration, which is not accompanied by sharp fluctuations in this indicator during the day. This is precisely the primary task in the treatment of insulin-dependent diabetes mellitus [5, 6].

Considering the above, we decided to develop the technology of various products from the juice extracts of Jerusalem artichoke.

### **Materials and research methods**

During the experimental work, the following raw materials were used: juice of Jerusalem artichoke, rice flour, raspberry juice, Na-carboxymethyl cellulose, granulated sugar, lemon, beetroot, pectin powder, fruit essence. All raw materials met the requirements of the standards. For the experiments, samples of new products were



prepared and samples were obtained for analysis. Samples were taken according to GOST (7), organoleptic evaluation was performed according to GOST (8), dry matter content was determined by the refractometric method according to GOST (9), sugar content according to GOST (10), acidity according to GOST (11), pectin content according to GOST (12), a method for determining plant impurities according to GOST (13).

### **Research results and discussion**

We have studied the content of pectin by the staff of the Department of Food Technology, as the indicators of pomace have been studied by many scientists, and it indicates that the bulk of inulin remains in pomace. We investigated the content of pectin in pomace. The results are given in table 2.

*Table 2*

#### **The content of pectin in juice squeezes and beets (boiled)**

Product name	Pectin Content in the Product (in% on dry matter)
Beet	0,46–1,4 г
Juice extracts of Jerusalem artichoke	1,20–1,59 г

As can be seen from the table, the pectin content in beets and juice of Jerusalem artichoke in terms of dry matter is 0.46–1.42% in beets and from 1.20–1.59% in juice extracts (in terms of dry matter).

Considering squeezes formed in huge quantities and nutritional value, we have developed technologies for the preparation of dietary and sugar-containing products from this raw material.

To prepare a dessert with a low sugar content from Jerusalem artichoke juice squeezes, the squeezes are sorted, inspected, cleaned, washed, passed until cooked, rubbed together with rice flour and inspected, sieved, crushed to produce rice flour and boiled with citric acid for 50–60 minutes at temperature of 1000C in a ratio of 1: 4, the resulting porridge is wiped, and methylcellulose is poured with raspberry juice in a ratio of 1:10 and boiled for 2–3 minutes and left to swell for 15–20 minutes. The solution of methyl cellulose is combined with mashed rice porridge, squeezed Jerusalem artichoke, chilled juice, sugar, all the ingredients are mixed until complete dissolution of methyl cellulose, then the mixture is cooled to a temperature of 70C and milled [14].

When preparing sugar-containing products from juice extracts of Jerusalem artichoke, the extracts are inspected, washed, cooked and ground. At the same time, the beets are cooked, peeled and wiped twice on the machine for effective grinding of

cooked products to obtain beetroots. The resulting masses are combined, transferred, boiled with the addition of granulated sugar and lemon juice, pectin solution is introduced 10–15 minutes before the end of cooking. 2–3 minutes before the end add fruit essence. [15]

These cooked foods are rich in dietary fiber, pectin, fiber and can be attributed to functional foods. During the tasting, experts and consumers highly appreciated the organoleptic and quality indicators of these products. The organoleptic characteristics of the dessert from the juice extracts of Jerusalem artichoke with a low sugar content and vegetable jam are shown in Table 3.

*Table 3*

**Organoleptic characteristics of a dessert with a low sugar content from juice extracts of Jerusalem artichoke and vegetable jam**

Samples name	Characteristic organoleptic indicators				
	Taste	Odor	Appearance	Consistency	Color
Dessert with low sugar content from Jerusalem artichoke juice squeezes	Intrinsic of manufactured raw materials. Sweet without extraneous taste.	Intrinsic to manufactured raw materials. Pleasant, odorless	Creamy mass	Uniform throughout the mass, without perceptible ice crystals	Uniform, typical for this type of dish
Vegetable jam	Peculiar to manufactured raw materials and materials, pleasant sweet or sour-sweet without persistent taste	Peculiar to manufactured raw materials pleasant, without persistent odor	Smearing mass	Not spreading on a horizontal surface	Uniform corresponds to the color of the raw materials and materials from which jam is made

As we can see from the data in table 3, products prepared from juice extracts of Jerusalem artichoke had high organoleptic characteristics and met the requirements of standards. The physicochemical parameters of desserts with a low sugar content and jam from Jerusalem artichoke juice were also investigated (Table 4).

**The main physico-chemical characteristics of desserts with low sugar  
and jam from artichoke juice extracts**

Name of indicators	Name of studied samples
	Desert with low sugar content
Mass fraction of solids, %	17,0
Mass fraction of sugar, %	6,0
Calories	71
Indicators	Vegetable jam
Mass fraction of soluble solids, %	68
Mass fraction of titratable acids %	0,2
Mass fraction of impurities of plant origin, % not more than 0. 02	0,02
Foreign body	Not allowed

As we can see from the data in table 4 the solids content in the dessert is 17%, jam is 68%, the mass fraction of sugar is 6%, and this is several times lower than in ordinary desserts and the calorific value is 71 kcal / 100 g. In vegetable jam, titratable acidity is 0.2%, and the content of vegetable impurities is 0.02%, and these indicators meet the requirements of the standards for desserts and jams prepared from the main types of raw materials.

**Conclusions** Studies have shown that the developed products are rich in fiber, minerals, dietary fiber. This indicates the feasibility of using recycled juice extracts in the production of functional products. By organoleptic and physico-chemical indicators, they are not inferior to products prepared from the main types of raw materials.

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## **NATIONAL CULINARY AUTHENTICITY OF UKRAINE AS THE PROPERTY OF THE NATION**

*The article is dedicated to the research of peculiarities of culinary authenticity of the Ukrainian national cuisine, caused by historical and ethnographic factors within the framework of the desk-research the analysis of general history and features of technology of the Ukrainian national cuisine was done.*

**Keywords:** *Ukrainian cuisine, culinary authenticity, ancient traditions, country's culture, national dishes*

### **Relevance of research topic.**

Traditional Ukrainian cuisine is an integral part of the country's culture and a symbol of the hospitality of its residents. Formed over centuries, and absorbing culinary traditions of various peoples, Ukrainian cuisine turned into one of the richest and the most diverse of Slavic cuisines. Many of the dishes – simple, yet exquisite – have distinguished themselves with their amazing taste and gained international fame across the world.

As its reputation as «the breadbasket of Europe» suggests, Ukraine has always had a strong agricultural economy. The breeding of hardy livestock and poultry also has great significance in the Ukrainian way of life. This, coupled with the unusual richness of the soil, creates agricultural commerce worthy of admiration worldwide.

Even today family farms in Ukraine often produce more than enough fresh fruit and vegetables, so any extra is made available at farmer's markets in even the smallest of villages. The constraints of modern life have brought about change, but Ukrainians are still prepared to faithfully pursue the freshest and most healthy products that form the cornerstone of Ukrainian cuisine.

Ukrainians, whether at home in Ukraine or abroad, believe that food is wedded heart and soul to the land, to the homestead and its ancient traditions. Cooking is an art that evolves from raw materials that must be respected, nurtured, prepared, and then shared. Many more aged Ukrainian housewives (especially in the country side) used their familiar recipes to remember people at home, in the «Old Country», to remind them of who they were and to keep in touch with their cultural identity. Many of us were learned to love of cooking and entertaining through our beloved grandmother and we love many her special Ukrainian dishes such as Nalysnyky with meat stuffings or homemade cheese, Paska and pyrizhky, potato pancakes – deruny or Kholodets – cold snack is made of meat gelatin. So many lovely Ukrainian dishes, so many warmly memories.

Ukrainian cuisine is recognized as one of the best in the world. Borscht, bacon, dumplings, dumplings and other is now on the list of the most delicious world dishes than the rich Ukrainian national cuisine. Tourists across the Earth voted for it. Ukrainian dishes ranked 8th, just between the culinary richness of Japan and China. Numerous modern ratings (Ukraine does not go out of ten of the most striking and recognized cuisines) are confirmed by mass development of the network of Ukrainian restaurants abroad: «Kyiv» – in Kyoto, Tokyo, Toronto, Singapore, Tel Aviv; «Ukraine» – in Chicago, New York, Berlin, Osnabruck (Germany); «Resto Ukraine» – Paris, France; «Borshtch 'n' Tears» – in London, UK; Salo – Shanghai, China; «Ivan the Kozak» – in Hong Kong, «Ukrainskyi smak» – in Crakow; «Borsch» – in Vilnius Lithuania and others.

Analysis of the traditions of folk cooking has not lost its relevance. Seeking to diversify the restaurant products, make it more original and attractive for customs, professionals and chefs increasingly turn to the best that has already been created by Ukrainians and enrich ancient traditions with a modern culinary culture.

#### **Formulation of the problem.**

Almost all the capitals of European countries have several Ukrainian restaurants. Not only the Ukrainian Diaspora, but also local residents go «to eat borsch and to taste varenyky». Many world-famous resorts are actively developing the «Ukrainian» theme in the concept of their food. The fame of the borsch, dumplings, home sausage, cabbage rolls and other goodies of Ukraine cuisine went beyond the borders of our country and has become truly global by making a contribution to the treasury of the overall image of Ukraine as a state. That is why we have set a goal to write an article that will pay homage to the national cuisine of the country where we were born, work and live; will pay attention to the peculiarities of its culinary

authenticity and analysis of general history and features of technology of the Ukrainian national cuisine. Through the analysis of historical and ethnographic foundations of Ukrainian folk cuisine, it is possible to search for new ideas, both technological and marketing. Study of the nature of national culinary authenticity makes it possible to preserve old recipes and use them with modern raw ingredients.

#### **Analysis of recent researches and publications.**

The information base of the research was the works of national scientists Artiukh, L. F., Albemas, N. V., Dotsiak, V. S., Bezusenko, L. M., Shalyminov, O. V., Karpenko, Iu. M., Kylymnyk, S., Kyrchiv, R. F. et al. on the problems of ethnography, features of technology of Ukrainian national cuisine.

#### **Presenting main material**

The purpose of the article is to highlight the peculiarities of the culinary authenticity of the technology of production of Ukrainian national cuisine dishes, due to the historical and ethnographic determinants.

It is important to review some of the country's history, for Ukraine history has written her recipes. Ukrainian gastronomic culture had a thorny road which reflected the history of the country itself. Territorial belongings of the Ukrainian lands to different states and empires (in different times – from the Great Duchy of Lithuania and the Polish-Lithuanian Commonwealth to Crimean Khanate, and Ottoman, Russian and Austro-Hungarian empires) led to the fact that Ukrainian cuisine had significant influences from different gastronomic cultures but still preserved its originality. The Ukraine territory became the crossing road connecting Arabia, Europe, and Asia. Located at the crossroads of the most powerful trade routes from East to West and from North to South, Ukraine was an important center of the international trade and therefore had an access to the European and the Middle Eastern products and knowledge on how to work with them. At the same time, Ukrainian lands they were a source of interesting and sometimes quite unique products. The Black Sea on the South, the Carpathian Mountains on the West, vast steppes and forests, climatic zones – from subtropical to temperate continental – provide the existence of the incredible number of edible plants, animals and mushrooms that are worthy of attention.

Ukrainian cuisine is varied and rich in taste and nutritional culinary authentically. Since ancient times Ukrainians have practiced a settled form of life based on farming. Archeological evidence shows that wheat, barley, and millet were grown in Ukraine 3,000 years ago. The earliest known farmers in the Ukraine were the Trypillians (4500–2000 B. C.). The territory of the Ukraine had rich soil and a favorable climate perfect for cultivating crops. The Trypillians grew barley, millet, rye, and wheat. They also herded sheep, pigs, and cattle. Wheat was plentiful, and soon trading routes were established along Ukraine's Black Sea coast to market the grain. Rye was introduced about 2,000 years ago, and then buckwheat was imported from Asia in the 11th century AD. Already at that time cattle, sheep, hogs, and poultry

were raised. Beekeeping, hunting, and fishing were practiced. The exceptional fertility of Ukraine's soil and its climate were favorable to the development of agriculture, which had a marked influence on the type of food eaten by Ukrainians.

It is evident from the chronicles and other sources that even in Kyivan Rus' food was choice, varied, and plentiful. There were professional cooks at princely courts and monasteries, and in the homes of wealthy families. Also, in the Cossack period, the officers (see Cossack *starshyna*), settled Cossacks, and well-to-do peasants enjoyed various delicacies. In the 19th and early 20th century the culinary arts reached a high level of development, particularly in the homesteads and in the households of parish priests and the urban intelligentsia. Choice dishes were served primarily during the entertainment of guests. In time the new culinary art spread even to the villages. In general, Ukrainian cuisine does not differ from that of Western Europe, yet it has some distinctive features of its own.

As a result of Ukraine's trade relations with other countries, the cultivation of new plants, particularly from eastern and central Asia (eg, melons and eggplants), was introduced into Ukraine. The potato reached Ukraine from America through Europe in the 17th century, followed by corn, tomatoes, pumpkins, beans, cayenne peppers, cocoa, and other plants. The introduction of these new products greatly enriched the variety of Ukrainian foods.

Since ancient times bread has held a special, primary position in the cuisine of the Ukrainian people. Long ago the grain for flour was ground manually between two rounded grindstones; such querns were still in use in some places even in recent times. Then, beginning in the 13th century, water mills and windmills appeared. Today flour milling is highly developed.

A single grinding produces whole-wheat flour, which retains all the constituents of wheat and is used in baking whole-wheat bread. As milling technology was improved, white flour was produced by repeated grinding and sifting. This type of flour is used in baking white-bread or light-rye bread. In preparing rye bread the leavening agent used is not yeast but a sourdough starter, which gives the product a more sour taste than that of wheat bread. In general sour rye bread is the common type of bread produced in Ukraine, except in the southern and southeastern regions, where white-wheat bread is more common. Besides ordinary bread Ukrainians bake various ritual breads from special doughs: the braided bread (*kalach*), Easter bread (*paska*), bread with a filling (*knysh*), wedding bread (*korovai*), sweet bread (*babka*), and egg bread (*bulka*). Many kinds of pastries are popular: turnovers, doughnuts, strudel, poppy-seed rolls, sweet buns, tortes, layered coffee cakes, honey cake, rolls, and cookies. Ukrainian bread with its many variations has become quite famous.

For the common people bread was an object of reverence; it was considered holy and a gift of God. This is attested by the word for grain – *zbizhzhia* – meaning the totality of divinity. As a sacred object bread plays an important role in all Ukrainian folk customs. No significant family event can take place without it. Bread is used to



bring divine blessings to the commencement of every farm task, the marriage ceremony, the birth of a child, and the move to a new home. Bread is also used at funerals and wakes to part with the dead (see Burial rites). As a sign of hospitality, guests of honor at celebrations and public functions are greeted with a ceremonial offering of bread and salt. In the past even the preparation of the dough and the baking of the bread had their own ritual practices and were performed as mysterious, almost magical, acts. Today these rituals have lost their meaning but have been preserved in the folk tradition.

The ritual breads for Christmas, Easter, weddings, and funerals have their special names, shapes, recipes, symbolic meaning, and use. The Easter bread, which is brought to church to be blessed, is in Western Ukraine of low cylindrical shape and is decorated with dough ornaments, as is the sweet bread (babka), while in eastern Ukraine paska has a tall cylindrical form. Special dough is used for the babka, which is made with milk, butter, eggs, sugar, raisins, and, for flavoring, traces of saffron, vanilla, and lemon peel. Cheesecake, layered coffee cake, dainties (khrusty), tortes, and cookies are also prepared for the Easter festivities. The main ritual wedding bread (korovai) is made of special, rich dough like that used for the babka. The korovai has a circular form and is intricately decorated with dough. There are also other kinds of wedding breads - dyven, lezhen, shyshky. There are various symbols, beliefs, and rituals, at one time strictly adhered to, connected with the korovai. For Christmas and for funerals Ukrainians bake the kalach, symbolizing eternity. For Sundays, feast days, or family celebrations they bake pyrohy (pies) made of leavened dough, or the smaller pyrizhky, a Ukrainian specialty filled with cheese, meat, cabbage, peas, buckwheat, mushroom, plum, or poppy seed. In the past beggars at church doors were given pyrohy or knyshi to pray for the souls of the dead. For Maccabees' Feast (14 August) and Transfiguration (19 August) special biscuits (korzhi) called shulyky were prepared and were served with honey and poppy seed. On the Eve of Epiphany (Shchedryi Vechir) the carolers (see Carols) were rewarded with pastries (balabushky) or pancakes (oladky). Other fancy baked goods include poppy-seed rolls, doughnuts, crescents, tortes, honey cakes, strudels (adopted from Austria), dainties, and cookies.

Cooked or baked cereal - whether wheat, barley, buckwheat, millet, oat, or corn grits - is an ancient Ukrainian food. The most commonly eaten cereals are buckwheat (kasha), millet, and, in the Hutsul region and Transcarpathia, cornmeal (mamalyga or kulesha). The same grits boiled in water or milk to produce a thin gruel is called iushka; a thicker gruel of millet is called kulish or lemishka. In recent times rice has been added to the list of cooked cereals.

There are also dishes made of dough: zatyрка (pieces of dough dropped into boiling water or milk) and dumplings (halushky) made of wheat, buckwheat, or corn flour with or without the addition of potatoes or cheese. The favorite dish made of flour is filled dumplings (varenyky) with various types of filling: cheese, potato and cheese, cabbage, meat, fish, buckwheat, plum. A quick dish, varenytsi, made of rolled

out dough cut into triangles, is also quite popular. Such dishes as halushky, varenyky, and varenytsi are served with fried bacon, fried onions, or sour cream. Noodles, made of egg dough, are also frequently used, served either with soup or separately with cheese. Some very old foods made of flour are kvasha (a sweet dish made of fermented buckwheat or rye flour), lemishka (a thick buckwheat gruel), and salamakha (a thin gruel of buckwheat or rye flour boiled in water). Salamakha and millet grits were the main dishes of the Zaporozhian Cossacks.

The potato is the most widely used vegetable in Ukrainian cooking. It is a necessary ingredient in all soups, particularly borsch and cabbage soup. Boiled or baked potatoes are served alone or with meat, fish, cheese, cabbage, mushrooms, and so on. Potato pancakes are served with cheese or sour cream. Certain dumplings and various types of filling for varenyky and pyrizhky are made with potatoes. Another important vegetable in Ukrainian cooking is cabbage, particularly sauerkraut, which is used to make cabbage soup (kapusniak) or is served with meat, pea puree, or potatoes. Cabbage filling for varenyky and pyrizhky is also very popular. Fresh cabbage leaves or sauerkraut is used in making cabbage rolls (holubtsi), which are filled with buckwheat or millet grits, rice, or meat. In the Hutsul region and Bukovyna, holubtsi are made of raised yeast dough and are baked in sour cream. Other vegetables such as onions, garlic, carrots, turnips, radishes, and cucumbers are frequently eaten raw. Sunflower and pumpkin seeds are usually roasted. Cucumbers, cabbage (whole or sliced), tomatoes, and beet kvas (for borsch) are preserved for the winter.

Quite popular are dishes of pea or bean purees, seasoned with garlic or fried bacon. A similar dish made with oil instead of bacon is served during the Christmas Eve supper. Tomatoes are used as cold appetizers in sauces and as an ingredient in borsch. In recent times the eggplant has been cultivated in Ukraine. It is used in the preparation of ikra, a cold appetizer, or is served hot, fried, or stuffed. Mushrooms - boletus, meadow mushrooms, honey mushrooms, chanterelles, milk fungi - are an essential ingredient in many dishes. Certain varieties of the mushroom (boleti, meadow mushrooms) are dried for winter; others (milk fungi and honey mushrooms) are marinated or pickled.

In the Ukrainian tradition a soup or borsch must be served with dinner. Various soups – made with meat, fish, vegetables, fruit, or milk—are popular, but borsch remains the favorite. It is made of vegetables, among which beets and cabbage are predominant, and meat or fish stock. There is also a meatless (Christmas) borsch consisting of various vegetables cooked in water and soured with beet kvas or some other acidulent. Borsch is served with sour cream and pyrizhky or rye bread. There are many varieties of borsch depending on the locality, the ingredients used, and the season; these include sorrel borsch, spring borsch, cold borsch, and clear borsch (bouillon).

Long ago (pre-World War I), meat was not part of the everyday menu in Ukraine, with the exception of Sunday when poultry was the desired choice. Pork,

beef, and lamb were saved for special occasions, feast, and weddings. Today through, there is no escaping the Ukrainian tendency to make meat the focal point of one's meals. There is an extensive list of poultry and fish dishes, many of which are old family recipes that may entice and inspire not only home cooks, but culinary savants, cooking instructors, and restaurant chefs to trend safety and happily into unknown territories.

Meat is usually eaten on feast days, Sundays, or at family celebrations. The most popular meat is pork and its products, such as ham, sausage (kovbasa), blood sausage (kyshka), headcheese (saltsezon), smoked bacon, and salt pork. Meat is often ground to make patties (sichenyky), or is boiled or fried and served with potatoes, cabbage, buckwheat grits, or mushrooms. Sometimes it is stuffed. Veal is rarely served. In southern Ukraine lamb is popular. Neither raw meat nor horse meat is consumed. A lot of poultry is used, particularly chicken, baked in sour cream, stuffed, roasted, fried, or cooked for soup. Fish is fried, poached, or baked with stuffing. Jellied fish is popular, and fish stock is used in making borsch or soup. Cold appetizers are made from salted herring. Fish is one of the basic dishes of the Christmas supper.

Foods prepared with milk, dairy products, and eggs have long been a part of Ukrainian cooking. Gruels, noodles, little dumplings (shchypantsi), and zatyрка are boiled in milk. Soured milk is a favorite drink throughout Ukraine; a variant of this is huslianka or riazhanka, made by souring boiled milk with sour cream. Cottage cheese is eaten mixed with sour cream, as a filling in varenyky and pyrizhky, or with noodles, dumplings, potatoes, and kasha. It is also used in baking cheesecake. A salty cheese from sheep's milk known as budz or bryndzia is making in the Hutsul region and Bukovyna.

Fruits and berries, when in season, are eaten fresh or made into thickened purees (kysil, kholodets) and compotes. Some fruits are prepared for winter by drying or preserving. The most popular dishes made from either fresh or dried fruit are uzvar, compote, and kysil, a purée. Plum butter is made from plums; apples are preserved.

Salt pork, sunflower, flax, and hemp oils, and butter are the common cooking fats. Local herbs such as chives, thyme, celery leaves, garlic, dill, caraway seeds, and parsley, and imported spices such as pepper, cinnamon, bayleaves, and cloves, are used for seasoning.

Bread kvas (or syrivets), fruit or dill-pickle brine, and birch sap (in the spring) are popular folk beverages in Ukraine. Tea is the most widely consumed hot beverage, followed by coffee and cocoa. Alcoholic beverages such as mead, wine, fruit liqueurs (nalyvka), herb-flavored alcohol (zapikanka), alcohol with pepper (horilka z pertsem), and beer have been popular for many centuries.

Around 85 percent of Ukrainians are Christian. Therefore, the most important holiday in the Ukrainian church is Easter, followed by Christmas. Both holidays are celebrated according to the old-style Julian calendar, resulting in Christmas Day falling on January 7. Christmas Eve is called the *Sviaty Vechir* (Holy Evening). To celebrate, a ritual meal is

traditionally prepared with 12 mostly meatless dishes, which symbolize the 12 apostles who gathered at the Last Supper. In some homes, the supper table is scattered with some hay, in memory of baby Jesus in the manger, with an elaborate tablecloth. *Kolach* is traditional bread placed in the middle of the table. The meal usually begins with a small bowl of *kutya*, a mixture of cooked wheat, honey, poppy seeds, chopped nuts, and apples. This is followed by several fish dishes, mushrooms, *holubtsi* (stuffed cabbage), *varenyky* (dumplings), fruits, cakes, such as *makiwnyk* (poppy seed cake) and bread. *Borshch* (a hearty soup) is usually included as well.

So, special dishes that are prepared for such feasts as Christmas Eve supper, Christmas, Easter, church holidays, and wakes differ from everyday foods. The Christmas Eve supper is rich in meatless dishes. On Christmas Day, New Year's Day, and Epiphany, however, roasts, fried sausages, cabbage rolls, jellied meats (*studenets*), and borsch are served. On Easter morning, after the liturgy and the blessing of the paska and other staples, everyone returns home to feast on the eggs, cold meats, and other foods that were blessed at church. On church holidays and at weddings relatives and guests are treated to an abundance of local delicacies. The *kalach* is prominent at burials and wakes. *Kolyvo*, a dish dating from pagan times and consisting of boiled wheat or barley with honey, is inseparable from the burial rites. It symbolizes the resurrection of the dead: just as the kernels of wheat must be buried to produce new plants, so the corpse of the dead person must be interred to be resurrected.

There are significant regional variations in Ukrainian cuisine that resulted from the availability of different agricultural products, foreign influences, or even the conservatism of the common people in regard to change. Not only is there a distinctive Poltava, Galician, or Kyiv borsch, but there are whole regional cuisines in Bukovyna, Transcarpathia, Volhynia, Dnieper region, and Slobidska Ukraine. Relatively little change in the nature of the local diet took place among the mountain peoples and in Polisia. The diet there is also poorer than in other regions. Today regional differences in the diet are disappearing under the influence of popular culinary literature; courses in cooking that, since the turn of the century, have been a part of public education in the countryside, particularly in Western Ukraine; and, most important, of semiprepared and prepared foods produced by the food industry. The food consumed by different socioeconomic classes differs in nutritional value and caloric content. The foods described above were characteristic of the middle classes and to some extent of the well-to-do peasants. The diet of the majority of Ukrainian peasants and workers, however, was of a lower standard. In Ukraine today most clerical workers, students, and factory workers lunch in cafeterias and restaurants, where the food is now standardized.

Ukrainian cooking has been influenced by Turkish and Tatar, Russian, Polish, Hungarian, and Romanian-Moldavian cooking. At the same time Ukrainian foods, particularly borsch, varenyky, and holubtsi, have become popular among Ukraine's neighbors.

All these tremendous biodiversities, influences of different national cultures as well as the unique local culinary traditions of different regions formed the basis of the Ukrainian cuisine. Finally, it took shape during the 18-19 century along with the establishing of the Ukrainian literary language and the Ukrainian nation as such. In the early 20th century we had a very interesting and diverse gastronomic culture that was almost completely lost while the 70 years staying of Ukraine within the USSR. The unification and simplification led to the loss of the traditional Ukrainian cuisine techniques and recipes. Now we have to rummage for the old cookbooks, go to the research expeditions, reacquaint with local products to preserve what was destroyed, and leaning upon the traditions, give the start to the modern Ukrainian cuisine. The one Ukrainian cuisine that is worthy to show not only to Ukrainians but to the world as well.

On the initiative of Kyiv National University of Trade and Economics, (with multiple years of experience in training for professionals of the restaurant sector), and the support of the public organizations, institutions of restaurants and hospitality sector businesses, specialized educational institutions of Ukraine has established in September 2015 the public association «Ukrainian Culinary Union». The main purpose is, to unite efforts for the development of national cuisine, implementation of global standards of culinary art, enhancing professional skills of hospitality industry specialists. Ukrainian Culinary Union unite all interests and activities in the field of the Hospitality Industry, Restaurant business/ educators and tutoring on implementing modern technologies and to set international standards for the professional development and mastering skills of food engineers, cooks & chefs, confectioners and as well to promote the Ukrainian cuisine.

The team of the Ukrainian Culinary Union annually takes an active part in culinary festivals and competitions as well as organizes different culinary events in Ukraine. Over the past 5 years, members of the Ukrainian Culinary Union had participated in more than 30 international culinary competitions in Croatia, Macedonia, Greece, Germany, Turkey, Montenegro, Romania, Albania, Poland and Belarus and were able to win over 300 gold, silver and bronze medals. The brand of the Ukrainian Culinary Union is the BestCookFest International Culinary Festival, which is held annually not only in Kyiv, but also in other cities of Ukraine and the other countries of the world.

Due to its powerful potential the Ukrainian Culinary Union had provided an opportunity to organize 12 International Culinary Festivals «BESTCookFEST» in Kyiv, Kharkiv, Chernivtsi, Kamenetsk-Podolskiy, Izmir since 2015th, which was attended by representatives of various regions of the Ukraine and Chef teams from Poland, Belarus, Serbia, Croatia, Israel, Romania, Korea, Mongolia, Bulgaria, Azerbaijan and Turkey. Members of Ukrainian Culinary Union are continue their international activities and represent Ukrainian cuisine around the globe. They arrange cooperations with other recognized foreign national ches associations and educational institutions.

**Conclusions.** Ukraine is an overwhelmingly agricultural nation and given its strategic location, it was plundered and fought over for centuries. Numerous bloody wars were fought over the fertile Ukrainian soil, tearing the country and its culture to pieces. Ukraine's culinary history reflects this turbulent history and the blended heritage of its people is vibrant. During the course of history, Ukrainians gallantly fought off some raids with success, but at the same time accepted and adopted some of their invaders rather strange and unusual cooking habits, techniques, tastes, and styles, while vehemently rejecting others.

Because of its storied history and great variety, Ukrainian food can be enjoyed by all who have an opportunity to become acquainted with it. Ancient Ukrainian recipes, at first, are the resource for how to make a wide selection of well-balanced, healthy Ukrainian dishes, and the second, they are interesting assembly of illuminating insights into Ukrainian culture and society.

While Ukrainian food has suffered from some negative stereotypes in the past, this lovely patchwork culinary tradition is finally being rediscovered as a national cuisine with wholesome appeal and gastronomic zing. Ukrainian culinary authentically is a wonderful tale that reflects two very basic Ukrainian values: hospitality and community spirit. Even in the hardest times, past and present, the spirit of hospitality always remains. The best food is always for the guests, as is the best rooms and the best linen.

Every year new restaurants is opened in Ukraine and instead of flirting with the stereotypes about Ukrainian cuisine it began to explore the authentic recipes, apply the latest technologies and create something completely new, the modern gastronomy. Every day we explore the peculiarities of the new local products, travel to farms and make discoveries. The quintessence of our work turns into tasting sets of the new Ukrainian cuisine. And now the Ukrainian cuisine is no longer associated only with «salo (lard), borsch and varenyky» and people are ready to accept the fact that Ukrainian cuisine can be really impressive.

Now when there is a difficult struggle to preserve our national identity, the awareness of our own cuisine as part of the common cultural code is crucially important. Therein we see our mission for which we are ready to work seven days a week. The acquaintance of Ukrainians with our own culture and the introduction of this culture to the world – by surprises, aesthetic pleasures and gastronomical experiences - that's what Ukrainian Culinary Union team work on.

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## **PROSPECTS OF USING LOCAL PLANT RAW MATERIALS IN THE TECHNOLOGY OF THE SEMI-FINISHED PRODUCTS FOR DESSERTS**

*The article is presenting theoretical background and experimental studies to determine the possibility of using local plant raw materials as a structure-forming component for the dessert production.*

**Keywords:** *plant raw materials, semi-finished products, structure-forming properties, desserts.*

**The relevance of the researched topic.** There is a wide usage of foaming agents and emulsifiers in the restaurant industry. These components form the structural and mechanical properties of the finished product and determine its organoleptic characteristics. The usage of the natural plant materials for structure formation allows not only to expand the range of food products but also to give up the chemical food additives and rational use of local resources.

The usage of various surfactants in the composition of raw plant materials as structure-forming agents causes great interest. They have significant advantages over artificial additives and their mixtures because their valuable components are in the form of natural compounds and are better absorbed by the human body.

**Problem setting.** In the modern world of nutritional development, the creation of foodstuffs with specific properties is particularly important. Due to a large amount of biologically active compounds in them, natural additives from plant raw materials enhance the biological value and preventive properties of the finished product. The use of natural wild raw materials, which has been widely distributed in Ukraine, for the abovementioned purpose, allows not only improving the quality and expanding the range of products but also to the rational use of local resources [1].



Due to the features of chemical composition and technological properties, the processed products of plant raw material play a special role in the product technologies with foam and emulsion structure. Based on technological positions, in food foams and emulsions, plant additives with certain surface-active properties participate in the formation of such structures, hence allowing replacing traditional foaming agents and emulsifiers [2].

The basis for use of additives derived from plant raw materials for nutritional purposes should be based on detailed technological research, which will evaluate the behavioral mechanism during the process of dessert product preparation and determine the conditions and value of their use.

**Analysis of recent research and publications.** Today there is a whole area in the food industry directed on production and usage of foodstuffs, which are made of plant raw materials. Most of them are developed to improve the nutritional value; access to the general public; the rational use of local plant raw materials; expand the range of food repertoire for children, diet and therapeutic products [3–8].

**Task setting.** In this context, the plant's raw material looks especially promising. It is rich in biologically active substances and biopolymers, which allows increasing the nutritional value of products and reducing calories by enriching them with vitamins, minerals. Such raw materials include Jerusalem artichoke and amaranth. However, the existing technologies of their processing involve the extraction of biologically active substances (BAS) or a separate component (juices, concentrates, grist), which are mainly used as dietary supplements in technologies of special-purpose products. Scientific and applied researches aimed at the realization of the whole complex of functional and technological properties of the specified raw material are currently limited in Ukraine.

**Presentation of the main material.** The purpose of the work was to demonstrate the possibility of using plant raw materials as structure-forming agents in technologies of foam or emulsion structured products and to identify technological factors that influence the structure-forming processes.

General experience of scientific and practical researches allowed creating a scientific base for experimental researches, which is presented in Figure 1.

According to the schema, in the first stage, we have conducted a study, which was aimed to determine the role of the chemical composition of juices and purees of selected plant products (green amaranth, Jerusalem artichoke, Cornelian cherry dogwood) in the foaming and emulsification processes. Analysis of the chemical composition and studies has shown that the main structure-forming components of raw materials are protein substances, pectin, inulin, and saponin. The summary of the obtained experimental data, which characterize the foaming and emulsification indicators selected for studying plant juices and purees, is presented in Table 1.

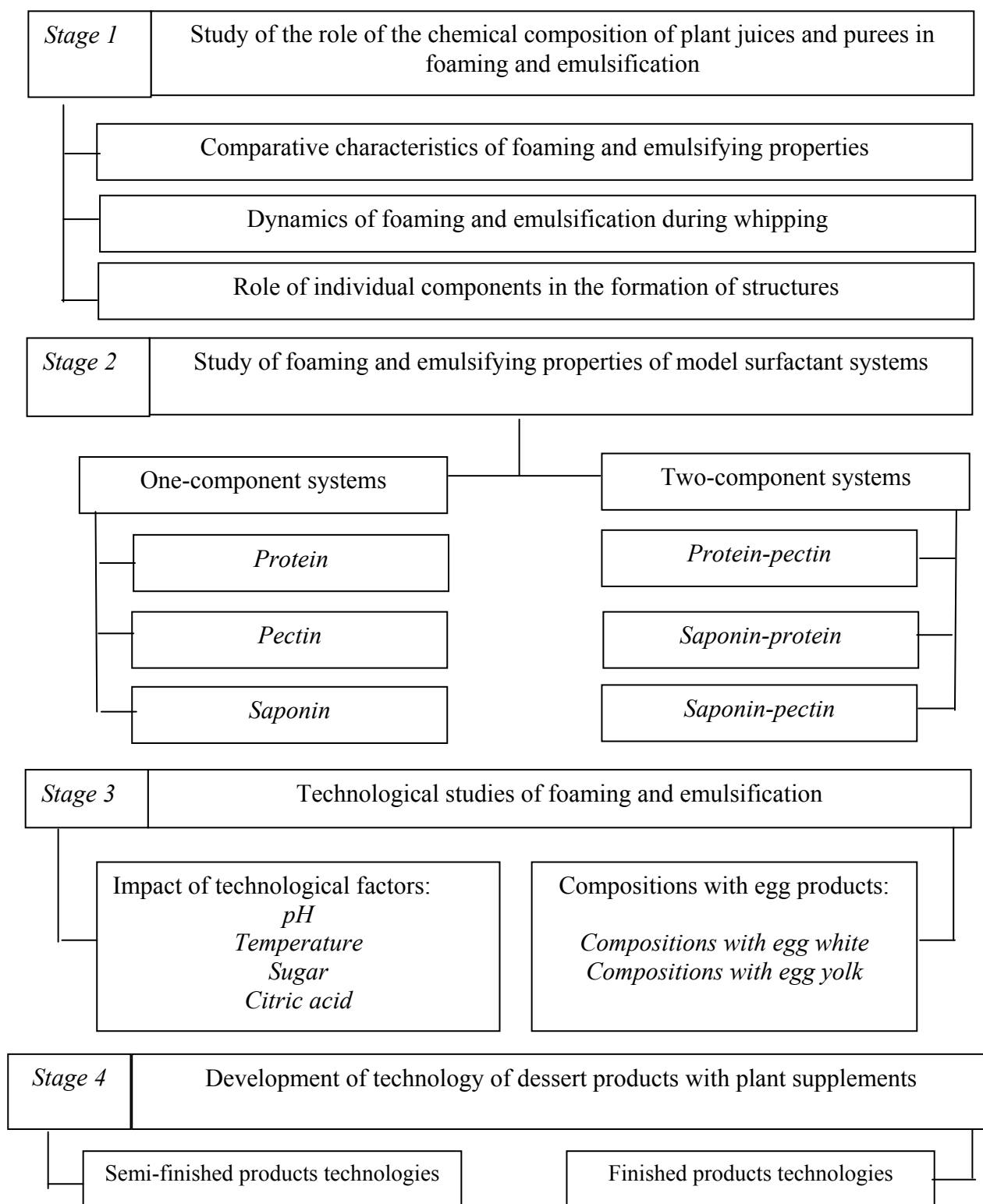


Figure 1. Schema of the experiment

Comparative characteristics of the foaming and emulsifying properties of juices and purees provided a reason to claim that plant-derived juices have foaming ability, however, plant-derived purees do not form foam in their pure form but have pronounced emulsifying properties. It is obvious that such differences in the properties of additives from one raw material are related to their structural and mechanical properties since the numbers of surfactants in them are almost at the same level.

*Table 1*

**Foaming and emulsifying properties of juices and purees**

Indicators	Amaranth		Jerusalem artichoke		Cornellian cherry dogwood	
	Juice	Puree	Juice	Puree	Juice	Puree
pH	$6.42 \pm 0.05$	$5.82 \pm 0.06$	$6.24 \pm 0.05$	$5.62 \pm 0.06$	$4.15 \pm 0.05$	$3.72 \pm 0.05$
Surface tension, mN/m	$51.5 \pm 1.5$	–	$42.2 \pm 1.6$	–	$48.5 \pm 1.3$	–
The relative viscosity	$1.84 \pm 0.12$	–	$1.32 \pm 0.11$	–	$1.27 \pm 0.11$	–
Effective viscosity, Pa • s	$1.1 \pm 0.05$	$18.5 \pm 0.93$	$1.0 \pm 0.05$	$15.4 \pm 0.5$	$1.0 \pm 0.04$	$14.3 \pm 0.85$
Foaming ability, mm	$218 \pm 18$	–	$258 \pm 10$	–	$236 \pm 12$	–
Foam stability, %	$42.3 \pm 3.4$	–	$24.6 \pm 2.1$	–	$27.7 \pm 2.3$	–
Emulsifying ability, mm	$63 \pm 4$	$75 \pm 4$	$50 \pm 4$	$62 \pm 5$	$45 \pm 4$	$57 \pm 4$
Emulsion stability, %	$79.8 \pm 6.3$	$84.6 \pm 6.6$	$75.7 \pm 6.1$	$81.6 \pm 6.5$	$75.9 \pm 6.4$	$80.7 \pm 6.7$

Analysis of the dynamics of foaming and emulsification using juices and purees allowed us to make the following conclusions:

- The relative viscosity of juices decreases after they undergo the processes of foam and/or emulsion formation, which indicates the transition of those chemical components that have the properties of hydrocolloids to the formed structures (i. e. foams and/or emulsions).

- The increase of the surface tension and the weakening of the interphase adsorption layer at the boundaries of the phase separation imply the transitioning of raw surfactants into the foams and emulsions.

- The shift of active acidity towards neutral pH suggests the transition to foams and emulsions of the acidic components.

The result of such an interphase transition is a gradual decrease of the structure-forming properties and the stability of the newly formed foams and emulsions.

Functional analysis of the raw material components in the processes of foaming and emulsification showed that amaranth has the foremost structure-forming properties since it consists of saponins, which in combination with proteins give the maximum

effect; in Jerusalem artichokes, such effect is driven by proteins in combination with low- and high-polymeric fructans; in the Cornelian cherry dogwood, such effect is driven by proteins in combination with pectic substances. Studies of foaming and emulsifying properties of surfactants have allowed determining their rational relationships.

Since the use of plant supplements saves traditional foaming agents and emulsifiers in food technology, we consider that it is worth studying the foaming properties of egg white and egg yolk compositions with vegetable and fruit juices and purees.

It has been experimentally found that the foaming properties of egg white in combination with juices will increase, if the concentration of juices does not exceed 15–20%, except for Jerusalem artichoke puree, where the amount of the additive can reach 25%. The optimal emulsifying condition of puree in combination with egg yolk reached when the number of the additive is from 17 to 28%. The maximum effect is reached when egg yolk is combined with an amaranth puree. The stability of the foams and emulsions of these compositions is slightly increasing, while an increase of the additives (i. e. juice and/or puree) in these compositions correlates with a decrease of the structural stability.

For this reason, the next stage was directed on studying the general pattern change of foaming and emulsifying properties of compositions under the influence of various technological factors and determining their whipping conditions. Based on the study results, the following conclusions have been made:

- Food systems, which contain amaranth or Jerusalem artichoke juice, show foaming and emulsifying properties in the pH range from 4 to 8, in systems with Cornelian cherry dogwood these properties are reached at the pH range of 5–7, which can be explained by the presence of saponins in amaranth and inulin in Jerusalem artichoke.

- The ability to foam and emulsify juices with increasing temperature in the range from 20 to 60°C remains high, but obtained foams and emulsions are much less stable.

- The limit of sugar mass fraction for studied juice systems is on average from 15 to 20%; the decrease of its concentration stabilizes the foams and emulsions; the increase of its concentration, on the contrary, worsens their stability.

Therefore, from the technological point of view, the expediency of using purees and juices of plant products is proven; the optimal conditions of their structure formation are determined. Furthermore, this allowed developing several technologies for semi-finished and dessert products [9–11].

During studies, has been proven advantages of the developed semi-finished products, and products based on them, over the traditional dessert products based on their nutritional and biological values. These values include calorie reduction; enrichment with non-starchy polysaccharides (i. e. inulin, fiber, pectin) and minerals (i. e. calcium, iron); the improved balance of amino acid index, «Ca:P» and «Ca:Mg» ratios; as well as increasing the digestibility by 10–15% for all products, which fully

aligned with the current state concept of Ukraine of the healthy nutrition population. The complex qualitative indicators of the new semi-finished products are equal to 0.996-1.056, which corresponds to the «excellent» rating.

The optimal storage conditions of semi-finished products are substantiated; the regularities of quality control based on changes in the main indicators are established. It has been proven that organoleptic and microbiological parameters are stable at determined parameters during the recommended shelf life.

**Conclusions.** The complex of theoretical and experimental studies allowed substantiating the possibility of using purees and juices from amaranth, Jerusalem artichoke, and Cornelian cherry dogwood, as the structure-forming agents. Moreover, this also allowed us to establish optimal conditions for the technological process where they show maximum surfactant properties. Technologies of semi-finished and dessert products have been developed; their advantages over traditional products have been proven.

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## **FORMATION OF ORGANOLEPTIC PROPERTIES OF GRAIN WHISKEY DISTILLATES OBTAINED BASED ON THE TRITICAL OF THE BELARUSIAN SELECTION**

*This article discusses the influence of technological factors at different stages of obtaining grain whiskey on their organoleptic profile. The feature of these studies is the development of a technology for producing grain whiskey based on Belarusian triticales. The relationships between the quality of the mature mash and the component composition of the volatile impurities of the middle fraction of the temple distillate used to produce whiskey are established and analyzed.*

**Keywords.** *Triticale, mature mash, quality indicators, temple distillates, volatile impurities.*

### **Relevance of the research topic.**

Current trends in the development of the alcohol industry of the Republic of Belarus include the development of new technologies for the production of such «elite alcoholic beverages» as whiskey, cognac, rum, which are imported into the country and are new to domestic production sites. The production of these beverages is not only distinguished by applicable technologies and organoleptic properties, but also by its raw material base (cereals, grapes, cane sugar). Considering that the soil and climatic conditions of the Republic of Belarus are most favorable for growing crops, the production of whiskey is the most profitable in comparison with the production of cognac or rum.

Thus, in connection with the active development of whiskey production by Belarusian enterprises, scientific research aimed at establishing the «technological adequacy» of the domestic raw material base and all technological factors that influence the quality indicators of finished products is very relevant and of great scientific and practical importance.

**Formulation of the problem.** It is well known [2] that whiskey is a strong alcoholic beverage with a strength of 40 to 60% vol., Made by blending whiskey malt aged distillates, temple grain aged distillates or mixtures thereof with corrected water with or without sugar color. Thus, the basic basis of whiskey is a distillate, obtained from both bioactivated and unmalted grain raw materials.

To obtain malt whiskey distillates, such types of malt are used as: light barley, chocolate, fried, crystal, etc., which form certain taste shades of the finished whiskey [3].

The basic ingredients of the production of cereal distillates are also different crops – barley, rye, wheat, corn. However, there are other types of cereals that are potentially applicable to the production of whiskey. In this regard, triticale is a promising grain crop, which is a wheat-rye hybrid [8].

Considering that scientific studies regarding the use of triticale in whiskey production technologies are practically absent, in this connection the aim of this work was to study the technological features of the processing of Belarusian selection triticale in obtaining whiskey grain distillates and their effect on organoleptic characteristics.

#### **Analysis of recent researches and publications.**

A review of literature indicates the ongoing research in the field of technology of grain whiskey, mainly related to the study of the fractional composition of distillates [4-6] production methods [7], the acceleration of technologies for producing the finished drink [1]. There are no scientific data on the production of cereal whiskey distillates based on Belarusian selection triticale and the influence of technological factors on the production of mature mash on the aromatic profile of temple distillates.

**Materials and research methods.** The object of the study was the Antos triticale grain crop with a starch content of 58. 0% (hereinafter referred to as triticale) obtained in the scientific and practical center of the National Academy of Sciences of Belarus for agriculture and included in the State Register of the Republic of Belarus, as well as mature brews obtained on the basis of the studied grain culture, temple middle fraction distillates with a strength of 58 – 69%vol.

When carrying out the studies, generally accepted and special research methods were used: the mass fraction of solids according to GOST 6687.2, the concentration of ethyl alcohol and volatiles by the distillation method according to GOST 6687.7 and others. Statistical processing of the research results and the formation of a database with the research results were carried out using the program MS Excel.

**Presenting main material.** To identify the patterns of technological processing of triticale in the preparation of grain distillate whisk, wort was prepared using a mechanical-enzymatic scheme. For this, the crushed grain was mixed in water at a temperature of 50–55 °C (heating time – 40 min), enzyme preparations were introduced into the batch: Viscoferm (0.22 units/t) and Likvaflo (2 units/g conventional cr). After that, the temperature in the batch was raised to 65–70 °C (heating duration – 60 min). Subsequent heating is 90 °C, duration is 60 minutes. Then, the boiled mass was cooled to a temperature of 65 °C and saccharification was carried out using the enzyme preparation Sakhstime Plus 2x (8 units/g conventional cr). Sugared wort was fermented periodically for 72 hours. In the obtained wort samples and mature mash, the following indicators were controlled in dynamics: dry substances (solids), soluble carbohydrates, titratable acidity, ethanol concentration, soluble non-fermented carbohydrates, yeast cell concentration, etc.

At the end of the fermentation process, the mature mash was distilled in two stages. At the first stage, a distillate of the first distillation was obtained in an amount of 40% of the initial volume of mature mash. At the second stage, a second distillation of the obtained distillate was carried out with its separation into three fractions: head, middle and tail. The middle fraction was used as a finished viscose distillate, in which the concentration of ethyl alcohol and the fractional composition of volatile components were determined.

Studies of the organoleptic profile of temple distillates depending on the parameters of the technology used were carried out in relation to the following technological factors:

- the 1<sup>st</sup> factor (grinding with particle sizes of 2 mm (f 1. 1), grinding with particle sizes of 1.5 mm (f 1. 2), grinding with particle sizes 1,2 mm (f 1. 3));
  - the 2<sup>nd</sup> factor (hydraulic module 1: 3 (f 2. 1), 1: 3,5 (f 2. 2));
  - the 3<sup>rd</sup> factor (low temperature cooking mode (90 °C) (f 3. 1), high temperature cooking mode (110 °C) (f 3. 2)).
- The research results are presented in table 1.

The obtained experimental data testify to the prospects and feasibility of using Belarusian triticale for the production of temple distillates. The use of triticale as a basic raw material component provides all controlled technological parameters at the normative level.

However, it was found that technological measures aimed at increasing the dry matter in the wort and, accordingly, the concentration of ethyl alcohol in a mature mash lead to a change in the organoleptic characteristics of the obtained grain temple distillates, which in some cases worsen the quality of the product.



Table 1

**Characterization of the organoleptic characteristics of cereal temple  
distillates depending on technological factors**

The studied factor	SV in the wort, %	Concentration of ethyl alcohol, % o6			Fractional composition of volatile impurities of the average fraction of distillate of the second distillate, % mass				Concentration of yeast cells, CFU/cm <sup>3</sup>
		mature brew	distillate I otgon	distillate II otgon	AA, $\times 10^{-4}$	EA, $\times 10^{-5}$	HA, $\times 10^{-1}$	FF, $\times 10^{-4}$	
f 1. 1	19,2	9,4	25,0	59,0	1,6	3,3	1,4	4,1	164,5
Characteristics of the distillate aroma - strong aroma of bread crust, moderate floral tones, weak biscuit tone									
f 1. 2	20,0	9,6	28,0	60,0	5,6	3,1	4,1	3,01	168,0
Characterization of the aroma of the distillate – a moderate aroma of bread, mild floral tone									
f 1. 3	20,6	10,0	30,6	64,0	3,8	1,5	5,1	5,6	175,5
Characterization of the aroma of the distillate is a strong bread aroma									
f 2. 1	22,0	11,2	28,6	56,0	4,2	1,1	5,4	2,5	178,0
Characterization of the aroma of the distillate is a strong alcohol tone, slight bread flavor									
f 2. 2	20,4	10,0	30,0	66,0	3,2	1,22	5,2	5,2	180,0
Characterization of the aroma of the distillate is a strong bread aroma									
f 3. 1	22,0	10,8	29,0	58,0	4,4	1,17	5,5	2,9	176,5
Characterization of the aroma of the distillate is a strong alcohol tone, mild bread flavor									
f 3. 2	24,0	11,6	29,6	69,0	7,8	1,2	6,61	1,1	162,0
Characteristic of the distillate's aroma is a strong rough tone of burnt rubber									

**Conclusion.** The studies carried out allowed us to establish the influence of a number of technological factors (particle size of the grinding, hydromodule, hydrothermal treatment modes) on the organoleptic background of the resulting temple distillates. It has been established that an increase in the size of grinding particles in combination with low-temperature hydrothermal processing of the kneading ensures the production of a distillate with the most harmonious bouquet, pleasant bread aroma in combination with soft alcohol tones.

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## **POTATO FIBER AS A FUNCTIONAL SUPPLEMENT FOR USE IN RESTAURANT TECHNOLOGIES**

*Methods of producing potato powder for use as a functional biologically active additive in food are discussed. The physicochemical properties of potato powders obtained in various ways have been investigated.*

**Keywords:** *dietary fiber, functional additive, potato pulp, physico-chemical properties.*

**Relevance of the research topic.** Due to the difficult ecological situation in Ukraine, there are insufficient products and biologically active additives of radioprotective, immunostimulating and general strengthening action in the diet. For today, the fastest, most cost-effective and technologically accessible way of improving population nutrition is the production of functional food products based on the enrichment of traditional food products with biologically active components of vegetable raw materials. That is why, research into the possibility of processing secondary vegetable raw materials into valuable functional additives and enrichment of food products with biologically active substances is relevant.

**Formulation of the problem.** Recently, health nutritionists have been paying attention to the importance of consuming dietary fiber. Dietary fiber mechanically

stimulates the gut, which is so important in our time of sedentary lifestyle; promote the adsorption of toxic substances; regulate physiological, biochemical processes in the digestive system. The main source of dietary fiber is vegetable raw materials. Potato pulp, which is a secondary raw material of starch production, can be a valuable source of dietary fiber, since the content of dietary fiber in it can reach 70g / 100g [5, 6, 8]. Potato fiber contains less phytic acid than the cereal fiber most commonly used in food, which negatively affects the absorption of minerals. Potato powders contain a large amount of folate and belong to the folate-containing group, and consumption of food products enriched with folate-containing powders is extremely important for pregnant women and the elderly [9]. Many imported food supplements (BAAs) made from potato raw materials are presented on the market, which have a high price and are therefore not available for use in the industrial production of food products and restaurant technologies.

Annually the mass of starch production waste - potato pulp - only in Europe is over 1 million tonnes, including about 40,000 tonnes in Ukraine. The high pectin content (up to 10% by weight of solids) makes it an attractive raw material for the production of functional nutritional supplements [3]. Today, however, in Ukraine potato pulp are partially fed to livestock, and more are used to fertilize fields. The research how to get potato pulp powders and study their properties solves two problems. The first is the utilization of a large amount of pulp and the improvement of the environmental situation around enterprises of starches product, and the second is the supply to the market of a valuable dietary supplement enriched with dietary fiber.

**Analysis of recent research and publications.** It is known from the literature that potato pulp can be used in food: fruit compotes, jams, tomato paste, fruit juices, bakery products [1, 2, 8]. Due to the content of the stromatic polysaccharides, the pulp has a high hydration capacity, it does not change either the aroma, the taste, or the pH of the products to which it is added, and is also quite stable under the conditions of food processing (temperature, pH). Potato pulp after pectin removal has a softened structure and can be a raw material for the production of food powders [3, 7].

Potato pulp can also act as a source of dietary fiber. It should be noted that the role in the body of dietary fiber is to regulate intestinal peristalsis, promotes a sense of satiety during ingestion, creating the necessary conditions for the functioning of the normal intestinal microflora, stimulate the excretion of cholesterol from bile, reduction and delay of glucose uptake time, which is significant enough for patients with diabetes, support of water-salt metabolism, elimination from the body of heavy metals, due to its good sorption properties, prevention of colon cancer. Optimal intake of dietary fiber per day is 40...70 g [1].

Potato pulp is a complex system consisting of four types of polysaccharides: cellulose, hemicellulose, pectin, starch. The ratio of these polysaccharides depends to a large extent on the potato variety, growing conditions and technology of starch extraction [3]. Such a chemical composition makes it an attractive raw material for the

production of pectin and pectin-containing powders. The study of the physico-chemical properties of potato pulp and the development of methods for producing food powders rich in dietary fiber are relevant.

The ways to obtain and study the main technological characteristics of powders obtained in different ways from potato pulp *were the purpose of investigation*.

**Presenting main material.** For research, used potato pulp, pre-washed from starch with humidity 72%.

The potato powders were obtained in two ways: 1) the potato pulp was washed under running water to remove starch and soluble ballast compounds, dried and ground to a powdered state; 2) the potato pulp was washed under running water to remove starch and soluble ballast compounds, subjected to acid-thermal hydrolysis, removed the liquid phase, washed with water, dried and crushed.

The physicochemical properties of the obtained powders were investigated, namely the ability to swell, the binding of moisture and rheological characteristics [4].

*Table 1*

### **Physico-chemical properties of potato powders**

Indicators	Powder from non-hydrolyzed pulp Sample № 1	Powder from hydrolyzed pulp Sample № 2
Humidity, %	8,45	8,47
Total ash content, %	1,31	1,20
Hydrophilicity, %	40,0	75,20
The ability to bind water at temperatures of 20°C at 60°C	5,50 7,26	4,70 6,23
Viscosity of the non-destructive structure, $\eta_0$ , Pa·s 5% solution 10% solution	1,86 474,47	3,72 47,28
Viscosity of the destructive structure, $\eta_0$ , Pa·s 5% solution 10% solution	0,23 11,72	0,11 1,73

The table shows that both samples of powders have a high hydrophilicity, and the powder from the hydrolyzed pulp has twice the performance. However, the best ability to bind water is with sample №1, with increasing temperature, which makes it possible to recommend these food powders for foods that are subject to heat treatment.

A study was conducted to determine the maximum degree of powder swelling in the form of dried plates. Better swelling ability has hydrolyzed pulp powder. This is

due to the fact that in the process of acid-thermal hydrolysis of the potato pulp is hydrolytic cleavage of protopectin, partly cellulose, and starch, resulting in a significant increase in the amount of hydrophilic groups in the pulp.

From the obtained powders were prepared aqueous suspensions of different concentrations, heated to a temperature of 90°C, cooled and measured rheological parameters on a rotary viscometer type «REOTEST – 2». On the basis of experimental measurements, complete rheological viscosity and flow curves were constructed, from which the strength of the structural framework  $P_m$  formed in the system was calculated [4].

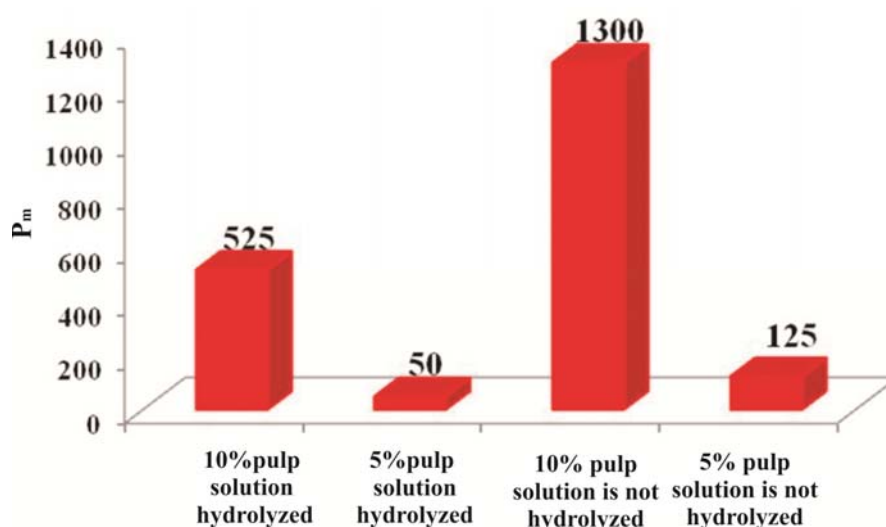


Figure 1. Strength indicator of the formed structural framework,  $P_m$

The diagram (Fig. 1) shows that the strength index of the formed structural frame depends on the method of obtaining potato powder and the concentration of the prepared suspension. The sample of hydrolyzed pulp powder at a concentration of 5% solution forms a suspension with virtually no structure and strength of only 50 Pa.

A sample of a powder of non-hydrolyzed pulp of the same concentration forms a weak structure with strength of 125 PA. When the concentration of the suspension is increased to 10%, sample № 2 obtained from the hydrolyzed pulp, when dissolved in water, forms a structure whose frame strength is 525 Pa. And sample №1, at a concentration of suspension of 10% gives the strength of the structural frame 10 times greater than the same sample at a concentration of 5%, namely – 1300 Pa. In our view, the sharp increase in the viscosity of the slurry and the strength of the structural bonds of non-hydrolyzed starch with increasing concentration can be explained by the gelatinization of the starch that is part of the pulp when heated. Under the conditions of acid-thermal hydrolysis, hydrolytic cleavage of starch polysaccharides occurs and their separation from the pulp with the liquid phase.

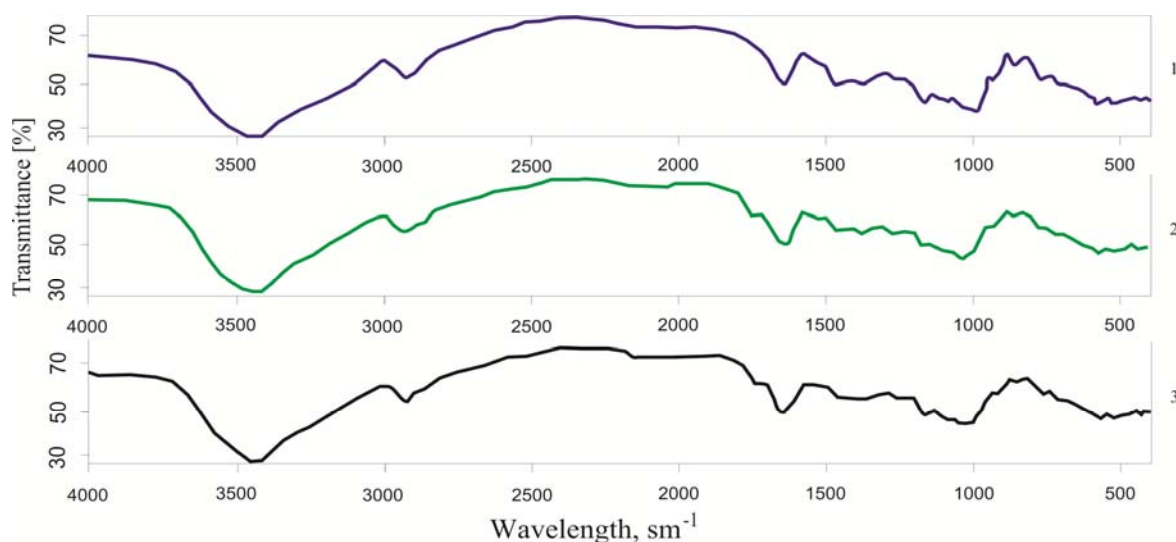


Figure 2. IR spectra: 1 – potato starch; 2 – potato powder from hydrolyzed pulp; 3 – potato pulp powder

To study the composition of potato powders we used the method of IR spectroscopy (Fig. 3). Potato pulp is mainly composed of polysaccharides, so we considered only bands whose identification is sufficiently reliable and in line with other researchers. As reference samples were taken the spectra of starch and potato pectin.

As can be seen from Figure 2, samples of food powders from potato pulp and from hydrolyzed potato pulp contain a large amount of starch. Both samples of potato powders also contain pectin, as evidenced by peaks in the region of  $1740 - 1700 \text{ cm}^{-1}$ , which are also present in pectin and characterize the presence of free and methoxylated carboxyl groups. This band is absent in the spectra of potato starch and appears as a shoulder in the spectrum of a pectin that has not been treated with amylolytic enzymes [3, 7].

**Conclusions.** The analysis of the literature and our own research shows that the potato pulp is a source of dietary fiber and can be used in restaurant technologies for the enrichment of foodstuffs and to give them certain rheological properties.

The main technological properties of the obtained food powders were investigated. The high hydrophilicity and viscosity of the hydrated potato powders, as well as the biological value, make it possible to recommend them for food.

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## **STUDY AND ASSESSMENT OF QUALITY OF SEMI-FINISHED FRUIT SAUCES**

*The article considers the problems of increasing the share of consumed fruits by the country's population and one of the ways to solve this problem with increasing the assortment of consumed fruit sauces. Technologies have been developed for the preparation of a whole range of semi-finished fruit sauces. Organoleptic and physicochemical parameters of new semi-finished products are investigated. The nutritional value of new semi-finished fruit pasta sauces has been studied.*

### **Introduction**

The diet of modern man mainly covers the energy costs of the body. However, for a number of both objective and subjective reasons, it does not satisfy its need for a number of biologically active substances.

A balanced human diet largely depends on the consumption of fruits, vegetables, berries as the main sources of vitamins, trace elements, organic acids and other biologically active substances.

It is well known that the chemical composition of fruits and berries (1, 2, 3) is also represented by all the nutrients necessary for the human body. Fresh fruits and berries contain 75 to 95% water, while about 95% of the water is in a free-moving form and only 5% of the water in a bound state is retained by colloids (4, 5, 6).

An important component of fruits is dry matter, their content varies between 10–20% and even up to 25% (5, 6, 7). A significant part of these solids are sugar carbohydrates (glucose, fructose, sucrose) polysaccharides, pectin, fiber. Most fruits do not contain fats, the amount of nitrogenous substances does not exceed 3%, the minerals of the fruits are part of organic and inorganic salts, and these are mainly potassium, calcium, sodium, phosphorus, magnesium, and trace elements include honey, manganese, and iron (8, 9).

Of the organic acids, malic, citric, sorrel, tartaric, and phytic acids predominate in the composition of fruits. In addition to vitamins B and D (calciferol), all vitamins are contained in the fruits. Fruits are also rich in dietary fiber, pectin. Plant fibers improve the motor function of the gastrointestinal tract and contribute to the elimination of congestion in the intestines (3, 5). From the above it follows that fruits and berries have high nutritional value and contain all the necessary nutrients for the normal functioning of the human body. The problem requiring resolution is to increase the share of fruit consumption in the country to scientifically based physiological norms. To some extent this problem can be resolved through the catering network when it is cooperated with agricultural production.

One of the ways to solve these problems is to increase the share of consumed fruit sauces. Currently, fruit sauces are rarely prepared and used in the public catering network of our Republic, this is due to the fact that they are added in small quantities and the cooking process is time-consuming. But used in small quantities, these fruit sauces improve organoleptic characteristics and increase the nutritional value of consumed foods enriched with dietary fiber, minerals, vitamins.

Considering the above, we have developed a technology for the preparation of semi-finished sauces of apricot, plum, persimmon, raspberry (10, 11, 12). Below are some of the technologies for semi-finished fruit sauces.

The technology for preparing a semi-finished apricot sauce turns off apricot exposure on a weak solution of ascorbic acid, microwave processing, separating the pulp and juice, concentrating the juice and dissolving the ingredients and thickeners on this juice, mixing with the pulp, rubbing, heating and packaging.

During the process of preparing a semi-finished product from plums, we kept the plum in a weak saline solution, separated the seed and heated the pulp to separate juice. Then added the thickener to the liquid part and previously prepared powder of walnut peel (the bitterness from the walnut peel is removed, then it is withstood in sugar syrup, dried and crushed) that was dissolved connected with the pulp. All the ingredients were mixed, wiped, heated and packaged.

The peel of walnut is rich in iodine, iron, and in the Ferghana Valley there is an acute shortage of iodine. The production of such iodine-rich foods helps prevent goiter and anemia among nations.

#### **Materials and research methods:**

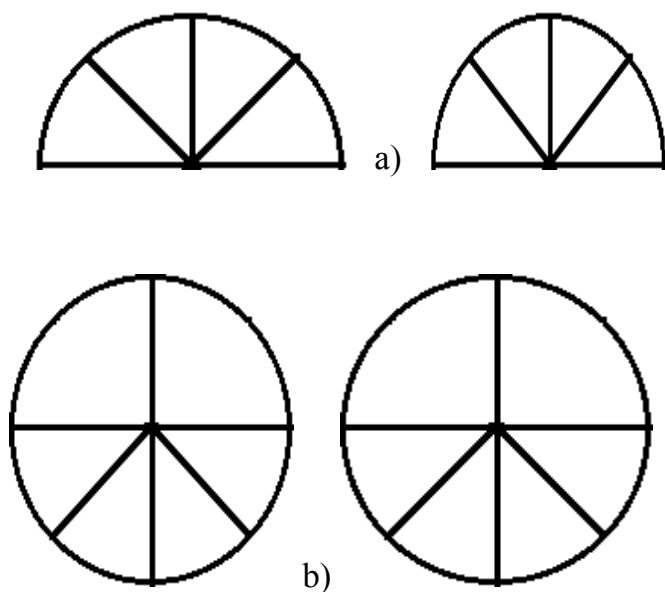
When performing experimental work, generally accepted and standard research methods were used, those are appropriate to study organoleptic and physico-chemical indicators.

Organoleptic evaluation was conducted according to GOST (13). As the products that have been developed are new, we made up private quality standards (14). Mass fraction of lipids were estimated according to GOST (15), mass fraction of carbohydrates according to GOST (16), mass fraction of protein according to GOST (17), acidity according to GOST (18), the mass fraction of vitamin C according to GOST (19).

During the experimental work, the following materials were used: fresh apricot, fresh cream, fresh raspberry, persimmon, lemon, skimmed milk powder, dogrose, natural honey, rice starch, corn starch, potato starch, walnut peel. All materials met the requirements of OST and GOST.

#### **The results of the study**

Semi-finished fruit sauces have a complex chemical composition (fruits, fillers), especially those that have undergone technological processing, create as a so-called «spicy flavor». In order to investigate what sensations lead to the consumption of fruit sauces and semi-finished products, the profile of its properties has been made up. Figure 1. shows the taste profile of the semi-finished products of apricot and plum pasta sauces.



*Figure 1. The construction of the taste profile of semi-finished apricot sauces (a) in the form of a semicircle, plum (b) in a full circle*

Also, according to the scoring method, the levels of partial (according to separate indicators) and total (according to a set of indicators) quality was established. We used 5 point scales using the weight coefficient (importance, significance) for individual indicators and developed a scale for the particular qualities of semi-finished fruit pasta sauces.

Tab. 1, 2.

Data on the organoleptic evaluation of semi-finished fruit sauces are given in table 2.

*Table 2*

**Organoleptic characteristics of semi-finished fruit sauces**

Name of the samples	Indicators				
	Appearance	Color	Consistency	Odor	Taste
Apricot	Homogeneous mass, without surface films, without lumps of starch and dried milk, lumpy	Light orange	Pasty, elastic mass	Apricot, pleasant without foreign odor	Apricot, pleasant, without foreign taste
Plum	Homogeneous mass, without surface films, without lumps of starch and dried milk, lumpy	Light brown	Pasty, elastic mass	Plum, pleasant without foreign odor	Plum, pleasant, without foreign taste
Raspberry	Homogeneous mass, without surface films, without lumps of starch and dried milk, lumpy	Light red	Pasty, elastic mass	Raspberry, pleasant without foreign odor	Raspberry, pleasant without foreign taste
Persimmon	Homogeneous mass, without surface films, without lumps of starch and dried milk, lumpy	Light orange	Pasty, elastic mass	Persimmon, pleasant without foreign odor	Persimmon, pleasant without foreign taste

Table 1

**The scale of the private qualities of semi-finished apricot sauce**

Name of private qualities	Importance coefficient	Characteristic of private qualities, score			
		5	4	3	2
Appearance	2	Homogeneous, uniformly wiped without particles and seeds	Homogeneous uniformly wiped, parts of seeds are observed	Mass with separate lumps of starch and milk powder with particles of seed	Nonhomogeneous mass with lumps of starch and milk powder, particles of seeds
Consistency	1	Pasty, slightly viscous	Pasty viscous	Pasty compacted.	Tight
Color	2	Dark yellow	Yellow	Light yellow	Yellowish with a white tint of milk
Вкус запах	5	Characteristic of this type of semi-finished product with the smell and taste of fruit	Characteristic of this type of semi-finished product taste and smell of fruit is pronounced	Characteristic of this type of semi-finished product with a slight smack of dried milk starch	Unpleasant with foreign matter, starch smack

The basic physical and chemical parameters of semi-finished fruit sauces were also studied together with the Institute of Plant Substances at the Academy of Sciences of the Republic of Uzbekistan.

The results of the studies are shown in table 2.

Table 2

**Physico-chemical indicators and energy value of semi-finished fruit sauces**

Main characteristics	Semi-finished fruit sauces			
	Apricot	Plum	Persimmon	Raspberry
Mass fraction of carbohydrates	2.8	5.8	4.5	0.8
% fiber%	4.2	2.8	3.8	1.9
Mass fraction of lipids %	0.25	–	–	–
Mass fraction of protein%	2.30	–	–	–
Solids content, %	49.0	51.0	49.6	48.5
Mass fraction of vitamin C mg / 100ml	27	13	22	46.4
Energy value kcal / kzh	22.65/91.79	23.20/91.60	18.00/70.6	3.20/12.56
Acidity	0.65	0.90	0.80	0.70

As can be seen from the data in Table 2, carbohydrates in semi-finished fruit sauces range from 0.8–2.8%. The high carbohydrate content in semi-finished products of plum sauce 5.8% and persimmon can be explained by the high carbohydrate content in the raw materials of these semi-finished products. Carbohydrates play a huge role in the life of the human body. With their help, very important biochemical processes occur in the blood and tissues. Carbohydrates are not an integral part of the human diet, they are the main source of ensuring the energy costs of the body.

Semi-finished sauces are rich in fiber. We previously said that although fiber in the small intestine is almost not absorbed, normal digestion is almost impossible without it. Fiber creates favorable conditions for the advancement of food along the gastrointestinal tract, to some extent they play the role of pebbles that the chicken looks at when feeding. In addition, fiber normalizes the activity of beneficial intestinal microflora (especially with pectin found in fruits), helps excretion of cholesterol from the body. The maximum fiber content in the semi-finished product of apricot sauce is 4.2%, the lowest indicator in the semi-finished product of raspberry sauce is 1.9%. Semi-finished persimmon and plum sauces are also rich in fiber. This can be explained by the fact that the raw materials and ingredients used in the preparation of these semi-finished sauces are rich in fiber.

The lipid content of 2.25%, protein 2.30% in the semi-finished product of apricot sauce is due to the fact that skim milk powder was used in the preparation of this sauce. The use of skimmed milk powder in semi-finished apricot sauce not only enhances nutritional value, but also gives the corresponding consistency to the sauce.

The study also determined acidity values. Acidity is an important parameter of food. The growth of microorganisms such as bacteria and fungi also depends on acidity. As a rule, the higher the acidity of the product, the less likely it will be spoiled by microorganisms. Acidity affects the taste, smells of the product, that is, its quality indicators, physical properties, enzyme activity and thereby determines the technological properties of the products.

The preserving properties of acidity have been known for a long time and it is used to preserve food. Another distinguishing feature of acidity with other nutrients gives products a specific, pleasant aftertaste. The highest acidity in semi-finished plum sauce is 0.9% and the lowest in apricot sauce is 0.65%.

By the content of vitamin C among the semi-finished samples, the semi-finished raspberry sauce is the leader. As you know, raspberries are rich in vitamin C and in the preparation of sauces rosehip powder was used, which is also a source of ascorbic acid.

The energy value of semi-finished fruit sauces is low, since the low indicator in raspberry sauce is 3. 20, / 12. 56 Kcal / kJ, and in the semi-finished product of apricot and plum sauces, 22. 65 / 9179 and 23. 20 / 91. 60 Kcal / kJ, respectively. These indicators meet the objectives of the research, because our goal is not to hang energy values, but rather to enrich the consumed foods with these fillers, plant fiber, pectin, vitamins and minerals.

**Conclusion.** The analysis shows that the assortment of fruit sauces is narrow, therefore, the development of new technologies is an urgent task. A study of the organoleptic characteristics of semi-finished fruit sauces showed that they meet the requirements for sauces. According to physicochemical parameters, they are rich in fiber from 1. 9-4. 2%, vitamin C 13-46. 4 mg / 100 t and have low energy value, which meets the requirements and goals of this research work.

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## **INFLUENCE OF TECHNOLOGICAL PARAMETERS OF LOW-CALCIUM BUTTERMILK COPRECIPITATE ON ITS RHEOLOGICAL CHARACTERISTICS**

*The necessity of development of obtaining technologies of low-calcium buttermilk co-precipitates with a complex of necessary technological properties is proved in the article. The influence of the buttermilk pasteurization parameters on the degree of transition of solids, protein and fat to the coagulate process was determined.*

**Keywords:** *buttermilk, protein, pasteurization, low-calcium co-precipitate, supreme shear stress.*

**Relevance of the research topic:** The traditional technology of industrial dairy processing does not allow using all components of milk in dairy products such as butter, sour cheese, cheese and others. While their production one inevitably will receive protein-carbohydrate dairy raw materials (PCDRM) in the form of skim milk, buttermilk and whey.

One of the PCDRM types formed during the milk processing is the buttermilk obtained during the production of butter [4]. In the total volume of PCDRM produced, the buttermilk is characterized by a relatively low specific gravity, which, in our opinion, explains the insufficient attention to the development of issues for their further use in human nutrition.

Of great interest in these raw materials are protein substances that determine the biological value of buttermilk [2]. However, existing technologies of buttermilk processing are far from fully exploiting their nutritional potential, in particular, the protein complex.

**Formulation of the problem:** The development of methods and regimes of the buttermilk proteins co-precipitation process, technologies of obtaining of low-calcium co-precipitates from this raw material with a complex of necessary technological properties for the subsequent use in technologies of restaurant industry foods is an important task.

**Analysis of recent researches and publications:** The research of chemical composition, nutritional value of dairy raw materials and the development of technologies of protein foods were of interest of many domestic and foreign scientists: V. Belitser, P. F. Dyachenko, M. M. Lipatov (senior), A. G. Khramtsov. In Ukraine, these issues were researched by S. S. Gulyaev-Zaitsev, G. V. Deinychenko, V. M. Kozlov, G. E. Polishchuk, G. B. Rudavska, N. A. Tkachenko, T. I. Yudina etc [1, 4–5].

The quality of the food depends largely on the cooking technology. Since products of different quality can be obtained from the same raw material, it is necessary to study the influence of technological factors on the consistency of the finished product.

**Presenting main material:** In the first stage of the study, the influence of the parameters of the buttermilk pasteurization on the degree of transition of solids, protein and fat to the coagulate process was determined.

In order to establish the optimum temperature interval for the buttermilk heating, as well as to study the effect of different temperatures on the physic-chemical and organoleptic parameters of the obtained coagulate - low calcium co-precipitate - the buttermilk were heated to temperatures in the range of 80. . . 95 ° C for 10 min. Pre-prepared acidic serum was added in small portions with a thin stream, the mixture was gently stirred. Serum was taken in the amount of 30% of the buttermilk volume. The mixture was allowed to rest for 10 min, and the released coagulate was filtered through lavsan tissue and left for self-pressing for 1,0 to 1,5 hours. As an objective indicator of the low-calcium co-precipitate consistency the supreme shear stress (SSS) was used.

The results of the obtained protein masses studies are presented in Fig. 1.

The analysis of the obtained data shows that the temperature of buttermilk pasteurization significantly affects the main characteristics of the resulting protein mass. Thus, with pasteurization temperature increase from 80 to 95 °C, the degree of released solids increases by 10,2 %, of protein – by 10,1 %, of fat – by 7,7 %. The increase in the degree of S, P and F transition is also evidenced by the decrease in their mass particles in the formed serum.

As the temperature of buttermilk pasteurization increases, the moisture content of the protein mass decreases. Increasing the pasteurization temperature has a negative effect on the clot's water-binding capacity. In our view, this is due to the fact that the influence of high temperatures (above 90 °C) leads to the denaturation of serum proteins and their aggregation with casein [3]. The influence of lactic acid on the protein globules (after mixing the buttermilk and whey) accelerates the syneresis of the gel, which is accompanied by intense moisture squeezing from polymers of milk-protein mass. Moreover, the higher the temperature, the syneresis process is more intense, so the consistency becomes denser.

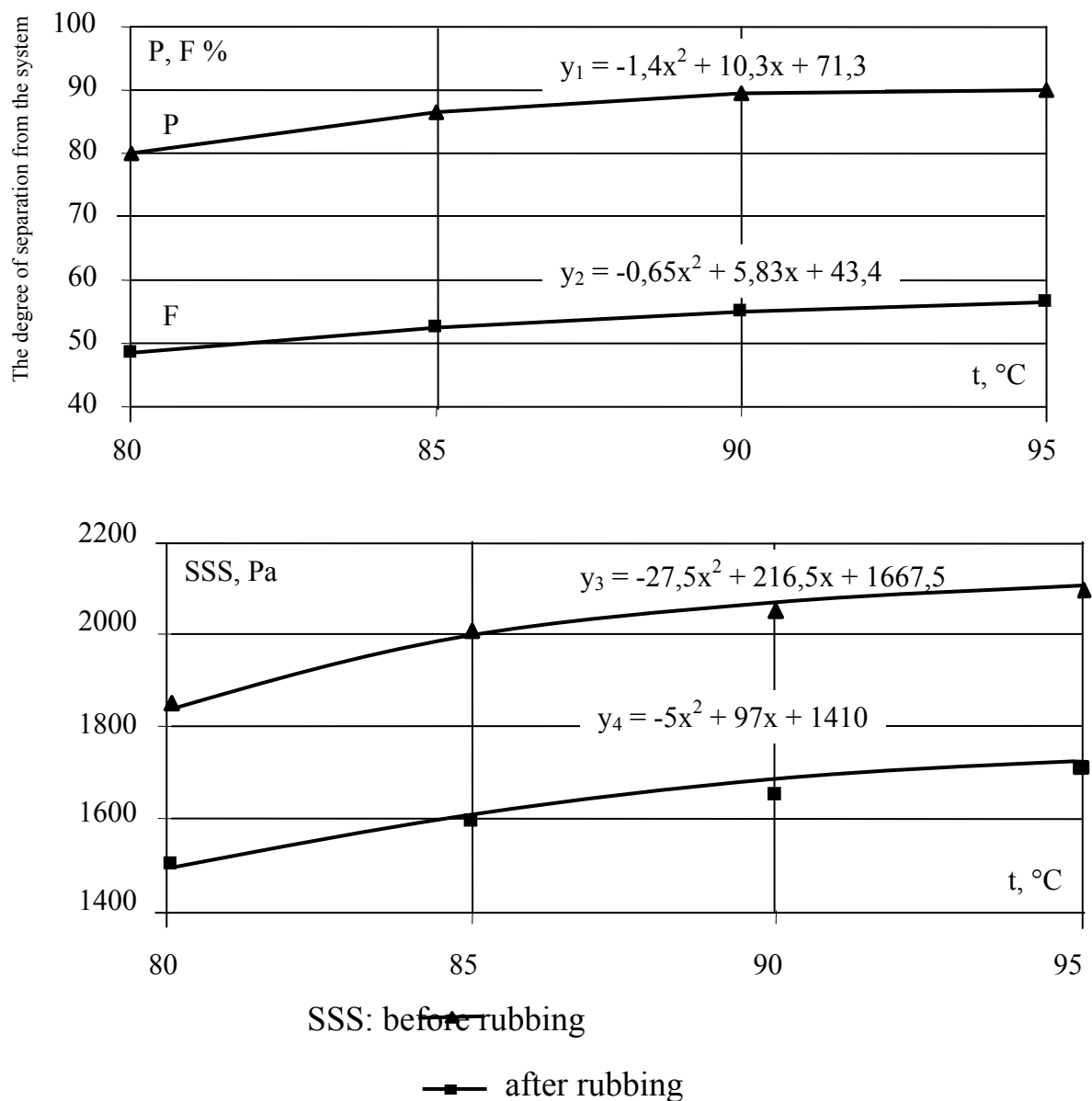


Figure 1. The influence of pasteurization temperature on the precipitation process and the characteristics of the coagulate

According to the above, the consistency of the obtained low-calcium co-precipitate changes from paste-like to granular. The SSS of the product rises with pasteurization temperature increase from 1850 Pa to 2100 Pa. Wiping of the low-calcium co-precipitate improves its consistency, reducing SSS by 18. . . 19%.

It should also be noted that the analyzed temperature range has no significant effect on the active acidity of the protein masses and on some organoleptic indicators (taste, smell).

The influence of the duration of buttermilk pasteurization at 95 °C on the main characteristics of the obtained protein masses is presented in Fig. 2.

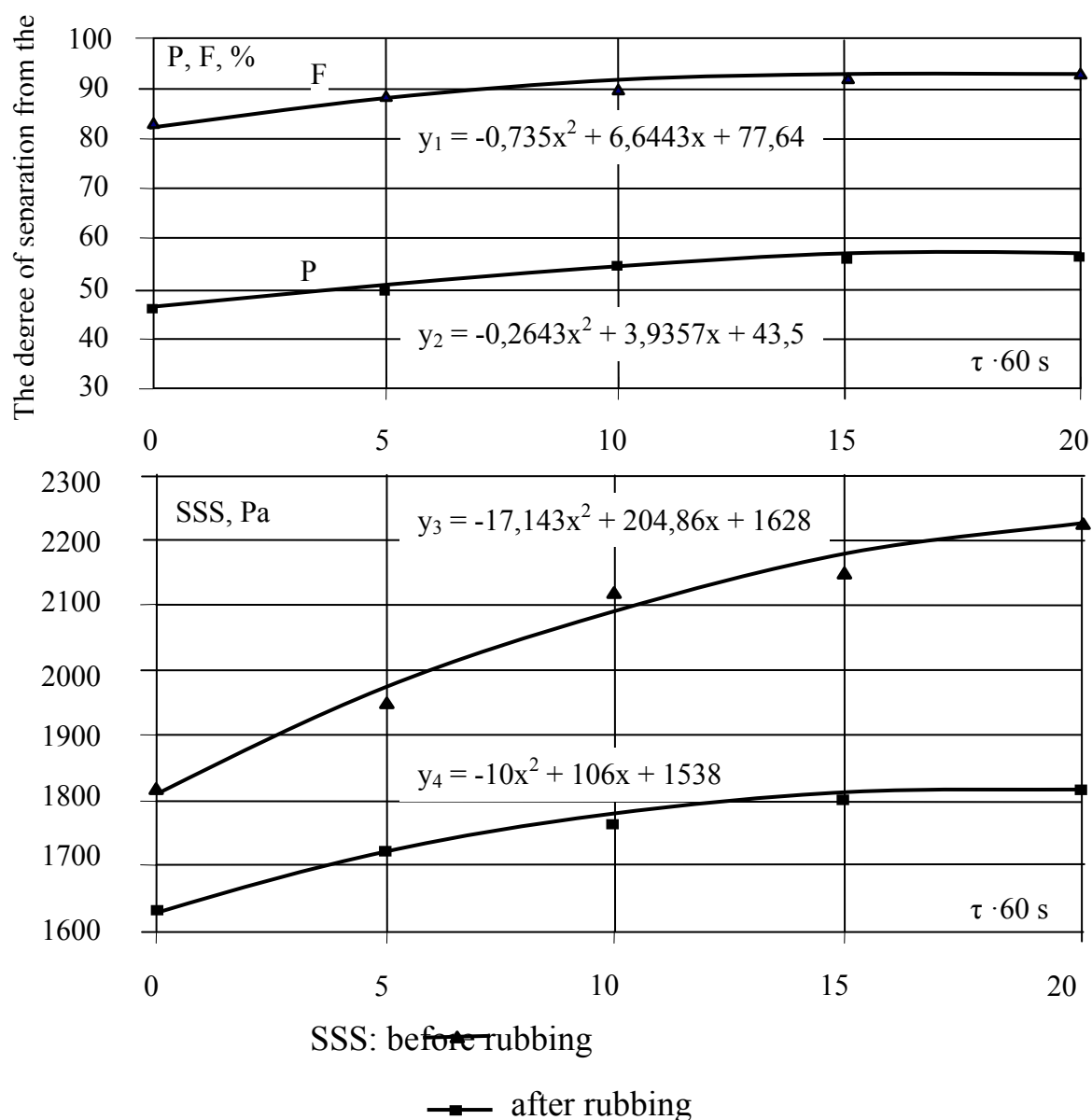


Figure 2. The influence of the duration of buttermilk pasteurization on the precipitation process and the characteristics of the coagulate

According to the obtained data, with increasing the pasteurization duration the degree of solids and protein separation from model systems increases. The most intensive increase in the degree of released solids and protein is observed in the range  $(10 \dots 15) \cdot 60$  s, after which the rate of increase in the degree of released solids and macromolecular compounds is significantly reduced. Thus, with increasing the duration of buttermilk pasteurization from 0 to  $10 \cdot 60$  s, the degree of released solids increased by 7,4%, of proteins – by 7,1%, of fat – by 8,5%, and the subsequent pasteurization of buttermilk for  $10 \cdot 60$  s (from 10 to  $20 \cdot 60$  s) leads to an increase in the rate of released solids by 3,5%, of proteins – by 2,8%, of fat – by 1,8%.

The decrease in humidity of co-precipitate, as already noted, is apparently a consequence of the intense syneresis process due to the increase in the duration of high-temperature effects on the buttermilk proteins during their precipitation with acidic serum.

With the duration of buttermilk pasteurization more than  $(10 \dots 15) \cdot 60$  s, sensory indicators of the resulting protein quality, such as taste and smell, are significantly disimproved. The sugary taste and odor of pasteurization are formed as a result of the intense melanoidin reaction, since the temperature of  $93 \dots 95^\circ\text{C}$  is the limit for its onset, which significantly disimproves the quality of the obtained coagulate.

**Conclusions:** Therefore, the most optimal modes of buttermilk pasteurization, which contribute to the maximum release of solids and proteins and do not disimprove the qualitative indicators of low-calcium co-precipitate, are pasteurization temperature  $93 \dots 95^\circ\text{C}$  and duration  $(10 \dots 15) \cdot 60$  s.

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## **TRENDS IN THE TECHNOLOGY OF COOKING PRODUCTS CATERING**

*The article describes modern cooking technologies for culinary products in the field of catering and their advantages over traditional cooking methods.*

**Keywords:** *bain-marie, WOK, deglazing, flambe, confit.*

**Relevance of the research topic.** Gastronomic art in Belarus and the world as a whole has achieved significant success over the past decade. This is manifested in the use of new (non-traditional) types of food products, modern types of equipment and technologies; the development of unique products with a unique taste and appearance, design. First of all, the creation of a new culinary product begins with the use of new culinary technologies.

**Formulation of the problem.** The paramount task is the introduction of energy-saving technologies, improving the sanitary and hygienic conditions at the workplace, improving the quality of finished products. The focus is on new, dynamic operations that at the same time meet the requirements of sustainable development and thrift. All these tasks are equally faced by the restaurant industry.

**Analysis of recent research and publications.** Scientific literature and regulatory information on modern technologies for the preparation of culinary products in public catering is analyzed.

**Presenting main material.** Cooking in a water bath (Bain-marie – French) – the process of cooking food in a device for heating substances, when the required temperature is not more than 100 °C at normal atmospheric pressure. This device is a

«double pan» mounted on a stove. Water is poured into the lower one, and the product is placed in the upper one. Legends claim that a certain Miriam who was engaged in alchemy invented it. Miriam persistently searched for a philosopher's stone, but did not find. But she found a great way to slowly heat up – a water bath. As a result of the experiments, she found out that water can be an excellent insulator for high temperature, because it has the ability to absorb thermal energy. A water bath is indispensable if you need to very slowly and delicately heat or melt some ingredient. In a water bath, for example, chocolate is heated.

Cooking in a WOK. The wok pan has a round shape, a convex bottom, high and thin walls. It is made of cast iron or carbon steel and has one wooden handle. In China, they are often cooked on special burners, in the center of which there is a semicircular recess. With its help, the WOK-pan acquires stability, and a powerful flame quickly and evenly heats the walls. A frying pan in a WOK is mainly used for quick frying - roast, but also possible in it: stew meat and vegetables, covered with a lid; use for deep-frying; use as a double boiler using a special grill; cook soups.

Saute– a method of culinary processing of food products, a distinctive feature of which is the rapid frying of food raw materials on a fairly high fire with minimal use of fat. The word «sauté» itself has French roots – comes from the word sauter– to jump (association with the squawking and «bouncing» food in the pan). Cooked dishes are traditionally served with sauces based on the juices that the product emits during heat treatment. For cooking sauté, it is recommended to choose products that differ in a rather delicate texture. From meat, ribs, fillets and parts of the back leg (pork, veal, lamb, beef) are well suited for these purposes. It is good in the form of fried breasts of domestic and wild birds, fish with elastic or moderately elastic flesh (for example, cod, pollock, salmon, trout). Immediately before cooking, pieces of food are dried with dry paper towels, after which seasonings are added to the food raw materials to achieve the optimal taste. In some formulations, the next step is to roll the product into flour, the excess of which is shaken off. This allows you to get a delicious golden crust, which is especially true for the pale surfaces of some varieties of meat and fish.

Deglazing is a special culinary technique, thanks to which it is possible to prepare a sauce from a thick dark mass, which, as a rule, is formed after frying meat in oil or fat. To make a sauce of this mass, simply add liquid to it. It can be wine, water, broth, cream and other ingredients. When the liquid begins to boil, it is necessary to scrape off the mass from the walls and the bottom, bringing to uniformity. Then the excess liquid is drained, and what is left can be used as a ready-made sauce or as a basis for it.

Flambe – cooking on a natural fire. Ignition is most often the last step in cooking, this can be done in the presence of a guest in the restaurant hall. Sometimes

kindling is one of the intermediate stages of cooking, for example, when cooking soups from mashed potatoes from crayfish and seafood (biscuit). In the first case, the ignition becomes a kind of spectacle, first of all, an element of the commercial attractiveness of the restaurant, in the second it is used to create a fragrant bouquet for dishes.

Regardless of when this method is used, caution and safety rules must be observed. If you add alcohol directly to the hot pan from the bottle (it does not matter if it is equipped with a geyser or not), then the flame that occurs when the alcohol comes in contact with the hot pan rushes to the bottle with alcohol and causes an explosion. Any type of alcoholic beverage used for ignition, regardless of its strength, should be poured from small vessels with a wide nose.

Barbecue is frying food on pre-heated and greased rods over a strong heat source (coal, gas or firewood). When using solid fuel (charcoal or briquettes for barbecue), the flame and smoke must disappear before the products are placed on the rods, otherwise the dish will turn out with an unpleasant aftertaste. The barbecue boiler is equipped with a domed lid with two ventilation holes. This creates a baking effect as in a combi oven, but with the aroma of smoke. To get an extra flavor, you can sprinkle the coals with rosemary or fennel stalks.

Before cooking, some products, such as venison kebabs, beef steaks, escalopes, natural veal cutlets or chicken, must be marinated, and during cooking, brush or a bunch of thyme or rosemary with olive oil, herbs and spices. You can use green lemon oil for lubrication. Some products (for example, pork ribs) are generously lubricated with glaze on both sides during cooking.

Confi technology. Confi cooking is done at a relatively low temperature (70 to 130 ° C) in one's own fat; although fat does not burn, this means that no carcinogens are formed during cooking. The taste and texture vary depending on the purpose of the dish. As a rule, for the preparation of confit, duck or goose meat is used, as well as other types of fatty meat (pork, lamb). Pre-marinated meat or poultry is slowly stewed in their own fat until softened, that is, languishing. In France, only a duck or goose dish is considered a real confection; any other meat processed using the fat from these birds is considered «cooked as confit».

Processing in a flame of a gas burner. The flame of a gas burner is used in home cooking to singe birds. But thanks to the creation of special gas burners (including very miniature ones), it became possible to apply a picture to the surface of the finished culinary products in order to create a thin crispy caramel crust on the surface (alternatively using a grill). This method allows you to get real clarity.

Drying fruits, vegetables. This processing method is used in restaurant practice not for canning products, but for obtaining chips. Chips are very thin slices of



vegetables (eggplant, artichoke, zucchini. . . ) and fruits (orange, grapefruit, apple. . . ), dried in the oven to a crisp state. The fruit is pre-cooked in sugar syrup, and then dried in a double boiler at 100°C. Chips are used to decorate restaurant dishes. In addition to decorative, they perform an important function in the taste of the dish, for example, create a contrast with the delicate taste of mousses and crispy chips.

Bake, this method is known in domestic technology only as an auxiliary. Used in the heat treatment of onions, carrots, root crops for cooking broths. Recently, this method has become fashionable and is often used in the preparation of fish and seafood dishes. The prepared piece of fish is placed in a hot pan and, holding it a little on one side, is turned on the other, and then served almost immediately on the table. As a result, a fragrant crisp forms, and inside the fish remains tender, juicy and almost raw. Fish cooked in this way, less often meat, becomes the main ingredient in the now popular «warm salads» with various kinds of leafy vegetables and fruits. Baked fish, when served, is specially broken or cut into slices so that this unusual contrast is visible.

**Conclusions.** Based on the analyzed literature, we studied modern technologies for the preparation of products in public catering. An opinion has been formed that all types of cooking technologies are slowly entering the work of public catering facilities in order to improve the taste of dishes and reduce losses during cooking.

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## **TECHNOLOGY OF PUMPKIN SAMBUK «GOLDEN STAR» WITH THE USE OF CYSTOSEIRA**

*The article deals with the technology of pumpkin sambuk with Cystoseira, and comparative characterization of the chemical composition of traditional and prototypes. It was proved that the use of technology of pumpkin sambuk with Cystoseira increases Iodine and Selenium levels in the product and improves the nutritional value of it.*

**Keywords:** *sambuk desserts, pumpkin, Cystoseira, microelementosis.*

**Relevance of the research topic.** The structure of the diet of the population of Ukraine has a number of shortcomings: deficiency of animal proteins, PUFA (on the background of excess of animal proteins), pronounced deficiency of most vitamins, microelements, including Ferum, iodine (important for pregnant women and children), Selenium and Zinc [1]. Therefore, providing the population of Ukraine with proper nutrition is one of the most pressing problems today.

**Formulation of the problem.** Iodine deficiency is directly related to nutrition, with insufficient iodine content and protein. At the same time, the problem of »endemic areas« over the last decades, irrational agricultural activity has led to an intense washout of iodine and other soluble microelements from the soil of most of the territory of Ukraine [2; 3].

Today, it is known that the use of artificial Iodine compounds does not provide the human body with this important micronutrient, since there is a difference in the metabolism of organic and inorganic Iodine. That is why attention should be paid to those substances that contain Iodine in a bioavailable form for the human body, in particular seaweed [4].

**Analysis of recent research and publications.** Today, scientists around the world are working on creating functional foods, with particular interest being given to products in high demand and technologically not too expensive.

Food enrichment is a serious interference in the traditionally formed structure of human nutrition, the necessity of which is dictated by objective changes in the way of life, the set and the nutritional value of the used foods. Therefore, the enrichment should be based only on clearly formulated, scientifically substantiated and practice-tested biomedical and technological principles [5].

The issue of creating new types of sweet dishes is of particular importance today. The problem of developing new types of sweet dishes is addressed by a large number of scientists. Thus Levkun K., Poliovyk V. proposed new types of structure-forming agents for the dessert production [6], Kalakura M. and Shchirska O. – the use of apiproduks [7], Mgebryshvili I. proposed the use of concentrate cultures in the recipe of multicomponent milk dessert [8], Radionova L. and Dudyi S. – the use of plant material in the technology of desserts [9], and Belozerova M. Suggested the technology of milk dessert with carrot fiber [10].

**Presenting main material.** The aim of scientific research is the study and development of new technologies of desserts of high biological value, in particular the sambuk «Golden Star».

*Object of research:* technology of the pumpkin sambuk «Golden star» with Cystoseira.

Subject of study: Cystoseira powder according to TU U 21663408. 001–2006 (manufactured by EkoMedProdukt LLC), obtained by low-temperature drying; pumpkin sambuk.

As a control sample pumpkin sambuk was used, made according to traditional technology.

*Research methods:* organoleptic, physicochemical, mathematical data processing and using computer technologies.

The mineral content was determined by the atomic absorption method on a spectrophotometer *Techtron-AA-4* (Austria), and Iodine by the method of inverse voltammetry (device *AVA-3*, Russia) [11].

Sambuk is a dessert made from fruit or vegetable puree, whipped egg whites, sugar, gelatin, and then chilled. Sometimes small pieces of fruit and berries are added to the puree.

The main ingredient of pumpkin sambuk is pumpkin. Pumpkin is a tasty and healthy vegetable that contains a lot of carotene and vitamins. Cellulose in this vegetable is easily absorbed even by a weakened organism, so pumpkin dishes are recommended for therapeutic and preventive nutrition. Pumpkin is an excellent regulator of digestion and thanks to the high pectin level promotes the removal of cholesterol from the organism. Of organic acids, pumpkin contains mainly malic acid. [12].

A term «food water-plants» has existed over thirty years. During this time, alga products were used as fillers, thickeners, stabilizers, gelling additives. Polysaccharides that are part of the algae stimulate the secretory-motor function of the intestine, promote the elimination of toxic substances from the body. They are used to prevent many diseases of the gastrointestinal tract, diabetes, cholelithiasis, peptic ulcer [4].

In the seas of Ukraine there are large reserves of brown algae – *Cystoseira*. The results of chemical analysis show us that 1 g (dry matter) provides the daily requirement for Iodine, Manganese, Selenium and Cobalt. Its chemical content (mg per 100 g): Iodine (75–175), Selenium (65–95), Ferum (15–30), cobalt (3. 3–3. 5) and other microelements rank *Cystoseira* in these indicators in the first place among Ukrainian food products. In addition, it contains different polysaccharides - alginic acid, fucoidin, iodine-containing amino acids and vitamins [4].

Adding algae to the recipes (незвичний для англійської мови вираз) of different dishes and products allows us to meet the demand for iodine-containing compounds and a number of other biologically active substances and compensate for their lack better, expanding the range of food products.

The mineral composition of the test products is shown in Table 1.

**Mineral composition of Cystoseira and pumpkin, (mg per 100g of product)**

Indicators	Cystoseira	Pumpkin
Calcium	354	25,0
Potassium	1006	204,0
Magnesium	875	14,0
Iron	7,65	0,4
Iodine	25	0,001
Selenium	4	—

The content of many chemical elements of Cystoseira significantly exceeds terrestrial plants. The amount of Iodine in the Cystoseira is much greater than in the terrestrial flora. Minerals, mainly (75-85%), are represented by water-soluble salts of potassium and sodium (chlorides, sulfates).

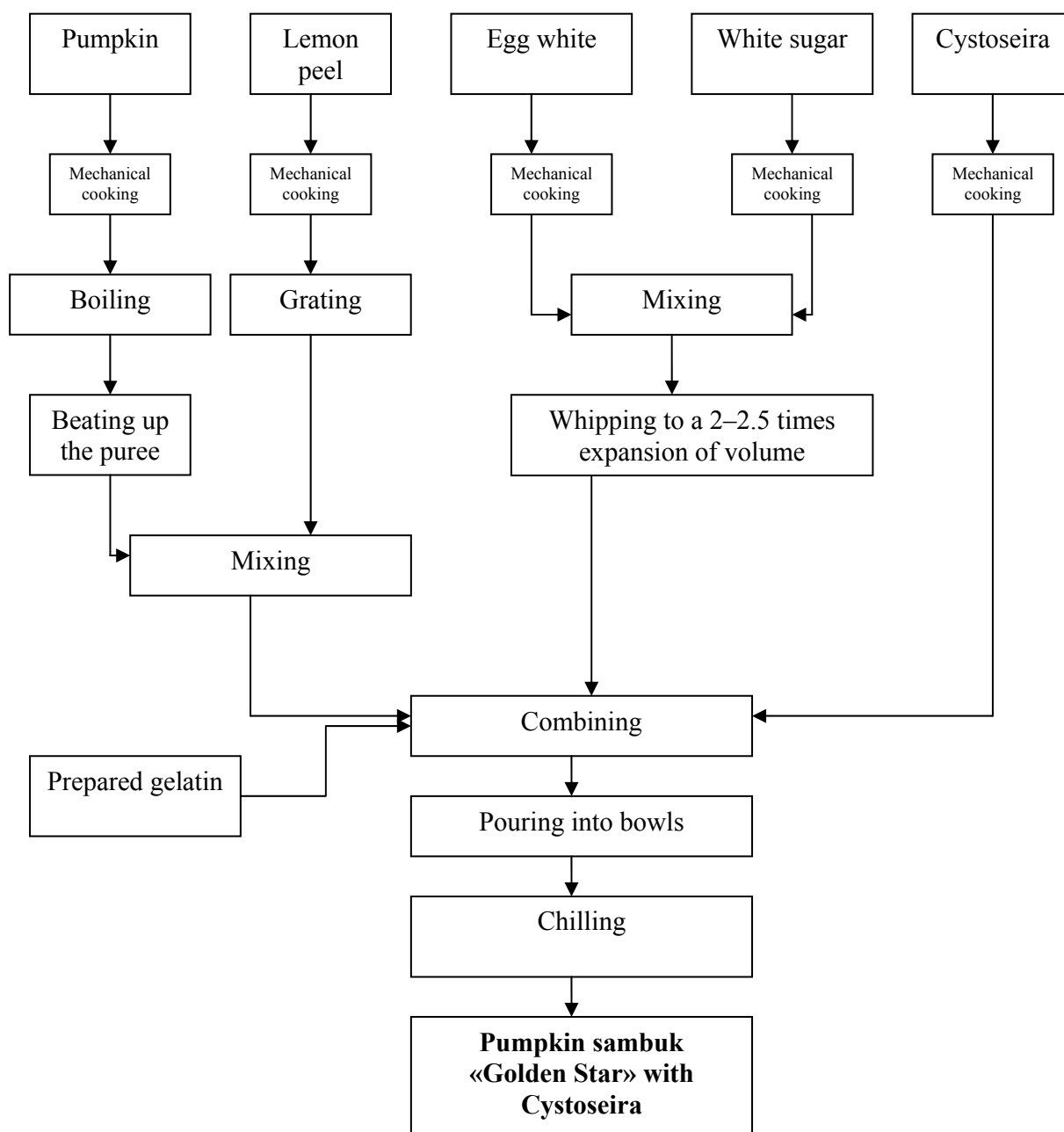
The general technological scheme of production of the Gold Star sambuk consists of the following operations: preparation of raw materials, whipping mashed potatoes, mixing of ingredients, cooling, quality control.

In order to optimize the recipe of the sambuk and enrich it with iodine, the technology of the «Golden Star» sambuk with Cystoseira was developed (Fig. 1).

Organoleptic indicators play a decisive role in the study of the quality of prepared dishes, as they allow us to more fully evaluate the quality of the restaurant industry. When performing an organoleptic evaluation of pumpkin sambuk, five important interrelated indicators were examined: appearance, color, texture, smell and taste. For the study of organoleptic indicators, we used a five-point system, taking into account the weighting factors that were determined for each indicator.

The highest weight ratio is assigned to the «taste» indicator because it is the taste that forms the main consumer characteristics of the products. Taste is a complex impression that exerts a great, and in most cases decisive, influence on the quality of dishes.

As a result of experimental studies with the addition of Cystoseira in different quantities (experiment 1–0.5% of dry Cystoseira; experiment 2–0.7% of dry Cystoseira; experiment 3–0.9% of dry Cystoseira from the finished dish) by organoleptic evaluation, the rational concentration in the pumpkin sambuk «Golden Star» was found, and it is 0.7% of dry Cystoseira by weight of dessert.



*Figure 1. Flow chart of production of the pumpkin sambuk «Golden Star» with Cystosyira*

The choice of this quantity of additive is explained by the need to set a limit for its maximum and minimum use in order to preserve all organoleptic characteristics of desserts. Since the standard yield of a portion of dessert is 150 g, the amount of Cystoseira is accordingly – 1 g. The following studies were conducted to yield a standard portion of 150 g.

The chemical composition and comparative analysis of the samples are shown in table 2.

*Table 2*

**Chemical composition of the control and test samples of pumpkin sambuk «Golden Star» with Cystoseira, 150 g**

Indicators	Control	Test sample	Difference, %
Potassium, mg	219. 0±10. 0	256. 0±10. 0	16. 9
Calcium, mg	26. 0±1. 0	86. 0±4. 0	3. 3 times
Magnesium, mg	15. 0±1. 0	22. 0±1. 0	46. 7
Phosphorus, mg	28. 0±1. 0	30. 0±1. 0	7. 1
Zinc, mkg	263. 0±10	269. 0±10	2. 3
Iron, mkg	415. 0±20. 0	612. 0±20. 0	47. 5
Iodine, mkg	1. 70±0. 008	95. 0±4. 0	55. 9 times
Selenium, mkg	2. 30±0. 1	47. 0±2. 0	20. 4 times

Analyzing the main indicators of chemical composition, we observe an increase of Calcium content – 3.3 times, Magnesium – 46.7 %, Iodine – 55. 9 times, Selenium – 20.4 times.

Research was conducted to ensure the daily requirement for basic minerals developed by dessert (Table 3).

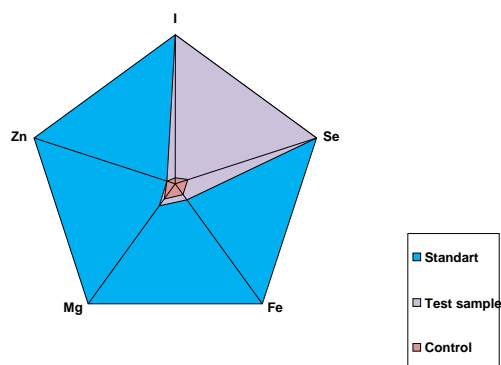
*Table 3*

**Provision of daily needs of minerals when consumed the pumpkin sambuk «Golden Star» (150g) [13]**

Indicators	Daily requirement, mg	Control, %	Test sample, %
Potassium	3000	7. 3	8. 5
Calcium	1000	2. 6	8. 6
Magnesium	400	3. 4	5. 5
Phosphorus	1200	2. 3	2. 5
Zinc	15	1. 75	1. 8
Iron	15	2. 8	4. 1
Iodine	0. 15	1. 13	63. 3
Selenium	0. 07	3. 3	67. 1

\*The daily requirement is specified for men.

According to certain indicators, a profile of the mineral composition of the «Golden Star» sambuk was constructed using Cystoseira using the EXCEL 97 WINDOWS package (Fig. 2).



*Figure 2. The profile of the mineral composition of the pumpkin sambuk «Golden Star»*

The form of the above profile is in the form of a pentagon, the vertices of which are determined by the mineral substances of the studied dish, which are taken for 30% of meeting the daily needs of the population. The quality profiles of the developed dish have a larger surface area compared to the control sample, and in terms of Iodine and Selenium content exceed the standard because they satisfy the daily requirement for these substances by 63.3 and 67.1% respectively [14].

**Conclusions:** Thus, the further development of the restaurant industry is connected with the need to use and implement modern methods of processing raw materials to produce high-quality food products, with the purpose of creating on their basis products intended for consumption, which will reduce the negative environmental effects on the human body.

Therefore, having carried out the research, a comparative characteristic of the quality of a dish, it can be noted that it will to some extent contribute to overcoming the deficiency in the diet of very important minerals for our body, especially iodine and selenium.

It would be advisable to introduce the developed dessert in the menu of restaurants – this would help improve the health and well-being of consumers.

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## **NON-TRADITIONAL AND NEW TYPES OF PRODUCTS USED IN THE PREPARATION OF CATERING PRODUCTS**

*The article describes new and non-traditional types of raw materials and food products used in the technology of preparing catering products.*

**Keywords:** *salad greens, onion vegetables, mushrooms, spices.*

**Relevance of the research topic.** Cooking has been available to mankind since ancient times, and the development of culinary as a professional field is associated with the emergence of out-of-home nutrition enterprises. In the new society, new types of food raw materials required new processing methods and new recipes, based on a scientific approach to the technology of cooking new dishes. Due to this, canned and quick-frozen raw materials, which were processed on modern machines with sophisticated equipment, were widely used in many catering enterprises.

**Formulation of the problem.** The main task is to improve the quality, expand the assortment, increase the production of semi-finished products of a high degree of readiness, as well as introduce energy-saving technologies, improve sanitary and hygienic conditions. The focus is on new, rapidly reconstructed operations, the creation and implementation of new dishes that will meet the requirements of a balanced diet. All these tasks are equally faced by restaurants, cafes, canteens.

**Analysis of recent research and publications.** Scientific literature and regulatory information on non-traditional (new) types of food products and raw materials used in the preparation of catering products is analyzed.

**Presenting main material.** In catering, you can find a large number of unconventional and new types of raw materials, for example, the use of flowers for

cooking. An example is geranium, from the leaves of which you can prepare a sorbet, or lavender, used in marinade for duck breast, as well as violet, which is candied and used as a dessert in France.

In gastronomy, new types of salad greens are widely used:

- oaklif (oak salad), which has a rich taste with a nutty flavor, is sensitive to temperature changes, color from green to purple. Combined with champignons, avocados, salmon, light dressings based on vegetable oil, citrus fruits, can act as a side dish for sea fish.

- lollo rosso (red lettuce) have curly leaves, ranging in color from light green to purple-violet at the tips of the leaves, depending on the species. It is combined with almost all types of lettuce with a pronounced taste, as well as nuts, seeds and peanut butter.

- arugula has dark green elongated leaves, sometimes dentate, taste mustard-nutty pepper. Usually used in salad mixes with a mild flavor. It is combined with balsamic, tomatoes, Mozzarella cheese, Parmesan, seafood, with pesto sauce.

- corn, which has a neat, small, rounded shape, dark green leaves, is characterized by a sweet nutty taste and a delicate aroma. It is combined with nuts, bacon, onions, citrus fruits.

- horseradish aroma, dark green leaves used as seasoning can be added to cold soups, in canapes, can act as a side dish for meat, game.

- mitsuna is used in mixes, Chinese and Japanese dishes. It is combined with parmesan and tomatoes.

- frieze – tastes with light bitterness, collected in a yellow-green outlet. It is combined with other leafy salads, as well as thyme, garlic, shrimp, meat snacks, cheese.

- iceberg in shape resembles a head of cabbage, it is the crispiest salad. It is combined with vegetable, meat, fish dishes, sandwiches. This salad allows you to use rather fat seasonings, for example, based on mayonnaise or blue cheese.

- butterhead – an oily salad, leaves are dark green in color, taste sweetly sweet. It contains a large amount of vitamin E, during storage it accumulates the amount of nitrates. It is used mainly as a seasoning for dishes, can be used as an analogue of nori for sushi.

- radicchio – red chicory, bitter in taste, red-violet in color with white veins. Add to hot meat, vegetable dishes. In combination with mayonnaise, citrus dressings, it is added to salad mixes.

No less popular in cooking are new types of onion vegetables:

- shallots with a sweet, delicate taste, pleasant delicate smell. It is used in fresh, salted, pickled form.

- shnitt is a dark green styly feathers, has a soft onion aroma. It's used as an ingredient in cold sauces, as well as for decoration of dishes.

- fragrant onion has leaves of dark green color, white inflorescences, garlic to taste and aroma, without spiciness. It's used in Asian cuisine, combined with soy sauce and fish dishes.

- wild garlic – it tastes like a cross between onion and garlic. It's use for soups, salads, savory pastries.

New types of mushrooms have also spread:

- portobello – a hat with a diameter of 12–15 cm, in appearance resembles mushrooms, fleshy, only a hat is eaten, it tastes like poultry meat. It's used in the preparation of meat dishes, julienne, salads, for baking, you can stuff.

- shiitake – a hat with a diameter of 5 to 15 cm, cracks on the surface of the hat; the taste is classic mushroom (something between mushrooms and honey mushrooms). It is combined with noodles, rice, it is used in the preparation of soups, sauces, salads, snacks.

- enoki – snow-white mushrooms on a long leg with small hats, reminiscent of egg yolk to taste. They are used for dishes of cuisines of China, Korea and Thai; they come to us in marinated form, where they are used in sushi.

- truffle – France is the birthplace of these mushrooms. Weight can reach 1 kg. Distinguish between white and black truffles. White truffle has a garlic flavor and is more appreciated in cooking, while black truffle resembles something between alcohol and chocolate. It's served them to snails, oysters and seafood.

The creation of new unique tastes and aromas of ready meals and products is facilitated by the use of various spices and spices in the preparation. Spices – herbal products with a specific aroma and taste, containing essential oils, glycosides and alkaloids. These include:

- azhgon (zira) – fruits and herbs have a sharp taste and spicy aroma. It is part of the Indian curry mixture, it is added to vegetable and meat dishes, sauces, salads.

- airy oil is added to the dough product to give it a pleasant smell, as well as in the manufacture of fruit water aromatization of sweet dishes, jellies, mousses.

- Anise gives a fresh taste to any dish. It is combined with apples, added during the preparation of kvass, compotes, jelly. It's used to neutralize extraneous tastes and aromas in cooking.

- Star anise has a bitter-sweet taste, rich and complex aroma. Ideal for baking, preparing marinades, sauces, tinctures, adding to coffee and cocoa. Also used in the preparation of puddings, mousses, curd pastes. It's used in the preparation of poultry dishes, when frying pork and lamb.

- oregano (oregano) – added to soups, sauces, dishes of fried, stewed, baked meat, pizza.

- ginger goes well with drinks (mulled wine, punch, warming teas), pastries and, of course, sushi. It's used seasoning for fish, poultry.

- turmeric has a mild flavor and resembles a little pepper and a bit vanilla. It's used in confectionery to give color and aroma to the product, also used in the preparation of meat, fish and vegetable dishes. It's used in curry.

- thyme has a pleasant steady smell and spicy bitter taste. It's improved the taste and smell of vegetable dishes, especially from potatoes and cabbage. They are seasoned with poultry, rabbit, offal and lamb dishes.

- fennel blends perfectly with white fish, and is also used as a side dish for pork, combined with chocolate.

- tarragon (tarragon) in appearance resembles wormwood, has a strong spicy and spicy taste. Stalks are pickled, salted. It's used to salads, appetizers, side dishes to meat and egg dishes.

**Conclusions.** New and non-traditional types of raw materials and food products used in the technology of preparing catering products were studied based on the analyzed literature. An opinion has been formed that new types of food raw materials are actively included in the work of public catering facilities, with the aim of improving the aesthetic and taste properties of prepared dishes.

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## **THE STUDY OF QUALITY INDICATORS OF NEW SEMI-FINISHED VEGETABLE PASTA SAUCES**

*The article considers the results of a study of the quality indicators of semi-finished vegetable pasta sauces. Organoleptic indicators, physicochemical properties are studied; the energy value of semi-finished vegetable pasta sauces is calculated.*

**Keywords:** *semi-finished product, pasta sauce, organoleptics, dietary fiber, tomatoes, pumpkin, acidity, carotene.*

### ***Relevance of research topic.***

The cultivation of fruits and vegetables around the world is growing rapidly, and it is important to conduct research and develop their own technologies for their storage, deep processing and production of processed foods. Because providing the population with high-quality, expensive finished and semi-finished products in a short time become one of the most pressing problems of our time.

Improving the processing of agricultural products on a global scale, including the processing of fruits and vegetables and the production of various products from them, is one of the urgent problems of today, aimed at bringing consumption to the level of dietary standards. In this regard, the creation and implementation of new technologies in production, obtaining high-quality products, preserving the nutritional and biological value of products, saving basic raw materials, efficient use of natural

raw materials and products, reducing the cost of finished products and catering. Extensive research is also underway to develop and expand supplies.

Despite the fact that a number of achievements in the field of agriculture and horticulture, cultivation, storage and processing of vegetable products, the quality, cheapness and variety of fruits and vegetables, as well as standards for their consumption, do not meet physiological requirements. The development of technologies for processing fruits and vegetables and bringing their consumption to the required level remains one of the most pressing problems today.

**Formulation of the problem.** On the basis of plant materials, the optimal ratios of formulations and technological modes of production of a new type of semi-finished pasta sauces that perform a functional function were determined:

- determination of the organoleptic characteristics of semi-finished vegetable sauces and pastes;
- study of the structural-mechanical, rheological and physico-chemical properties of pasty semi-finished products;
- study of the quality and nutritional value of semi-finished pasta sauces.

**Analysis of recent researches and publications.**

The production of plant raw materials is growing and growing, but the population does not consume these raw materials in accordance with the requirements of physiological norms, and to solve this problem it is necessary to increase consumption due to the canning industry and catering.

The recent researches allow to improving the production technology of vegetable semi-finished products and pastes, preserving the biological and nutritional value of raw materials, easy heat treatment, efficient use of their juices in the preparation of products and enrichment with various useful additives to increase their diet, as well as those ready for canning and catering. The recent researches allow to expanding the production of semi-finished products, simplifying the production process, increasing the productivity of equipment and labor, energy consumption, time standards. It is also necessary to achieve effective use.

During the research, the following materials were used: tomatoes, pepper, paprika, pumpkin, carrot, heads, legs, spinal bone of poultry, wheat flour, rice flour, chickpea flour, onion and pumpkin seeds and sunflower seeds. All products met the requirements of GOST and OST. To study the quality, we used: Organoleptic analysis according to the Tilgner method (5), solids using the refractometric method (6), acidity according to GOST (7), carbohydrate content according to GOST (8), methods for determining fat according to GOST (9) protein content according to GOST (10), chloride content according to GOST (11), vitamin C content according to GOST (12).

**Presenting main material.** During the years of independence, a lot of work has been done to improve living conditions and special attention is paid to organizing and providing food products with increased nutritional and biological value. As agriculture is the main source of raw materials for the food processing industry, the leadership of

our independent country paid special attention to the development of this industry. Today you can feel the results of ongoing reforms in the shelves of shops, bazaars as horticultural and fruit products have become high-quality, diverse and cheap. During the mass ripening, the prices for the products of sheep-growing and horticulture are very low. Despite such an abundance of fruits and vegetables, according to the Ministry of Health of the Republic of Uzbekistan, the population does not consume these products according to the physiological norms presented in the diets [1]. Uzbek cuisine is really tasty, high-calorie, diverse and the population consumes a lot of carbohydrate food. Therefore, today among the population one can notice the spread of diseases such as obesity, diabetes, hypertension. This is all the result of malnutrition and non-compliance. If there are enough fruits and vegetables in the population's diet, our body will be provided with enough vitamins, minerals, dietary fiber, and pectin. The above listed food components will stimulate the metabolism, because dietary fiber will help improve metabolic processes, prevent various diseases and provide the human body with vitamins and minerals. Assimilation of these components is interconnected. After analyzing the menu of consumers in public catering enterprises, we noticed that the assortment of consumed sauces is very narrow and that they mainly prepare tomato sauce. In our opinion, expanding the assortment of various types of vegetable sauces will increase the consumption of vegetables, enriching and consuming dishes with minerals, vitamins, dietary fiber and improve metabolic processes and increase the preventive role of nutrition in the prevention of various diseases. The restraining factor of a narrow assortment of vegetable sauces, in our opinion, is that sauces are used in small quantities, and cooking requires manpower, time, equipment, electricity and others. Therefore, many catering enterprises pay little attention to the preparation of these types of culinary products.

Considering the above mentioned, to solve the problems of increasing the assortment of vegetable sauces, it is necessary to establish a centralized production of semi-finished vegetable pasta sauces. This would help mechanize the production of sauces, expand the range, improve the quality and increase the nutritional value of sauces. Based on the above mentioned, we have developed the technology of semi-finished vegetable pasta sauces [2, 3, 4]. These semi-finished products were new products and we found it necessary to study their organoleptic and physico-chemical characteristics.

Organoleptic analysis of semi-finished sauces pastas was carried out in the laboratories of the department «Food Technology» of Namangan Engineering and Technology Institute. When conducting research on the organoleptic characteristics of semi-finished sauces, we used a rating system according to the degree of importance of the indicators.

When conducting an organoleptic analysis of the quality of semi-finished vegetable sauces and ready-to-eat sauces, they were evaluated by the following indicators: appearance, color, texture, smell and taste.



The appearance of semi-finished vegetable sauces has a decisive physiological and psychological significance. When choosing dishes, the consumer is mainly guided by visual assessment. If during the design of dishes the form is broken or carelessly formed and an unusual color appears, it may indicate damage of the product.

Another important indicator of the semi-finished products of vegetable sauces and their derivatives is the smell. During the preparation of semi-finished vegetable sauces, a bouquet-smell was formed, which was formed during the technological process of the product under the influence of complex chemical transformations.

One of the important indicators of the quality of vegetable semi-finished sauces and its derivatives is consistency. When studying the consistency of vegetable semi-finished sauces, we examined the degree of importance of the state of aggregation (liquid, solid, pasty). These two indicators in the developed semi-finished products met the requirements, as the semi-finished products had a pasty consistency, and the prepared sauces prepared from these semi-finished products had a uniform consistency.

The main indicator of the quality of semi-finished vegetable sauces and sauces prepared from these semi-finished products according to organoleptic indicators is taste. The added sauce prepared from semi-finished products should make up and improve the taste of consumed dishes. The taste indicators of sauces met the requirements and were characteristic of this type of sauces. The results of organoleptic analysis are shown in table 1.

*Table 1*

### **Organoleptic characteristics of semi-finished vegetable sauces**

	Name of private qualities	Semi-finished products of vegetable sauces
	Taste and odor	Pure, pronounced, characteristic for this type of vegetable and used for the preparation of raw materials, without extraneous tastes and smells
	Consistency	Pasty, uniform throughout the mass
	Color	Uniform, characteristic for this type of semi-finished vegetable sauces

For a complete picture of the nutritional value of semi-finished vegetable sauces, we examined some physical and chemical indicators. The study was carried out jointly with the Institute of Plant Chemistry of the Academy of Sciences of the Republic of Uzbekistan. Here are the results of a study of the physico-chemical parameters of vegetable semi-finished pasta sauces (table 2).

Table 2

**The main physico-chemical parameters of semi-finished vegetable pasta sauces**

№	Name of indicators	Semi-finished pasta sauces		
		Tomato sauce	Gluten-free vegetable sauce	Pumpkin sauce
1	Mass fraction of total carbohydrates, %	1,7	3,2	5,25
	fiber, %	2,4	5,3	3,8
2	Mass fraction of lipids, %	1,65	0,92	2,12
3	Mass fraction of proteins, %	3,71	3,57	7,4
4	Solids, %	39,28	38,00	40,00
5	Acidity, %	0,61	1,07	0,85
6	Mass fraction of sodium chloride, %	1,25	1,17	1,12
7	Mass fraction of vitamin C, %	38,16	30,0	18,0
8	Energy value, Kcal / kJ	36,76/151,98	31,04/144,54	52/285,92

The solid content in the samples was in the range of 38–40% shows as the data in table 2. Moreover, its maximum content in the semi-finished pumpkin sauce is 40%, and the minimum content in the semi-finished vegetable sauce without gluten is 38%. The mass fraction of lipids in the semi-finished products of vegetable pasta sauces was in the range of 0.92% to 2.12. The highest content can be seen in the semi-finished pumpkin sauce, its content was 2.12%. The high lipid content in the semi-finished product of pumpkin sauces can be explained by the fact that in the process of preparation, a mixture of pumpkin and sunflower seeds was added to the preparation of this semi-finished product. As it is known, seeds are rich in fats and consist mainly of unsaturated fatty acids. These components not only enrich them with unsaturated fatty acids, but also contribute to the good absorption of carotenoids in the pulp of the pumpkin, providing our body with carotene. Unsaturated fatty acids that are contained in seeds, unlike saturated ones, help to remove cholesterol from the body and in addition they participate in the exchange of other nutrients, for example, helps the absorption of vitamins A and D.

As the studies showed, the protein content in semi-finished vegetable sauces is in the range of 7.4–3.87%. The highest protein content in semi-finished pumpkin sauce is up to 7.4%. This can be explained by the fact that the seeds of pumpkin introduced into the pumpkin sauce recipe are rich in proteins and, in addition, chickpea flour, which is also a source of proteins, was used as a thickener. The protein content in chickpea flour is up to 22.4% [4].

The significant content of lipids and proteins in semi-finished products of tomato, vegetable gluten-free and pumpkin vegetable sauces can also be explained by the fact that during the preparation, semi-finished broth for sauces from poultry was used as a liquid base. As you know, this semi-finished broth is also rich in lipids and proteins, which contributed to the enrichment of developed products with these nutrients.

As can be seen from the data in table 2., in terms of carbohydrate content, the high rates in pumpkin sauces is 5.25%, and the fiber index is 5.25 and 4.3%, it is important because sauces are fillers of dishes, enriching them with vegetable fiber, which stimulates digestion. Acidity, sodium chloride and vitamin C content were also studied in the samples.

Acidity in samples of semi-finished vegetable sauces – pastes was in the range of 0.61–1.07%, which meets the requirements of the standards.

The salt content is also in the range of 1.12–1.25%. It also meets the requirements of standards and salt has a preservative effect when storing developed products.

The highest content of vitamin C in the semi-finished tomato sauce was up to 38.6 mg / 100 ml, and in the remaining samples it was from 0.7 to 30 mg / 100 ml, respectively.

The energy value of semi-finished products was also calculated. These indicators also indicate that these fillers have low energy value, while enriching the consumed dishes with various nutrients, minerals, vitamins, increasing their nutritional value and medicinal properties.

**Conclusions.** The studies of the quality indicators of semi-finished vegetable pasta sauces show that they have good organoleptic characteristics. According to physical and chemical parameters, they contain solids from 38-40%, carbohydrates 1.7-5.25%, fiber 2.4-5.3%, lipids 0.92-2.12%, proteins 3.71- 7.4%, acidity 0.61-1.07%, sodium chloride 1.12-1.25%, vitamin C 18-38.16% and has a low energy value ranging from 31.04-52.7 kcal / 100g. The use of vegetable sauces in catering establishments helps to expand the assortment of sauces to increase the nutritional value, enrich the consumed dishes with minerals, vitamins, dietary fiber, which favorably affect the metabolic processes of the body. The use of various components in the formulation of semi-finished vegetable sauces increases their prophylactic and therapeutic properties.

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## **DEVELOPMENT OF A COLLECTION OF TECHNOLOGICAL CARDS DISHES OF MODERN CUISINE**

*The article is devoted to the development of the collection, containing a universal collection of technological cards modern dishes of Belarusian cuisine. The need for this product is substantiated; the shortcomings of existing collections of recipes and technological cards for the production of culinary products are described. The main sections, the advantages of the developed resource are described; the target audience of consumers is indicated.*

**Keywords:** technological cards, modern kitchen, dishes, public catering.

**Relevance of the research topic.** Current trends in the technology of cooking dishes involve the use of collections of recipes, which take into account the main features of cooking technologies using modern kitchen equipment, consumption rates of products and their physicochemical parameters.

Most modern officially published collections of recipes are simply a revision of previously existing collections. The compilers of the so-called new collections are not at all puzzled by the development of new recipes for dishes, the manufacture of which could use products not only of Soviet times. For example, in collections of recipes there are no dishes in the manufacture of which you can use kiwi, avocado, dorado or fennel. And the way out of this situation is to create a fundamentally new, modern collection of recipes.

**Formulation of the problem.** New technologies for the production of culinary products and non-traditional types of raw materials are rapidly entering the work of public catering facilities. At the same time, high competition, the constant growth of expectations of a modern guest of public catering facilities requires a special highlight from the enterprises. One of the most effective ways to attract guests is to develop branded (new) products.

The collection of technological cards dishes of modern cuisine are developed in order to best meet the demand of consumers of catering establishments. Dishes in the collection have innovative cooking technologies, high taste, original design, as well as an unusual flavor combination of products.

**Analysis of recent research and publications.** In Belarus the basic normative documents regulating the production of products of public catering are:

– A collection of recipes for dishes and culinary products for public catering enterprises, regardless of departmental affiliation and forms of ownership, approved by order of the Ministry of Trade of the Republic of Belarus dated November 9, 1995 No. 70.

– The collection of technological cards for culinary products of public catering, approved by resolution No. 4 of the Ministry of Trade of the Republic of Belarus on February 25, 2014.

– The collection of technological cards of Belarusian dishes, approved by the Decree of the Ministry of Trade of the Republic of Belarus dated January 3, 2012 No. 2.

– The collection of technological cards of dietetic food, approved by the Decree of the Ministry of Trade of the Republic of Belarus and the Ministry of Health of the Republic of Belarus of February 12, 2003 No. 7/8.

– The collection of technological cards of dishes for students in institutions providing general secondary and vocational education, approved by the Decree of the Ministry of Trade of the Republic of Belarus dated July 11, 2006 No. 21.

– The collection of technological cards of confectionery and bakery products for commercial catering facilities, approved by the Decree of the Ministry of Trade of the Republic of Belarus dated April 20, 2007 No. 26.

In addition, public catering uses technological cards of production semi-finished products from meat, poultry, fish, sauces for trade organizations and public catering of all forms of ownership; a collection of technological standards for the nutrition of children and adolescents in health organizations; a collection of technological cards of modern dishes of world cuisine in 2 volumes.

Technological cards of dishes, the recipe for preparation of which is contained in any of these collections, do not require additional approval. The recipes contain norms for the consumption of raw materials for the preparation of dishes; they establish uniform requirements for raw materials and finished products, process description of production dishes, their quality indicators, and rules for decorating dishes. However, the main drawback of the current documents is that raw material consumption norms are calculated on standard raw materials of certain conditions (categories). When using unconventional raw materials and semi-finished products that differ from those provided in the collections, food facilities are forced to develop and approve technological cards. In addition, a significant part of the products presented in the collections does not correspond to the latest trends in the culinary art.

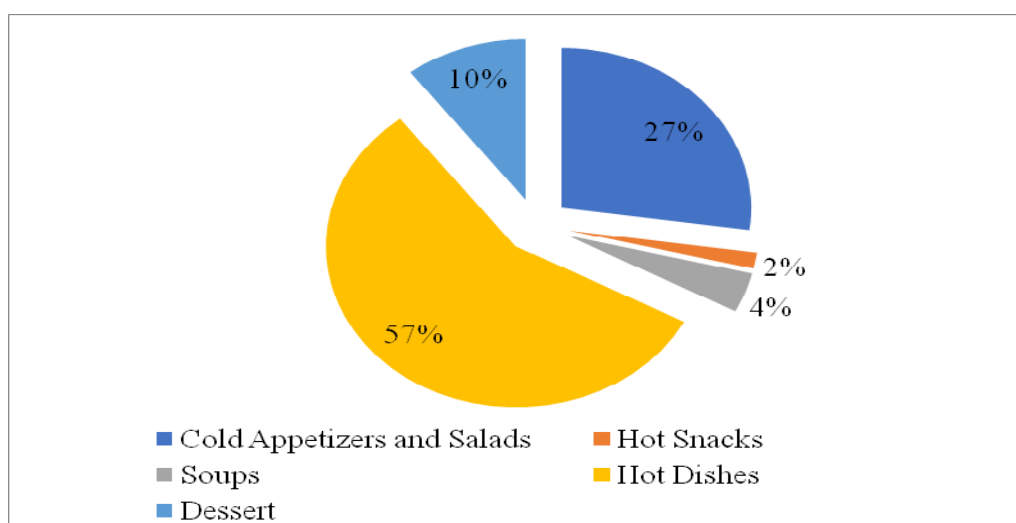
**Presenting main material.** A collection of technological cards of dishes of modern cuisine has been developed (Fig. 1). The collection contains color photographs of dishes, which are a valuable visual aid and demonstrate how the finished dish looks.



*Figure 1. Appearance of the collection of technological cards of dishes of modern Belarusian cuisine*

The collection consists of 8 sections, including 123 recipes (Fig. 2):

- 1) Sandwiches («I want to be Italian» sandwich, Cheese-garlic sandwich, Vegetable sandwich, Warm sandwich with bacon and ham, etc.);
- 2) Cold Appetizers (Salmon in Swedish, Bruschetta with shrimp and curd cheese, Spinach Pkhali, etc. );
- 3) Sets (Wine Set, Beer Set, Cheese Fondue «Lumie», etc. );
- 4) Salads (Tuna Salad with fresh mushrooms, Pork Salad with sun-dried tomatoes, Status Salad, Provencal Salad, Honshu Salad in Japanese, Salad with orzo paste and Prosciutto ham, etc. );
- 5) Hot Snacks (Stock fish sticks, Skrembl et al. );
- 6) Soups (Onion Soup «Parmantier», Mashed Soup «Kurbis», Cream-soup of champignons, etc. );
- 7) Hot Dishes (Sous Vide hake on a broccoli pillow, Norwegian salmon with cream sauce, Dorado in salt carapace, Veal steak with vegetables, Pork loin papillot with prunes, Pork casserole with potatoes, Pork ribs with honey glaze, Chicken gratin in a pot, etc. );
- 8) Desserts (Chocolate Semifredo, Trifle, Tropical Iton Mess, Ginger Cake, etc.).



*Figure 2. The percentage of culinary products in the collection*

Dishes included in the collection are diverse in terms of the types of raw materials used, including non-traditional. All cooking technologies are based on modern trends in gastronomy: cooking in a combi oven, on the grill, WOK, Sous-Vide technology, sauté, papillot, glazing, various types of breading, confit, flambe, deglacing, gratin, etc.

The developed collection will serve as a practical guide for specialists of all types of catering enterprises (managers, chefs, engineers-technologists, etc. ). The prepared recipes can be suitable not only for cafes, bars and restaurants, but also for a banquet menu, buffet tables of canteens.

**Conclusions.** As a result of the work done, a collection of technological cards of modern cuisine dishes was developed, which includes 8 sections and 123 technological maps for the production of culinary products.

The developed collection contains recipes for modern dishes prepared using non-traditional types of raw materials and new cooking methods. Technological cards included in the collection are compiled in accordance with the requirements of STB 1210-2010.

The developed collection is intended for employees of the public catering, lecturers and students of educational institutions of the corresponding profile.

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## INNOVATIVE SOLUTIONS IN DRYING TECHNOLOGY OF MUSHROOM RAW MATERIALS

*Prospects for the use of dried cultivated champignons (*Agaricus bisporus*) and shiitake (*Lentinula edodes*), progressive ways of drying mushrooms are analyzed. The rational parameters of convective mushroom drying under oscillatory mode are grounded and new solutions in *A. bisporus* and *L. edodes* drying technology are proposed in order to intensify the process, increase its energy efficiency and obtain a dried product with high quality indicators.*

**Keywords.** *Mushroom raw material, convective drying, oscillating mode, energy efficiency, quality.*

**Relevance of the research topic.** A promising area for the development of modern food production and restaurant facilities is the development of energy-efficient raw material drying technologies, which are subsequently widely used for food production, cooking and culinary products. The efficiency of the drying process and the quality of the dried raw material will depend on the demand for the finished product and its sale and, as a consequence, the competitiveness of domestic production.

The market of dried food raw materials in Ukraine is represented mainly by vegetable raw materials: onions, greens, garlic, spicy vegetables, paprika, carrots, beets; to a lesser extent – powdered milk raw materials (powdered milk, whey, concentrate of milk and whey proteins) and fish raw materials (ready-to-cook fish products, fishmeal). Particularly important among these products are dried mushrooms, which are traditionally represented by *Boletus mushrooms*, *Honeysuckle*, *Chanterelles*.

Cultivated mushrooms: champignons (*Agaricus bisporus*) and shiitake (*Lentinula edodes*) have been of high demand in the past few years. The great interest in cultivated mushrooms is explained by the fact that they are much safer than wild plants and have high taste properties. The chemical composition of dried *A. bisporus* and *L. edodes* is similar to animal products, they carry up to 20% of complete proteins, with 30-40% of the total weight of fungal protein amino acids being essential, especially great amount of lysine, threonine, valine, leucine and isoleucine, which are little in vegetable products. Mushrooms contain a lot of lecithin (fatty substance) and glycogen (animal starch), B vitamins up to 1,2 mg/100g, niacin up to 20 mg/100g and phenolic substances up to 1,5%; high content of zinc and phosphorus [1]. Mushrooms of *A. bisporus* and *L. edodes* have therapeutic, prophylactic, tuberculous and oncostatic effect [6]. Modern scientific researches have added new facts of the high ability of chitin (the main compound of the cell wall of fungi and the chemical compound of chitosan, substance close to it) to purify biologically the human body from radionuclides and various toxic substances [8]. The advantage of cultivated mushrooms is the fact that their yield does not depend on seasonal changes, so, in cultivated structures they are grown during the year, regardless of soil and climatic conditions, harvesting up to 11 thousand h/he per year [7].

**Formulation of the problem.** A specific drawback of the sale of fresh cultivated fungi *A. bisporus* and *L. edodes* is the limited shelf life. Thus, fresh *A. bisporus* mushrooms are stored for no more than 4 days at 4... 7°C and up to 10 days at 0... 4°C and 85...90% relative humidity without air access, *L. edodes* up to 10 days [4]. Thus, fresh mushrooms belong to perishable products - this is due to the peculiarities of the chemical composition and high activity of tissue enzymes, as well as the intense development in the fruiting bodies of microorganisms. The shelf life of fresh mushrooms is limited by the hours during which special treatment (preservation) must be carried out, which changes their properties.

Special treatment includes the preservation of mushrooms: pickling, drying, freezing. The most convenient and popular way to extend the shelf life of mushrooms is through drying. Therefore, the search for innovative solutions in the drying technology of *A. bisporus* and *L. edodes* in order to obtain a high-quality product for further use in the food technology (first and main courses, sauces, salads, mince for culinary products, etc. ) is a relevant and promising topic of research.

#### **Analysis of recent researches and publications.**

Drying is one of the most common ways of removing moisture from the material, which contributes to the transportability of mushroom raw materials, the storage stability. The modern search for innovative modes and methods of drying mushroom raw materials in order to obtain high-quality dried product is highlighted in the scientific works of such scientists as Tarasenko T. A., Shapar R. A., Dabizha N. A., Butkevich T. A., Popovich V. P., Zinchenko I. M., SevikS., AktasM., Lidhoo C. K., Agrawal Y. C., Xiao fei Wu, Min Zhang, et al. [2].

The following methods are used for drying mushrooms: contact, thermo-radiation, dielectric, acoustic, sublimation, sublimation vacuum, convective. In modern industries, the convective method is most often used, but it is energy-consuming and long-lasting. The process of convective drying can be intensified to increase its energy efficiency through the use of additional driving forces: the use of pulsed drying mode, combining convection with infrared rays, microwave and electromagnetic irradiation of the product, the use of oscillatory convective drying.

The most progressive methods of drying plant materials are;

- thermoradiation-convective drying method at a drying agent temperature of 40... 55°C with the combination of infrared irradiation with dark and light TENs. Thermoradiation convective drying of mushrooms saves considerable time and energy, but the disadvantages of this method of drying are insufficient amount of specialized industrial equipment for drying – thermo radiation dryers, high cost of these installations, lack of competent personnel for operation and care of the equipment [3].

- Oscillating convective drying with a cyclic oscillating alternation of heating and cooling with air convection speed in the drying chambers being within 5,5. . 6,0 m/s [5], which also significantly saves time and energy resources and does not require specialized equipment.

- Sublimating drying at 60°C provides the maximum possible degree of storage of thermally labile raw materials, is highly energy-efficient, but time- and cost-consuming (the cost of specialized drying installations, the lack of competent staff).

The oscillating method of drying does not require special equipment, so it is easy to implement in the modern production with traditional convective drying installations. However, this method is currently limited: mainly for the drying of solid varieties of wood, medicinal plants, grains and certain vegetables (artichoke, carrots), as for the drying of mushrooms, in particular *A. bisporus* and *L. edodes*, no scientific developments on this subject have been covered in modern scientific literature.

Taking into consideration the lack of the scientific researches on the development of innovative propulsion in the technology of convective drying of *A. bisporus* and *L. edodes* in order to maximize the preservation of the content of biologically active substances, natural taste properties while ensuring the energy efficiency of the process, the search for technological solutions and scientific substantiation of rational parameters of ossification *A. bisporus* and *L. edodes* are relevant and promising.

#### **Outline of the main research material.**

To substantiate the rational parameters of the oscillating convective drying process of *A. bisporus* and *L. edodes*, the cultivated fungi *A. bisporus* and *L. edodes* were used according to TU 9164-082-37676459: 2012 and TU 01. 1-16304966-047-

2002. Drying of all prototypes of mushrooms was preceded by their sorting, cleaning, grinding.

To study the effect of the size of the mushroom particles on the intensity of drying, a trial of *A. bisporus* was carried out, whole mushrooms, crushed into cubes of size 10x10mm and slices with a thickness of 4... 5mm. The mushrooms were dried at 60°C, because according to the studies of the specificity of the convective method of drying plant materials, this temperature provided a high degree of preservation of their biologically active substances [3]. Since *L. edodes* has the same morphological structure as *A. bisporus*, it was decided not to carry out studies with them to establish rational grinding parameters.

The data on the effect of drying duration on the degree of grinding of mushroom raw materials are summarized in Fig. 1.

During the experiments, it was found that the fastest drying occurs when grinding mushrooms with slices with thickness of 4... 5mm,  $\tau = 280 \cdot 60s$ , during grinding with a cube of 10x10mm, the drying time increases by 40·60s, while drying with whole mushrooms – by 180·60s. Therefore, it is rational to grind the mushroom raw with slices of 4... 5mm thick.

After grinding, the mushrooms were laid on perforated sheets 10...15 mm thick, to increase the area of contact with the drying agent, and sent to the drying cabinet.

In order to substantiate the rational mode of convection of the fluid during drying, convective drying of *A. bisporus* at 60°C and  $v_{air} = 1...7m/s$  was carried out. These studies are summarized in Fig. 2.

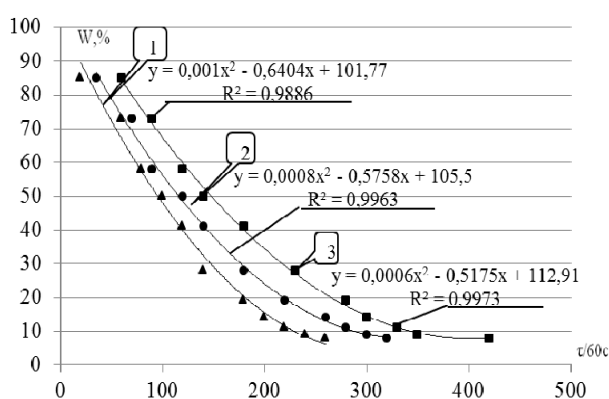


Fig. 1. The influence of the duration of drying of *A. bisporus* on the degree of grinding, where 1 – slices of 4... 5 mm, 2 – cubes 10x10mm, 3-whole mushrooms

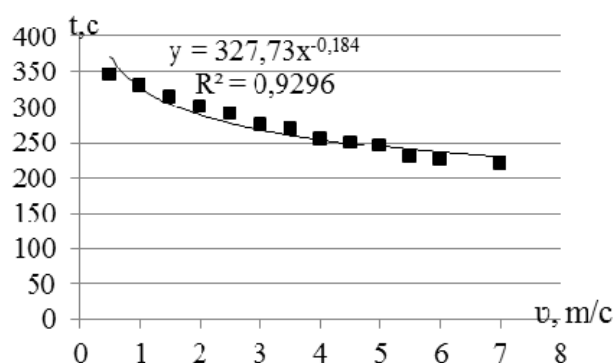


Fig. 2. The influence of the velocity of the convection of the coolant on the dry time of *A. bisporus*

Analyzing the data of the study, we can conclude that the samples are most rapidly dried at  $v_{\text{air}} = 3 \dots 7$  m/c. However, when the velocity of convection of the coolant in the chamber of the oven was over 6,0m/s, there was a slight swelling of slices of mushrooms, so we do not consider it to be advisable to increase the velocity of convection of the coolant over 6,0m/s. The convection velocity within 3. . 5m/s is rational. However, during the test drying with constant convection of the coolant 3. . . 5m/s, the surface of the mushroom plates and their darkening were observed. Therefore, we consider it to be rational to dry mushroom raw materials at the rate of convection of air in the chamber of the drying cabinet 1,5m/s with a periodic increase of  $v_{\text{air}}$  to 5,5m/s for a short period to create a difference of temperature and humidity gradients, with the purpose of intensification of drying.

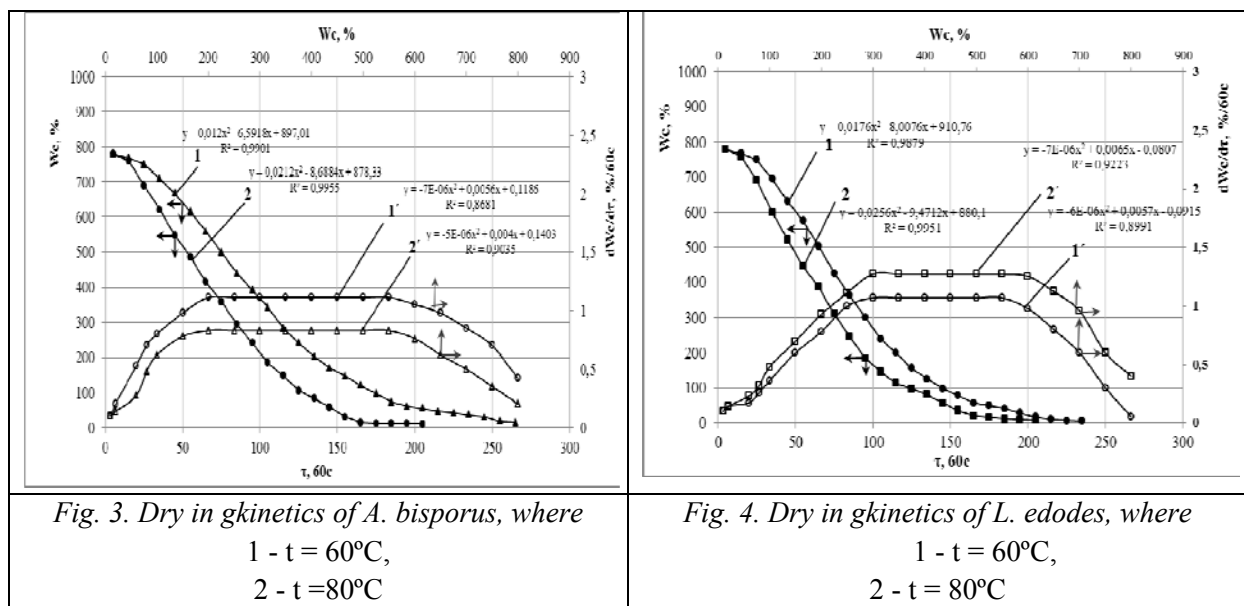
The next stage of the study was convective oscillation drying, which was performed alternately by alternating two cycles:

1) The first drying cycle:  $t = 60^\circ\text{C}$ ; distance from TENs to the product –  $(15 \dots 16) \cdot 10\text{mm}$ ;  $v_{\text{air}} = 1,5\text{m/s}$ . The process continued until the humidity in the drying chamber was increased to 80%,  $\tau = (40 \dots 60) \cdot 60\text{c}$ . The humidity level in the chamber was recorded with a moisture meter mounted in the drying chamber of the cabinet.

2) Second cycle of drying - convective drying of mushrooms at  $v_{\text{air}} = 5,5\text{m/c}$  without heating of the chamber of the drying cabinet (with TEN heater off). The process continued until the humidity in the drying chamber was reduced to within 45...55%,  $\tau = (10 \dots 15) \cdot 60\text{c}$ .

The drying time of the mushroom raw material was recorded by a timer. These drying kinetics are summarized in Fig. 3 and 4.

The control was the traditional industrial method of drying mushrooms - one-stage convective, at  $v_{\text{air}} = 1,5\text{m/c}$  and a temperature of  $80^\circ\text{C}$ .



According to the study data, the drying time of *A. bisporus* is reduced by 45·60c when applied to the oscillation mode, compared to the control, with the energy consumption level being 6,3kW/h·kg, thus saving energy up to 12%, the drying time *L. edodes* is reduced by 30·60c, with energy consumption of 5,9 kW/h·kg, energy savings – 10%.

The mushrooms dried according to the proposed technology had high organoleptic properties: the surface is light cream color, smooth without cracks and dark spots caused by the melanin formation reaction, with a pronounced mushroom aroma.

**Conclusions.** As a result of the studies of the parameters of drying of the mushroom raw material *A. bisporus* and *L. edodes*, rational parameters of convective drying under the oscillatory mode were established: the form of grinding – slices with a thickness of 4...5mm, drying  $t$  – 60°C,  $v_{\text{air}}$  – with cyclic changes of 1,5 and 5,5 m/c, drying = (200... 220) 60c. This drying mode saves time by (35... 45) 60c and saves energy by 10... 12%. Thus, the technology of cultivation of cultivated fungi *A. bisporus* and *L. edodes* was improved in order to increase the energy efficiency of the process, to obtain a dried product with high organoleptic quality indicators for further use in the food technology for modern restaurants.

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## **APPLICATION OF CHITOSAN IN THE FOOD INDUSTRY**

*The article describes the main methods of using chitosan in the food industry as a thickener, sorbent, astringent, taste improver for the production of dietary products. The main focus of the review is on exploring the possibilities of using chitosan for processing beverages.*

**Keywords:** *chitosan, sorbent, stabilizer, thickener, food industry.*

**Relevance of the research topic.** Chitosan is a water soluble biocompatible and biodegradable polymer. It was obtained as a derivative of chitin in 1859. Chitosan has been used purposefully in food production in recent years. Depending on the nature of the applied tasks, chitosan is introduced into the composition of products or used as an external technological factor. The use of chitosan in food technology is determined by the functional properties and its almost complete compliance with the requirements for food additives.

**Formulation of the problem.** The main problem is the introduction of chitosan in the food industry. The emphasis is on safety, environmental friendliness and economy of food production.

**Analysis of recent research and publications.** Analysis of recent research and publications. He studied and analyzed the scientific literature on modern technologies for the use of chitosan in the food industry.

**Presenting main material.** Chitosan is a natural polysaccharide polymer of nature, which is one of the most common organic compounds in nature. The raw material for its production is chitin - a structural polysaccharide of the crustacean epidermis, cuticle of insects and the cell wall of fungi. The most common sources of its production are mollusk shells (crabs, shrimp, etc.)

Chitosan has such properties as high sorption capacity, non-toxicity, ability to heal wounds, anticoagulant, bacteriostatic and antitumor activity. It is also a good flocculant, emulsifier, thickener. The wide possibilities of using chemical



transformations of chitin and chitosan to obtain materials of various structures and properties make these polymers one of the most interesting types of raw materials. Currently, more than 100 uses of chitosan are known, the main of which are presented below.

A lot of research has been done on the use of chitosan to preserve the freshness of raw meat. To do this, a film of chitosan was applied to the product in a composition with other substances (starch or gelatin) to prevent moisture loss. The fact is that a decrease in the activity of water on the surface of the product increases its shelf life. In addition, the chitosan film reduces the spread of microbes in raw meat and inhibits the appearance of bacteria *Staphylococcus aureus*. A biodegradable film may cover the surface of food products such as molded minced products (meatballs, sausages) from fish, poultry and minced meat. Biodegradable film protects the surface of molded food products from harmful factors, extends its shelf life and can be used in food products together with the product, since it has the properties of biologically active additives. Food biodegradable film using chitosan is a replacement for modern hard-to-decompose packaging materials.

A food supplement for meat products has also been developed, including food blood, vegetable protein, milk protein, bone food fat, water, starch, gelatin and chitosan. The additive has high emulsifying and gel-forming abilities, which allows obtaining a meat product with high functional and technological indicators. In the technology of molded meat products, chitosan can also be used as a structure-forming agent that increases the rheological characteristics of food masses. It has the property of combining fragments of materials of different moisture content into an ordered structure.

Use chitosan to preserve the freshness of fruits and vegetables. Main post-harvest fruit is loss due to fungal infection, physiological disorders and physical injuries. One possible approach to increasing the safety of these perishable products is the use of edible coatings followed by cold storage. Edible coatings can be used as a protective barrier to reduce respiratory rate and transpiration through the surface of the fruit, slowing the growth of microbes and discoloration and improved texture of fruits.

Such a property of chitosan as the ability to suppress mold, has found its application in the development of formulations of moldless shells for cheeses. Chitosan films can help maintain moisture and, conversely, protect against moisture. Edible films can be produced from chitosan for food packaging, as well as biodegradable packaging, for example, for field nutrition of soldiers.

Unlike most polysaccharides of beer, wine, and other fermentation products, such as starch, dextrans, chitosan has a powerful positive charge that allows it to bind to negatively charged surfaces, including phenolic substances, polysaccharides, fats, and microorganism cells, which is especially important for further development of fermentation technology, including brewing. The absorption capacity of chitosan is

used in brewing to remove sediment. The so-called opacities in the drink are formed due to the components of the raw materials and auxiliary materials in the form of proteins, carbohydrates, living cells and oxalates. To remove living cells, chitosan is used in the clarification phase of the product.

In the process of wort fermentation, the colloidal system of future beer is enriched with biopolymers of autolizing yeast: glucan and mannoprotein of the cell walls, products of incomplete protein breakdown. These components are involved in the formation of colloidal turbidity along with biopolymers of wort and hops. Given the ability of chitosan to bind glucans and mannoproteins, it is advisable to use chitosan for the prevention of colloidal opacities of beer.

Studies by Japanese scientists have shown that the use of chitosan in the brewing industry as a food additive improves the taste and foaming ability of beer. According to the authors, this is due to the binding of proteins using chitosan and the formation of new colloidal structures that impede the destruction of the foam.

Unique results show chitosan as an enterosorbent. Chitosan absorbs fat and cholesterol in the digestive tract. A positively charged chitosan is attracted to a negatively charged fat, removing fat from the body 10-12 times its molecular weight. In addition, chitosan has a general cleansing effect on the body: it adsorbs toxic substances, products of incomplete digestion from the contents of the intestines and blood, stops the manifestation of allergic reactions, and improves the function of the intestines, liver and kidneys. Thus, food enriched in chitosan can be used in dietary nutrition.

The immobilization of enzymes on biomaterials based on chitosan is an important application of chitosan in the food sciences. When immobilized on chitosan carriers, enzymes become more stable and more resistant to environmental changes. The heterogeneity of the immobilized enzyme systems also provides easier recovery, repeated reuse, faster termination of reactions, and many other benefits. Chitosan-based bio-substitutes in various geometric configurations have been studied for enzyme immobilization applications, including powders, flakes, balls, films and membranes. Chitosan biomaterials immobilized by the enzyme have also been developed in the form of various biosensors for their new applications in the food industry, for example, glucose, choline, as well as a kit for the detection of polyphenols.

Another use of chitosan is wastewater treatment in the food industry. Recently, this has attracted great scientific and industrial interest, since water pollution is one of the most serious environmental problems that adversely affect the quality of life. The cleaning process involves many stages, such as removing heavy metal ions, dyes and phenolic compounds, conditioning the precipitate, and so on. Water industry typically uses polyelectrolyte polymers for wastewater treatment and the production of drinking

water. Due to the many amino groups, chitosan is a very effective adsorbent for removing water impurities and is mainly applied in the form of hydrogel beads and microspheres. It has also been extensively investigated for its role in bioconversion of phenolic compounds, removal dyes and  $\text{Cu}^{2+}$  and  $\text{Zn}^{2+}$ . To increase the effectiveness of chitosan as water purifier have been applied various modifications such as functionalized chitosan membrane with carbon nanotubes, chitosan balls impregnated with ion imprinting to remove metals, water-soluble chitosan for clay flocculation and conjugated chitosan to remove phenols. Besides the use of wastewater, chitosan is currently being examined for its ability to improve the quality of drinking water by trace elements, defluorination and microtoxins removal.

Chitosan in the food industry is also used for coagulation of whey proteins in the dairy industry, for the production of iodized food products based on the creation of iodine-chitosan complexes, and for other purposes.

**Conclusions.** Based on the analyzed literature, we have studied the main areas of use of chitosan in the food industry. Relevant is the clarification of the relationship between the chemical structure and biological activity of chitosan, the creation of new products based on it with new useful qualities.

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## SPICE EXTRACTS IN UKRAINIAN CULINARY

*The article describes the characteristics of classic spices, such as cloves and nutmeg, and presents the study of optimal parameters in the processes of extraction of biologically active substances from spicy-aromatic raw materials for use in Ukrainian cuisine.*

**Keywords.** *Spicy-aromatic plants, spices, extraction, cloves, nutmeg.*

**Relevance of the research topic.** Since ancient times, spicy aromatic plants or spices have been widely used in cooking to give flavor and taste to dishes; they emphasize and offset the natural taste of a dish while creating the subtlest harmony. In their cooking, people from all over the world would use spices which were as highly-prized as gold, silver, fur, and silk. [1]

Spicy-aromatic plants contain aromatic or burning flavoring substances (essential oils, glycosides, tannins, etc.): cloves, black pepper, vanilla, cinnamon, ginger, and nutmeg that grow in the tropics. The roots (horseradish), rhizomes (sweet flag, ginger), bark (cinnamon), flower buds (cloves, capers), nuts and stigmas (saffron), leaves (laurel), fruits and their parts (red pepper), dried seeds (mustard, anise, caraway) are used as spices.

These plants have been used for over the millennia for human welfare. They not only improve our food, but also have a rich history of medicinal use. Consumption of spicy-aromatic plants together with food acts on the physiological and psychological state of our body, promotes better digestion of food, stimulates cleansing, metabolism, and immune function of the body. Spicy-aromatic plants have the ability to inhibit bacteria (bactericidal), mainly saprogenic bacteria, and thus contribute to a longer conservation of food (conservation). However, the vast majority of spicy-aromatic plants have the ability to activate the removal of various types of waste from the body, carry out mechanical and biological decontamination, and serve as catalysts for enzymatic processes. The use of spicy-aromatic plants with food affects the physiological and psychological state of our body, promotes better absorption of food, and stimulates cleansing, metabolism and immune function of the body. [1]

**Formulation of the problem.** Spices are divided into classic (exotic) and local. Classic, or exotic, spices have been used since ancient times and have become widespread and classic in the vast majority of national cuisines. Local spices, for the most part, have a historically and geographically much smaller range of usage, or are used exclusively on site and cannot be subjected to long-range transportation.

Ukraine, in particular, has a range of locally grown and used spicy plants: parsley, garlic, dill, capsicum, celery, coriander, parsnip, fennel, sage, anise, caraway seeds, mint, etc. They are mainly used when still fresh.

At the same time, many classic spices that became international in use are used in Ukrainian cuisine. Their essential feature is that they are all used in cooking in pre-processed and necessarily dry form, which makes it possible for them to be stored and transported over long distances. Such spices include cloves and nutmeg, which are widely used in Ukrainian cuisine (in desserts, dough products, beverages, as well as for flavoring meat, vegetable, and mushroom dishes).

The objective characteristics of spices that distinguish them from seasonings and aromatic substances are the following: spicy aromatic plants are not used in significant quantities as condiments (for instance, barberry, plum, quince, pomegranate); spicy-aromatic plants cannot serve as a stand-alone dish (as an example, tomato paste or bell peppers); spicy-aromatic plants are used only as additives needed to give food a certain flavor accent. Attempts to increase the amount (dose) of spices can lead to a dramatic change in their qualitative effect on food, such as sharp unpleasant bitterness instead of a pleasant desired flavor. [6]

Therefore, it is relevant to study the processes of extraction of biologically active substances from spicy-aromatic raw materials for use in Ukrainian cuisine.

**Analysis of recent research and publications.** It is known that the release of biologically active substances from dry vegetable raw materials to the extract is influenced by the following factors: nature of the solvent, ratio of raw materials and extractant, temperature and duration of the process. The results of research into the processes of extraction of biologically active substances from spicy-aromatic

vegetable raw materials with different extractants in different ratios of raw materials to extractant, in the conditions of extraction intensification are: the degree of grinding of raw materials to 0,5. . . 1,0 mm, at temperatures of 20–100 ° C at different durations are given in the works of scientists [3,4,5]. Unfortunately, the process of extracting biologically active substances from aromatic raw materials, specifically dry spices such as cloves and nutmeg, has not been sufficiently studied.

**Presenting main material.** The purpose of our study was to obtain extracts from spicy-aromatic plants – cloves and nutmeg; determine optimal extraction parameters - temperature and process duration. The following criteria were selected to evaluate the quality of the extraction process: high organoleptic characteristics of the extract, yield of extractives, availability and simplicity of extraction technology.

Clove is rich in vitamins and minerals. Its main value is a large amount of protein (almost 6%), it contains K (141 mg) and vitamins: groups B (about 1. 2 mg), E (8. 8 mg), A (160 mg), C (0. 2 mg). Clove flower buds contain up to 20% of essential oil with a delicate aroma, also tannins, fat and mucus.

Clove dissolves well, transferring its aroma and taste to the extract both in hot and in cold water, and in addition to that gives color (brown).

Nutmeg seeds contain 3% of essential oil, about 40% of solid fatty oil. It has a very rich vitamin composition: 7 vitamins of group B, as well as vitamins PP, E, N. Minerals are presented in sufficient quantities: calcium, magnesium, potassium, phosphorus, sulfur, chlorine, sodium, iron, silicon, manganese, zinc, aluminum, copper, strontium, iodine, selenium, molybdenum, boron, vanadium, cobalt, nickel, tin, titanium, zirconium. Nutmeg contains essential and fatty oils, starch, pectin, dyes. [2]

Nutmeg essential oil contains many aromatic and biologically active substances that have different properties and interact with each other. Moreover, nutmeg contains nutrients that have a narcotic effect on the human nervous system. [2]

It is established that the effectiveness of extraction is influenced by: nature of the extractant, degree of grinding of raw materials, temperature and duration of extraction, hydrodynamic conditions, structure of plant material, ratio of raw materials to extractant (hydromodule).

Water was selected as the extractant. Intensive dissolution of flavoring compounds, such as carbohydrates, essential oils, aromatic soluble components, pigments, tannins, organic acids, as well as antioxidants, trace elements, in the solution results in mixing crushed raw material with water.

The study was carried out as follows. Prepared spices were divided into two fractions: clove, ground to powder and pieces of 7 mm; nutmeg, ground to powder and 5 mm pieces. The test samples were pored over with distilled water heated to the required temperature in separate flasks with tightly ground corks. The temperature of the extractant was changed from 30 to 80°C. The ratio of raw material to extractant (hydromodule) in the experiments was: 1:1, 1:5, 1:10. For 30 minutes, every 5 minutes the samples were taken to determine the solids content of the extract.

The analysis of the obtained results shows that the most acceptable is grinding cloves and nutmeg to the state of powder, with the effective transition of the extractive substances into the solution. This is due to a greater degree of cell damage and an increase in the surface area of the particles.

Due to the ratio of liquid to solid phases 1:1, 1:5 complete immersions of cloves and nutmeg in the water did not occur, and extraction took place in the surface layers of spices. In this case, a mushy mass was formed, which reduced the quality of filtration.

The rate of transfer of the extractives to the extract was also influenced by the temperature of the extractant. In determining the required extraction temperature, the feasibility of energy costs and thermal sensitivity of the target components of the spices were taken into account. At temperatures below 40°C, the yield of biologically active substances decreased. It is advisable to extract biologically active substances from clove and nutmeg at temperatures not exceeding 60°C.

Therefore, the most effective conditions for extraction of extractives from clove and nutmeg are: grinding to a powder state, hydromodule 1:10, extractant temperature 60°C.

Thus, in the first experiment with clove crushed to powder state, the rapid transition of substances from solid to liquid phase lasted up to 20 minutes, the maximum amount of extractants was infused after 25 minutes from the start of extraction. Grinding cloves to 7 mm was not effective (the second experiment), 4.5% of solids from the maximum number of extractives in the extract of the first experiment passed to the solution.

In experiments with nutmeg, the maximum number of solids in the solution was reached 25 minutes after the start of extraction. Almost 11% of the solids were transferred to the solution with ground nutmeg up to 5 mm after 10 minutes from the beginning of the extraction, and further extraction was not effective.

Organoleptic and physico-chemical parameters were determined for the obtained extracts of clove and nutmeg (hydromodule 1:10; extraction temperature 60°C; 25 min extraction time): appearance and consistency – opaque turbid liquids without fibers and suspended particles; color – brown, close to the raw material; odor – inherent in raw materials.

**Conclusions.** According to the results of the conducted research, it was found expedient to obtain extracts from dried spicy-aromatic plants (carnations and nutmeg); the most efficient and optimal methods of extraction are established (grinding to powder state; hydromodule 1:10; extraction temperature 60°C; extraction time 25 min.). The obtained extracts are found to be advantageous for use in Ukrainian culinary.

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## MANUFACTURING TECHNOLOGY OF A GLUTEN-FREE CHOCOLATE CAKE

*The article deals with the manufacturing technology of a gluten-free chocolate cake, the expediency of using a mixture of gluten-free flour raw materials, milk protein buttermilk concentrate, cocoa powder in the developed production method.*

**Keywords:** *gluten-free chocolate cake, corn flour, rice flour, buttermilk concentrate.*

**Relevance of the research topic.** Nowadays dietary nutrition is very important, considering the increasing number of genetic and allergic diseases. One of the diseases which requires nutrition correction is celiac disease, a chronic, genetically determined disease which is manifested in persistent gluten intolerance (cereal protein of wheat, rye, barley, oats) with the development of mucosa atrophy of the small intestinal and an associated malabsorption syndrome [1].

According to the Ukrainian Celiac Society 450,000 Ukrainians suffer from celiac disease each year. Most often celiac disease is diagnosed in children in the age group of six months to 2 years, who develop permanent gluten intolerance [2].

The only way to treat this disease and to prevent all its serious complications is to follow a strict and lifelong gluten-free diet. As for cereals, it is allowed to consume buckwheat, corn and rice.

But unfortunately, in Ukraine the production of gluten-free products is not adjusted, the range of gluten-free flour confectionery is supplied mainly by imported products, which have a fairly high price.

Therefore, manufacturing technology and the introduction of gluten-free pastry in the domestic market under conditions of resource-saving state policy, accompanied by the increased focus of domestic enterprises to manufacture import-substitute products currently generate a significant challenge.

**Formulation of the problem.** Cakes account for about 15% of the gross output in terms of the overall flour confectionery (FC) market structure. These products are pleasant to the sight and taste; they digest well by the human body and therefore are popular with the population.

However, nutritional composition analysis of cakes indicates their low biological value on account of insignificant content of proteins, polyunsaturated fatty acids, macro- and microelements. Moreover, cakes are a major source of gluten, since they include wheat flour as a major raw material resource. Therefore, the main challenge is to develop innovative manufacturing technologies and expand the range of gluten-free cakes with high biological value and specified consumer attributes.

**Analysis of recent research and publications.** The scientific literature overview has showed that gluten-free products are manufactured by various hydrocolloid-based mixtures which integrally add the necessary processing attributes to the dough and ensure the quality of finished products.

According to the research findings [3], the production of flour products, in particular gingerbread, involves the use of a mixture of various hydrocolloids. Their combination adds the desired processing properties to the dough and insures the quality of finished products. More specifically, potato starch, soy protein isolate and natural polysaccharide have been studied.

A group of researchers guided by V. Dorokhov developed manufacturing technologies of special-purpose flour confectionery (cookies, cakes, biscuits) using gluten-free flour - rice, corn, and buckwheat. To increase the nutritional and biological value of flour products for patients with celiac disease, the scientists used soy and nut flour supplements, as well as malt flour, soybeans and peas. The researchers of the National University of Food Technologies developed production methods for cookies, cakes, biscuits using gluten-free flour and sugar substitutes - lactitol, isomalt, and fructose [4].

There are several studies [5–7] intended to identify optimal proportions of structure-forming components for flour confectionery manufactured from rice flour, extruded corn flour and gluten-free starchy protein mixtures. It is proved that the use of different proportions of protein and starch can be used to adjust the specified attributes of flour confectionery in terms of the production method and the manufacturer's requirements.

The available domestic and foreign publications lack information about the methods of producing gluten-free cakes based on buttermilk concentrate. Therefore, the purpose of the research is to develop a manufacturing technology for a chocolate gluten-free cake using milk protein concentrate, which will broaden the range of gluten-free confectionery of high nutritional value.

**Presenting main material.** It is proved that the use of gluten-free flour in the production of flour confectionery, in particular cakes containing chemical baking powder, challenges the manufacturing technology and requires various agents to refine the structure of gluten-free dough [8].

Several measures to regulate the structural and mechanical attributes of gluten-free dough have been determined. Firstly, it is the use of flour mixtures, rather than certain types of gluten-free flour, which can significantly enhance the nutritional and biological value, the structure of products, expand the raw material base and the range of finished products. Secondly, it is a meaningful increase in the nutritional value of gluten-free flour confectionery by adding protein-containing raw materials, in particular, milk protein concentrates, to the recipe [9].

The manufacturing technology of a chocolate gluten-free cake based on milk protein concentrate has been accomplished on account of a range of previous experiments along with scientific and technical research findings.

The developed production methods suggest the following ingredients: flour, sugar, butter, milk protein component, melange, ammonium bicarbonate, and sodium bicarbonate.

Corn and rice flour are used as flour, milk protein concentrate buttermilk (MPCB) is used as a milk component, cocoa powder is added subsequently.

Milk protein concentrate is obtained from raw milk by settling out of casein and whey proteins. It has a much higher biological value than dairy cheese since whey proteins have an advantage over casein fractions in the content of essential amino acids. The increased nutritional value of milk protein concentrate buttermilk is accounted for 20.8% of protein, 1.34% of fat, 0.16% of calcium, 0.24% of phosphorus, trace elements and water-soluble vitamins [10].

Adding cocoa powder to the recipe enriches the product with vitamins (A, E, PP, groups B), beta-carotene and minerals [11].

The comprehensive study has made it possible to substantiate the recipe composition of the chocolate gluten-free cake. The recipe components are taken in the following proportions, wt. %: rice flour – 4.4... 7.8; corn flour – 0.3... 10. 4; cocoa powder – 5.1 to 7.8; sugar – 26,4... 28,1; butter – 11.03... 12.66; MPCB – 25.2... 28.1; melange – 10.2... 13.03; ammonium bicarbonate – 0.07... 0.09; sodium bicarbonate – 0. 05. . . 0. 07.

The method of obtaining a new flour confectionery product – a gluten-free chocolate cake is as follows: whisk softened butter and sugar for (10... 15) 60 s, combine with buttermilk milk protein concentrate and continue whisking until smooth. Once this is done, add melange, sodium bicarbonate, ammonium bicarbonate, thereupon mix thoroughly, pour the mixture of corn and rice flour, cocoa powder and knead the dough for (3... 5) 60 seconds. The dough is then laid out into ready-made moulds and baked at 160... 170 C for (25... 30) 60 seconds.

The fabricated product looks appealing. It has a buckled, crack-free top, a dense dark brown soft part with a Cheesecake -like texture [12].

**Conclusions.** The expediency of manufacturing gluten-free chocolate cakes from corn and rice flour, milk protein concentrate, cocoa powder is substantiated in the research. The proposed manufacturing technology of gluten-free chocolate cake with the use of milk protein buttermilk concentrate enables us to expand the range of gluten-free flour confectionery with high nutritional value.

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## **DETERMINATION OF HEAT CAPACITY IN THE PILEUS AND STIPE OF AGARICUS MUSHROOM**

*The article proposes a discrete approach to preparing for storage of cultivated Agaricus mushroom based on data on the difference in the parameters of mushroom pileus and stipe. Experimental data that indicate a significant difference in the heat capacity of the mushroom pileus and stipe are presented. Considering the different biological value of the pileus and stipe tissues and basing on experimental data, recommendations on the choice of drying modes for the pileus and stipe of the cultivated Agaricus mushroom were developed. The data obtained allow the most efficient use of energy resources for the drying process, as well as maintaining a significant part of biologically valuable components in the finished drying object.*

**Keywords:** Agaricus mushroom, heat capacity, drying process.

**Relevance of research topic.** Currently, Agaricus mushrooms are grown in more than 60 countries of the world. They account for almost 80% of all mushrooms grown under artificial conditions. This type of cultivated mushrooms contains 18 amino acids, including all essential for humans, as well as vitamins, micro and macro elements, with very few sugars, which makes it possible to determine this product as dietary [1].

It should be noted that cultivation of this type of mushrooms exceeds consumer ability of the population and about 35% of output is not distributed fresh before the end of the shelf life [2].

The most known method to advance the shelf life of *Agaricus* mushrooms is drying. Thereby, it is necessary to determine the drying parameters allowing to extremely preserve their beneficial properties.

**Formulation of the problem.** The article is devoted to the determination of the heat capacity values in the pileus and stipe of the cultivated *Agaricus* mushroom and the development of drying modes for this type of raw materials, in order to preserve useful substances, especially proteins.

**Analysis of recent researches and publications.** A lot of scientific works of domestic and foreign scientists are devoted to the study of heat capacity and the development of technological parameters of food drying. In particular, on this issue worked G. Brunner, K. Richardson, R. Wilson, Ru-Min Wang, Ya-Ping Zheng, A. V. Lykov, A. S. Ginsburg, S. A. Shevtsov. A lot of scientific works in Ukraine, there are Snezhkin Yu. F., Mikhaylik V. A., Dekusha L. V., Vorobyov L. I., Dmitrenko N. V., Ivanov S. A., and others [3].

Not only has the shelf life of a food product, but also its nutritional value, which affects the quantity and quality of nutrients, largely depended on the drying technology.

#### **Presenting main material.**

Separate determining of the exact heat capacity values of the mushroom pileus and stipe allows to choose the drying temperature at which the energy carrier is most rationally consumed, but at the same time, the useful properties of the product are preserved.

For complex heterogeneous substances, it is extremely difficult to determine the heat capacity by analytical methods, so it is advisable to conduct experimental researches to obtain exact data.

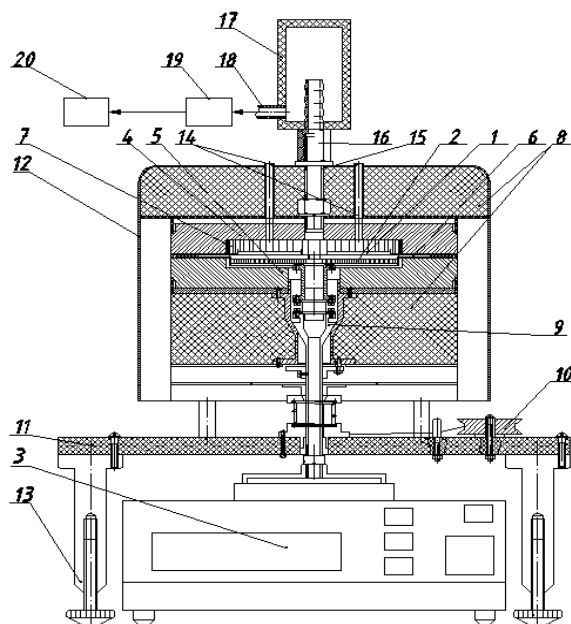
The most multipurpose is the experimental measurement of heat capacity, in which the temperature of the sample is changed, and the amount of heat expended in its heating is measured. To study the heat capacity of such inhomogeneous materials, the differential microcalorimeter-1 (DMC-1) was used. In DMC-1, the standard method of step-by-step scanning is used [3, 4].

To determine the value of mass heat capacity  $c$ , which depends on the drying temperature  $T$  and the current moisture content of the material  $W$  [5], it is convenient to use the step-by-step scanning method [4]. According to the method, the entire temperature range in which the study is conducted is divided into intervals. A sample of known mass is heated to the temperature of the current interval, while the amount of heat spent on heating the sample is measured. The heat capacity is determined by the formula:

$$c = \frac{\int_i^j Q(\tau) d\tau}{m(T_2 - T_1)} \quad (1)$$

where:  $c$  – the mass heat of the material,  $\text{kJ} / (\text{kg} \cdot \text{K})$ ;  $m$  – the mass of the sample,  $\text{kg}$ ;  $Q$  – the amount of heat,  $\text{kJ}$ ;  $i - j$  – the duration of the interval,  $\text{s}$ ;  $T_1$ ,  $T_2$  – temperature of the beginning and end of the interval, respectively.

For these purposes, the DMC-1 installation [3] (Fig. 1) was developed at the Institute of Technical Thermophysics of the National Academy of Sciences of Ukraine, which makes it possible to determine the mass heat capacity from solutions and wet capillary-porous bodies.



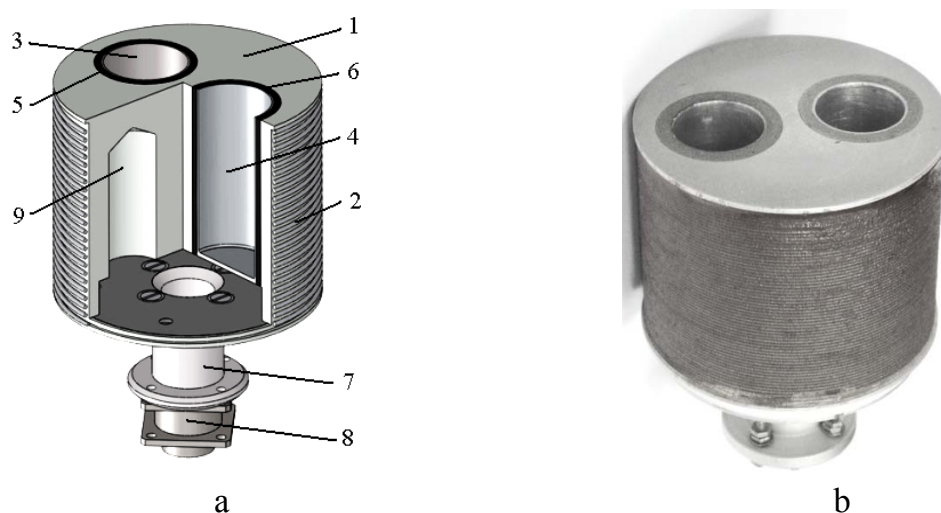
*Figure 1. Structural scheme of DMC-1*

*1 – working chamber; 2 – calorimetric platform; 3 – analytical scales; 4, 5 – upper and lower thermostatical blocks; 6 – isolated ring; 7 – radial grooves; 8 – thermal insulation; 9 – coaxial rack; 10 – arresting device; 11 – base; 12 – cover; 13 – adjustable supports; 14 – holes for introducing a sample of liquid substance into the measuring cell; 15 – the central hole for the removal of evaporated moisture; 16 – fitting; 17 – separator; 18 – PVC pipe; 19 – receiver; 20 – compressor.*

The device for determining the mass heat capacity of liquid and solid materials includes a calorimetric platform 2 with mounted calorimetric cells (Fig. 2). The calorimetric platform 2 and the coaxial rack 9 are not mechanically connected with other structural elements. The movable and fixed elements of the thermal unit are electrically connected loop-bent by soft copper conductors with a diameter of 0.03 mm. The working chamber 1 is created by two thermostatical blocks 4 and 5, and isolated ring 6. Thermostatically controlled units have independent temperature control. The cover, thermostatically controlled units and the installation case are mounted on the base 11 with adjustable supports and a level gauge, which serves for precise positioning of the installation. Arresting device 10 located on the surface of the base 11 is designed to fix the calorimetric platform.

A separately located electronic unit is designed to set and maintain the temperature regime of the calorimetric block and convert the measurement information into digital form for subsequent transmission to a PC through the electronic unit.

To determine the relative humidity of the supplied air purge and exchange coefficient during the experiment, a Honeywell humidity sensor HIH-4021 is located at the entrance to the working chamber, and Honeywell air flow sensor AWM3300V is located behind the receiver. The signals from temperature converters, heat flow converters and analytical scales arrive through the electronic unit to the PC, where using the specially developed software the received data is processed and can be displayed on the screen in the form of graphs and tables.



*Figure 2. Calorimetric platform: a – scheme; b – appearance*

*1 – temperature balancing carcass; 2 – main heater;  
3 – working cell; 4 – control cell; 5 – heat flow transducer of working cell;  
6 – heat flow transducer of control cell; 7 – collar;  
8 – output connector; 9 – hole*

In the calorimetric platform, the control cell 4 remains empty, and a sample of the food product is placed in the working cell 3. For better thermal contact, the cell surface is hermetically sealed. After the covering of the platform with a lid a series of experiments is carried out sequentially over the entire operating temperature range of the device (30...90 °C) with a step of 5 °C, determining the numerical values of the heat electromotive force for each of the sensors. At the same time, the temperature of the calorimetric platform should be 5K higher than the temperature of the upper electric heater to create a positive heat flow through the calibrated and standard sensors. The temperature of the lower electric heater is maintained at room level in order to avoid parasitical heat flows.

In Figures 3 and 4 the heat capacity dependence of temperature for the pileus and stipe of the Agaricus mushroom is shown.



The study was conducted both for a fresh product (Fig. 3 curve 1 and Fig. 4 curve 3), the moisture content of the pileus was 92%, and for the stipe this indicator was 88%, when for a dried product (Fig. 3 curve 2 and Fig. 4 curve 4), the moisture content of the both pileus and stipe was 8%.

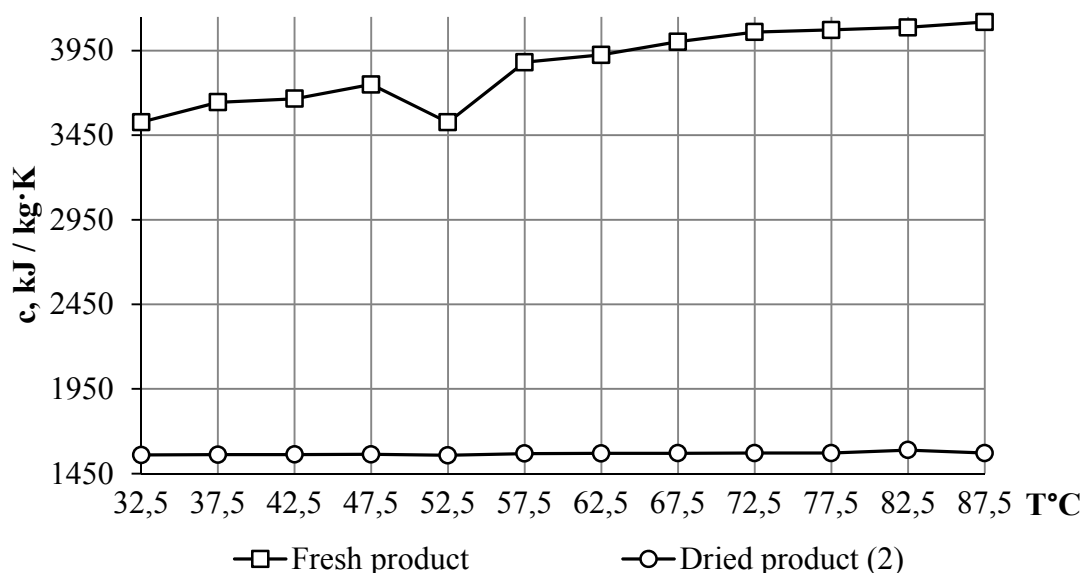


Figure 3. Heat capacity of the *Agaricus* mushroom pileus

As one can see in Figure 3, the protein chain breaks in a fresh pileus at a temperature of 52.5 °C (curve 1). Thus, to preserve the protein structure of this product, it is necessary to dry it at a temperature of no more than ~ 52 °C for a given humidity. Examination of mushroom tissues at different humidity shows that the temperature of the tissue rupture peak increases with humidity decreasing. This allows choosing the most effective drying mode while maintaining the native protein structure depending on the moisture content of the material.

As one can see in Fig. 4, the protein chain breaks in a fresh pileus (curve 3) at a temperature of 57.5 °C. Since the temperature of the protein structures break for the pileus and stipe is significantly different, it is most rational to consider the pileus and stipe as separate objects of drying with different composition, parameters and requirements for the drying mode.

Moreover, in a dry product, the curve of the heat capacity of both the pileus and the stipe has the form of a straight line and is 2.5 times lower than the curve of the fresh product (Fig. 3...4), which indicates that the fresher mushroom, the more energy is needed to dry it.

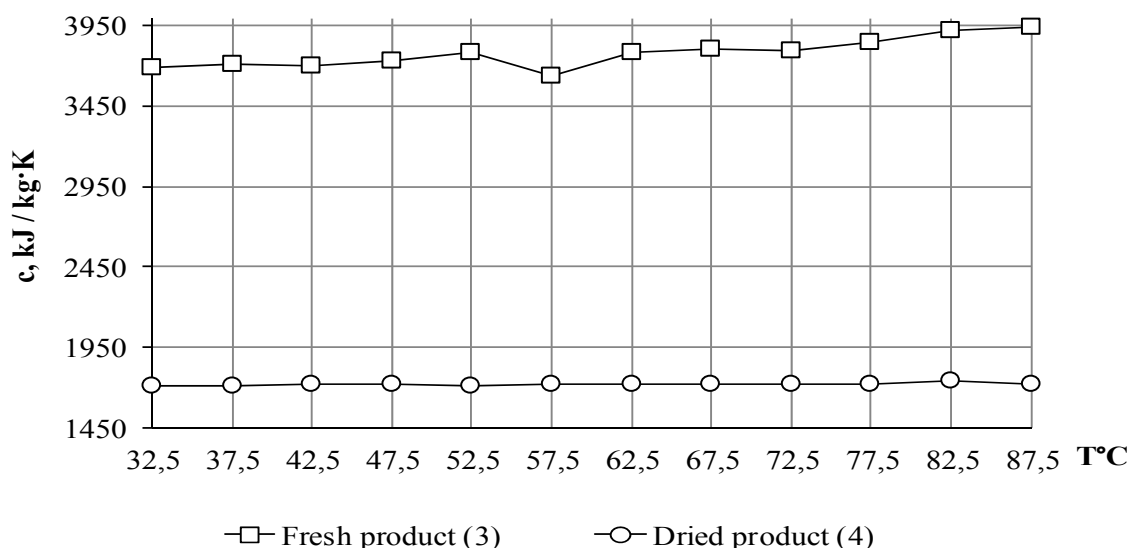


Figure 4. Heat capacity of the *Agaricus* mushroom stipe

On average, the heat capacity of the pileus before the breakdown of the protein structure is 11 % lower than the heat capacity of the stipe in the same range.

**Conclusion.** It was experimentally proved that the heat capacity of the pileus and the stipe differ by an average of 11 %, which can be used to save energy and preserve the nutritional properties of the product by dividing the mushroom into pileus and the stipe as separate drying objects.

The results of the heat capacity determination of the *Agaricus* mushroom pileus indicate that its drying temperature should not exceed 52° C, when for the stipe this temperature value rises to 57 ° C.

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## **EXPANDING THE RANGE OF DRINKS IN THE RESTAURANT BUSINESS ESTABLISHMENTS USING PECTIN**

*The article discusses the use of pectin in the preparation of functional beverages for restaurants. In connection with the deterioration of the environmental situation in the world and pollution of the environment and food with toxic substances and radionuclides, it is necessary to take preventive measures. This creates the need for humans to take natural detoxifiers and radioprotectors, which include pectin.*

*For the production of fruit juices and drinks, highly esterified pectin can be used. Pectins with a high degree of esterification have a large molecular weight and are able to form gels in an acidic environment. The recommended dosage of pectin in drinks is 0,02–0,25%, depending on the desired taste characteristics.*

*Use of pectin will not only expand the assortment of functional drinks, but will also improve the quality indicators of finished drinks. The use of which normalizes metabolic processes in the body, improves the intestinal microflora, lowers cholesterol, improves blood circulation and helps to eliminate toxic substances and radionuclides.*

**Keywords:** *pectin, functional nutrition, drinks, catering.*

### **Relevance of research topic.**

In modern living conditions, people's nutrition should be functional, which will contribute to an active and healthy lifestyle.

Providing the population with complete, high-quality and useful food is the main task of restaurants. The positive impact of functional foods on organs and systems of humans is linked to the availability of physiologically active functional ingredients.

***Formulation of the problem.*** In connection with the deterioration of the environmental situation in the world and pollution of the environment and food with toxic substances and radionuclides, it is necessary to take preventive measures [1]. This creates the need for humans to take natural detoxifiers and radioprotectors, which include pectin.

The World Health Organization is recommended to use for the prevention of 4–5 g of pectin per day, and the therapeutic dose is 14–16 g / day. The use of pectin from 2–15 g / day does not contribute to the occurrence of side effects even with prolonged use.

According to the professor [1], Doctor of Technical Sciences Donchenko Ludmyla, in the future drinking pectin should become a drink that will be used every day, like water, tea, coffee and other drinks.

***Analysis of researches and publications.***

Pectins make up 1-4% of the cell wall of plants. The content of pectins in fruits, vegetables – 0,5–3,8%. It is found in various amounts in fruits and berries. At the same time, the most pectin in apples is 0,3–1,8% and in beet pulp; on an industrial scale, pectin is produced precisely from apple squeezes, beet pulp and zest of oranges

Pectin is a cellulose-free, water-soluble substance and consists of partially or completely methoxylated polygalacturonic acid residues [1].

Like most other plant polysaccharides, it is both polydisperse and high molecular weight, and its composition varies depending on the origin and conditions of seizure. The composition and structure of pectin has not been fully studied to date, although pectin was discovered 200 years ago. The structure of pectin is difficult to determine, since pectin can change during extraction from plants, storage and processing of plant material [2].

Three types of pectin are made from the listed types of raw materials [1]:

- highly esterified;
- low esterified;
- amidation.

Highly esterified pectins are able to form gels in aqueous systems with a high solids content and low pH. The higher the degree of esterification, the more soluble solids and pH level are necessary for the formation of a stable gel framework. The degree of esterification of industrial esterified pectins ranges from 58–75%.

Highly esterified pectins form at different gelation rates – fast, middle, and slow. The gelation rate is determined by the time and temperature of gel formation (table).

**Indicators of highly esterified pectins [1]**

Type of pectin	Gelation temperature, ° C	Gel formation time, s
High gelation rate	80–95	Less than 90
Mid-speed	75–79	110–135
Slow	Less 60	More than 150

Low esterified pectins are divided into two main groups:

- ordinary low esterified pectin;
- amidation of low esterified pectin.

These pectin groups are capable of forming gels with a low dry matter content and a wide range of pH values. The formation of gels occurs in the presence of calcium. The degree of esterification and the degree of amidation affect the gelability of pectin. The lower these degrees, the higher the content of calcium ions should be present in the gel-like system. Low esterified pectins react less strongly with calcium than amidovanes. This leads to their use as a thickener for the production of yoghurts, ice cream and similar products.

Complex compounds of polygalacturonic acid, combined with salts of heavy metals and radionuclides, have water-insoluble properties. During digestion due to the removal of methoxy groups from pectins, polygalacturonic acid is formed and accumulates.

Gelling of pectin in the intestine promotes the binding of water-soluble toxic substances. Demethoxylate pectin occurs in the colon. The released methanol is metabolized to formic acid and excreted from the body [4].

Pectins are capable of adsorbing lead salts on their surface, etc. They have a high affinity for the radioactive isotopes of strontium, cobalt, cesium, zirconium, yttrium, uranium, zinc, magnesium and other metals, forming water-insoluble salts of pectic and pectoic acid with them.

In connection with the widespread use of antibiotics, the occurrence of allergic diseases and various toxicoses increases. Pectins belong to the group of substances of natural origin with manifestations of antimicrobial and antitoxic effects. The affinity of pectin to the bacterial wall promotes the formation of pectates with the metals that make up the microbial cells. In this case, the released protons of the carboxyl groups of the pectate cause local acidification of the medium.

Pectins have low pH values of 3,5–4. In such environmental conditions, pathogens die, including pathogens of intestinal infection. The bactericidal effect is

manifested starting with a 2% concentration of pectins, the duration of interaction is 2 hours. Different types of intestinal bacteria have unequal resistance to the action of pectins. The selective action of pectins and its natural origin gives advantages in the regulation of healthy microbiocenosis [2].

***Presenting main material.***

Drinks include food-grade liquids, which are used to satisfy thirst, to obtain a taste, refreshing effect, and also to provide a specific pharmacological action (tonic, vitamin, therapeutic and preventive).

For the production of drinks, various fruit raw materials and juice concentrates are used. Natural pectin and sugar provide a taste for juice. Their insufficient amount immediately affects the taste of fruit juices and drinks. Pectin gives drinks fullness and richness.

These properties are especially important when developing the technology of juice drinks with low juice content or non-alcoholic drinks without sugar. The gelling properties of pectin make it possible to obtain a homogeneous product without separation of liquid and pulp. Pectins are taste-neutral, they support the natural aroma of the fruit and berry raw materials used in the drink.

It is worth noting that pectin substances are foam stabilizers, and the stand and compact foam creates a new structure by acting in a special way to taste and makes the drink attractive.

Increasing the concentration of pectin, sugar and acid affect the consistency of the drink, namely, contribute to the formation of a gel, as a result of which the viscosity of the drink will change. Pectin acts as a stabilizer and changes the transparency of the drink [1].

For the production of fruit juices and drinks, highly esterified pectin can be used. Pectins with a high degree of esterification have a large molecular weight and are able to form gels in an acidic environment. The recommended dosage of pectin in drinks is 0,02–0,25%, depending on the desired taste characteristics [3].

Pectin solutions with a low concentration can be considered Newtonian; they have a low viscosity. This is of great importance for the use of pectin in the technology of fruit and soft drinks, since the concentration of hydrocolloids rarely exceeds 0,5%.

Since most juice and non-alcoholic drinks contain calcium, highly esterified pectin is generally recommended to minimize pectin sensitivity to calcium and avoid any risk of gelation. The gelling property of the product changes the rheological parameters of the solution, which leads to the formation of undesirable inclusions in

the form of flakes. Pectin manufacturers usually offer pectins standardized in terms of viscosity, and not by gelation properties, to guarantee consistent quality of drinks [5].

**Conclusion.** Thus, the use of pectin will not only expand the assortment of functional drinks, but will also improve the quality indicators of finished drinks. The use of which normalizes metabolic processes in the body, improves the intestinal microflora, lowers cholesterol, improves blood circulation and helps to eliminate toxic substances and radionuclides.

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## NATIONAL AUTHENTICITY OF VOLYN CUISINE

*One of the most important components of human activity is nutrition. Historically, this process has its own national authenticity and significance for the culture of each world nation. As any nation strives for self-awareness, the development of culinary skills is closely related to the traditions of life, culture and customs of the population. That is why, when designing the menu of a restaurant establishment, it is worth remembering the peculiarities of the nutrition of nations that have developed over their centuries of development under the influence of natural, socio-economic and historical factors. Despite the global integration processes of mankind, each nation has retained its specificity in the combination of products, the application of their technological processing, the use of special utensils, the design and serving of dishes.*

*The article deals with the investigation of the authenticity of Volyn cuisine, to distinguish it into a separate segment of national Ukrainian cuisine and to reveal the peculiarities of cooking some dishes. The general analysis of recipes of dishes and products is investigated on the example of the most famous dishes of Volyn cuisine.*

*The originality of Volyn cuisine differs in complex recipes of culinary products, various combinations of products, combined methods of heat treatment and features of serving dishes.*

**Keywords.** *Volyn cuisine, Volyn salad, Volyn yushka, «Forest song» cutlet.*

**The relevance of the research topic.** The interest of society in the features of national cuisines is very vast, since it is the duty of every person to know the customs and traditions of his or her people, and to know the customs and traditions of other peoples is the duty of an educated person. That is why the consumer-tourist, when traveling around the country, wants to taste the national cuisine.

**Formulation of the problem.** The authenticity of Volyn cuisine and its separation into a separate segment of national Ukrainian cuisine has not been studied well. The general analysis of the recipes of dishes and Volyn cuisine showed a considerable variety of dishes and culinary products. In recent years, tourist interest in Volyn cuisine has been increasing.



**Analysis of recent research and publications.** Modern food science is dynamically responding to the restaurant services market. Each institution tries to offer not only something new but also authentic, unknown or forgotten. Many food scientists and educators are considering the problem of authenticity of national cuisines, studying their features and paying considerable attention to the technological processes of preparing the titular dishes of these cuisins (M. Peresichnyi, S. Peresichna, O. Korolop, Yu. Zemlina, I. Feldman, O. Starchaienko, O. Niemirich and others).

**Presenting main material.** Volyn is the historical region of Ukraine and its modern administrative and territorial unit. As a Volyn region, this historical region is located in the northwest of modern Ukraine in the basin of the southern tributaries of the Prypiat and the springheads of the Western Buh. Volyn borders on Polissia in the north, Podillia and Halychyna in the south. The eastern and western borders are considered to be the rivers Uzh and Western Buh. It occupies the modern Volyn and Rivne regions, the western part of Zhytomyr and the northern part of Ternopil and Khmelnytskyi regions. It is precisely such border geographical location of the region and its immediate neighborhood with the European Union that actively contributes to the development of tourism, and therefore the hotel and restaurant business. The flow of demanding tourists is forcing Volyn restaurateurs and hoteliers to increasingly turn to their own history, ancient roots, customs and traditions of ethnicity.

Can a tourist not fall in love with Ukrainian cuisine? The first spoon – and he is its passionate fan for the rest of his life! After all, having tasted borshch (one of the most famous dishes of Ukrainian cuisine, made with beetroots) with fresh pieces of salo (unrendered pork fat), craft baking and garlic cloves, one has the desire to taste more and more. . . Of course, Ukrainian cuisine is rich in dishes and diverse traditions that were formed in the times of Kyiv Rus. One of its integral parts is the Volyn cuisine.

The now forgotten old-world Volyn cuisine was as unique as the Grand Duchy of Lithuania. On its expanses - from the Baltic to the Black Seas - crossed the largest trade routes of the world, here in peace and harmony coexisted with different peoples, cultures and religions. That is why such cuisine combines the best culinary creations of East and West, South and North, one of the first to start using exotic spices, products and sophisticated gastronomic technologies using local products, which guarantee its freshness and high quality of food [4, p. 5-7].

Volyn cuisine is famous for its variety and high taste qualities. This is achieved not only by the variety of products used in the preparation of dishes, but also by the complex recipe and complex combined methods of processing the products included in these dishes. There are no exceptions to this list. Even the preparation of the Volyn salad takes effort. For its preparation, white cabbage is cleaned, boiled whole in salted

water, then the prepared cabbage is cut into quarters, put in cucumber brine and kept for up to 12 hours. Before serving, cabbage is cut into pieces, spread in a salad bowl, drizzled with oil, sprinkled with pepper, mustard and grated garlic.

As for the first dishes, the yushka (liquid dish like soup or broth), popular and well-known in the Volyn and Ukrainian cuisines, includes products that in their combination give a nice taste bouquet. During the preparation of yushka, the products are not only cooked, but some of them (carrots, onions, parsley root) are pre-fried. The main ingredients of the dish «Volyn Yushka» are pickles, fresh apples, onions, potatoes, green peas, butter, tomato puree, plums, canned or marinated, sausages, beef or pork.

The Volyn yushka is cooked on a meat and bone strained broth, and meat, peeled cucumbers and apples are sliced. The onions are sauteed, adding tomato puree, the cucumbers are braised. The diced potatoes and disassembled cauliflower are put into the boiling broth, green peas, scallions, cucumbers, apples, meat products, salt, bay leaf, allspice are added and cook until ready. Also, yushka has «secret Volyn components». It is served with sliced sausage and pickled (canned) plums [1, p. 68].

In many other dishes of Volyn cuisine, the products undergo a complex processing: they are first fried or cooked, and then stewed or fried, which is why the dishes prepared in this way retain a flavor and become juicy.

Most of the Volyn dishes are cooked in stuffed form. Particularly delicious and useful are combined dishes of meat and vegetables: stuffed cabbage with meat; Volyn kruchenyky (Ukrainian fried food, mostly of vegetables (rarely cereals, mushrooms, etc.), tightly wrapped in a thin layer of meat or fish); beef stuffed with beets; zucchini and tomatoes stuffed with meat; pork stewed with cabbage and potatoes, etc.

The technological feature of the «Forest Song» cutlet is the preparation of this dish using meat and mushrooms. The pork (cutlet meat) is ground into a meat grinder twice, milk is added, salt is mixed and the circlets are formed. In the middle of each circlet put the stuffing, wrap, give an oval shape, moisten in a liquid mixture of eggs and milk, or cream and water, roll in breadcrumbs and fry in butter. The peculiarity of the stuffing is mushrooms, which are collected on the territory of the Volyn region. The boiled mushrooms are finely chopped, the onions are browned, the boiled eggs are ground, salt and pepper are added and mixed. Bring the dish to readiness in the oven [1, p. 161–162].

In Volyn, a wide range of dishes are prepared from potatoes and mushrooms – potato pancakes, pies, and babky (yeast based cakes). A large number of dishes are made from milk and cheese – soups, babky, puddings, syrnyky (quark pancakes,

garnished with sour cream, jam, honey), mlyntsi (pancakes) with quark, jellies and kysil (fruit jelly). The cuisine is rich in variety of flour products. The most common flour dishes are varenyky (filled dumplings), halushky (traditional dumpling-like food), mlyntsi, babky, hrechanyky (buckwheat pancakes) and more.

Depending on the time of year, varenyky are made with different fillings: meat, fish, quark, mushrooms, potatoes, cabbage, poppy seeds, cherries, strawberries, plums, apples. Halushky are made from a variety of dough – pastry, whole wheat and buckwheat, as well as semolina, cheese, bread, potatoes, etc. Various mlyntsi are also made: buckwheat, wheat-buckwheat, millet, millet-buckwheat, semolina, corn, white bread, with apples and more.

In the preparation of the Volyn pie, the yeast is diluted in milk; the eggs are ground with sugar, melted butter, salt, well mixed and put in a warm place for the dough to come up. When it approaches, roll in a thin layer and put on a sheet, allow coming up again and baking. The finished pie is decorated on top with a thick, like jam, mass made of steamed with sugar raisins, dried prunes, and placed again in the oven.

The highlight of the cuisine is the Volyn verhunyn (a traditional sweet crisp pastry made out of dough that has been shaped into thin twisted ribbons). For their preparation eggs are well mixed with nut or peanut butter, pour flour and knead the dough. For dough to be rolled thinly, it takes at least half an hour. From the rolled out dough cut the verhunyn, fry in hot lard, spread on a plate, sprinkle with sugar and serve.

The inhabitants of Volyn have been preparing a variety of drinks at home for a long time: nalyvka (a homemade wine made from cherries, raspberries, gooseberries), nastoianka (alcoholic herbal tincture), varenyukha (alcoholic beverage, widespread in Left Bank Ukraine since the sixteenth century, which consists of horilka, honey, apples, pears, plums, cherries and spices), tertukha (drink from strawberries, ground with sugar and mixed with horilka), spotyach (Ukrainian sweet alcoholic beverage based on berries, dried fruits, spices, herbs, sugar and horilka), beer, kvas (beverage commonly made from rye bread) and more. These drinks are increasingly filling the menu of restaurants.

**Conclusions.** Volyn cuisine has hundreds of recipes of various culinary products, and peculiarities for their preparation. Its dishes are special, often combine inseparable, have a complex recipe, combine different technological processes of production and processing of raw materials, focused on the culture of the historical and geographical region of Volyn.

The rich histories, specialties of preparation and serving, which are typical only of this region, give the right to distinguish Volyn cuisine as a separate segment of national Ukrainian cuisine.

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## **ANALYSIS OF THE NONLINEAR CRITERIA USE FOR THE FOODS QUALITY ASSESSMENT**

*The article presents an analysis of the use of nonlinear criteria definition for the foods quality checking. Comparative calculations of the main organoleptic indicators of foods, as well as their descriptors, showed identical results. The possibility of use the calculation of both the qualimetric quality criteria and the calculation of the quality criteria by profilograms when determining the priority of samples is proved.*

**Keywords:** *foods, quality analysis, priority of samples, rating.*

**Relevance of research topic.** Priority evaluation of foods samples is the process of identifying and taking into account non-influential factors and determining or predicting the place of a particular food product on the market. Also, one of the study aspects is the analysis of current ways of foods evaluating by certain sensory indicators that can attract a potential consumer and promote the product.

Today, when determining the average (or cumulative) score, several basic areas of sensory analysis are used, in particular, sensory analysis during the implementation of the quality control program, qualitative evaluation of samples, determination of the quality criteria by profilogram [1, 2].

Sensory analysis of the samples of foods is an important task as it is the fastest and easiest way to determine the quality of samples, allowing distinguishing high quality samples from ordinary ones in order to put into production only those samples that will gain the market.

**Formulation of the problem.** The tasting committee considers the presented samples of foods and makes decisions on recommendations for its implementation at the enterprise. The evaluation of the samples is based on organoleptic indicators by determining the average score and the calculation of the tasting list points, taking into account the descriptors of the main indicators [3]. Important aspects of such evaluation are the collection and subsequent verification of the presented samples by organoleptic parameters and the comparison between similar samples in the experimental group of products. The use of different nonlinear methods for determining the quality criteria will reveal the advantages of the selected methods.

**Analysis of recent researches and publications.** Many scientific works of domestic and foreign scientists are devoted to the research of foods quality evaluation methods. In particular, on this issue worked Akimova L., Zinchenko V., Kuzmin O., Deinychenko G., Boyko T., Spiteri M., Soler LG. and others [2, 4...6].

But despite considerable theoretical study of the problem, issues related to the processing of information obtained through complex independent evaluation require further scientific development.

**Presenting main material.** For further calculations, a number of samples of foods developed earlier in the works [7] were selected. A complex of researches was done to create a mathematical model and an optimization decision for the evaluation of this food samples and determining their priority.

During the research, the results of the influence of milk-protein co-precipitates (MPC) on the quality of foods based on cottage cheese were obtained.

To evaluate the samples of presented foods, a 10-point scale of the main organoleptic characteristics of the samples and their descriptors was developed. The sensory characteristics of foods were evaluated in isolation from the influence of such aspects as positioning, packaging, and price.

By combining the indicator lists of each expert, a general list containing all the indicators to be defined in the proposed samples was formed. An accurate verbal description of a specific indicator is developed for each quality level.

The determination of the validity ratio of individual indicators and their descriptors was determined by the Delphi method, the expert method for each group of indicators according to the average values of the descriptors of this group, provided that the sum of the group indicators is 1.0 point.

In order to effectively evaluate the effect of MPC on the organoleptic quality indices of the selected foods, the comparison of the results of different methods of

quality criteria determination was made. The used methods were the method of calculating the complex indicator of quality (CIQ) and the method of quality criteria definition by profilograms – the «polygon of quality» – which covers a large number of indicators and is sensitive to changes of each of the used criteria.

The chosen foods were evaluated according to the available descriptors and the quality criteria of each sample were determined (Table 1).

*Table 1*

**Determination of descriptors values by groups of basic organoleptic indicators**

Indicator	Validity ratio	Validity ratio of descriptor	Descriptors	Samples/ Score in points			
				Curd fritters (control sample)	Curd fritters with MPC	Casserole (control sample)	Casserole with MPC
Appearance	0,25	0,6	Attractiveness	9,90	9,88	9,60	9,72
		0,4	Homogeneity	9,92	9,94	9,42	9,58
General score by descriptors				9,91	9,90	9,53	9,66
General score by indicator				2,48	2,48	2,38	2,42
Color	0,15	0,5	Evenness	9,56	9,46	9,62	9,60
		0,2	Intensity	9,48	9,42	9,78	9,74
		0,3	Naturalness	9,96	9,96	9,88	9,90
General score by descriptors				9,66	9,60	9,73	9,72
General score by indicator				1,45	1,44	1,46	1,46
Consistency	0,3	0,4	Homogeneity	9,94	9,98	9,92	9,88
		0,2	Softness	9,84	9,92	9,86	9,90
		0,4	Whipping	9,74	9,88	9,78	9,86
General score by descriptors				9,84	9,93	9,85	9,88
General score by indicator				2,95	2,98	2,96	2,96
Smell	0,1	0,4	Distinctiveness	9,52	9,48	9,50	9,74
		0,6	Purity	9,64	9,70	9,62	9,60
General score by descriptors				9,59	9,61	9,57	9,66
General score by indicator				0,96	0,96	0,96	0,97
Taste	0,2	0,4	Purity	9,92	9,98	9,78	9,90
		0,2	Balance	9,74	9,92	9,64	9,74
		0,4	Naturalness	9,84	9,90	9,66	9,72
General score by descriptors				9,85	9,94	9,70	9,80
General score by indicator				1,97	1,99	1,94	1,96

An offered 10-point gave more sensitive evaluation of the samples. It was considered that the value of CIQ corresponds to the scores:  $K_0 = 10 \dots 9$ . 0 – «excellent»;  $K_0 = 7.5 \dots 8$ . 9 – «good»;  $K_0 = 5.0 \dots 7$ . 4 – «satisfactory»;  $K_0 = 4.9$  and less – «unsatisfactory».

The arithmetic overage value was used to calculate the complex indicator of quality for the samples:

$$K = \sum_{i=1}^n K_i \cdot m_i, \quad (1)$$

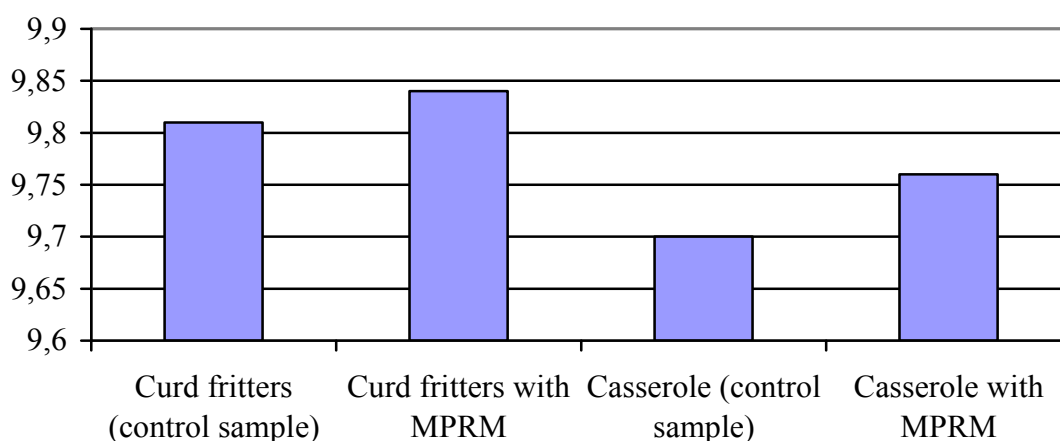
where  $K_i$  – single indicator score;

$m_i$  – validity ratio of descriptor;

$n$  – number of descriptors taken into account.

The final evaluation of a specific indicator of the evaluated foods was determined by obtaining the values of the separate descriptors used to calculate the complex indicators of quality.

The results of the calculations are shown on the Fig. 1.



*Figure 1. The value of the general qualitative criteria for the quality of food samples (in points)*

Analyzing the results obtained, it was found that the samples (according to CIQ) were arranged as follows: in a pair of curd fritters the sample of the dish «Curd fritters with MPC» has 0.03 points more, and in a pair of casseroles the priority of 0.06 points has the dish «Casserole with MPC».

To obtain the quality criteria by the «polygon of quality» method in this mathematical model, previously obtained scores of the studied indicators and their descriptors were used. The most demonstrative is the method of visualizing the foods organoleptic properties in the form of a profilogram, by which it is easy to assess the intensity, severity and difference of descriptors.



Quality profilograms of separate samples were constructed using the «polygon of quality» method (Figure 2).

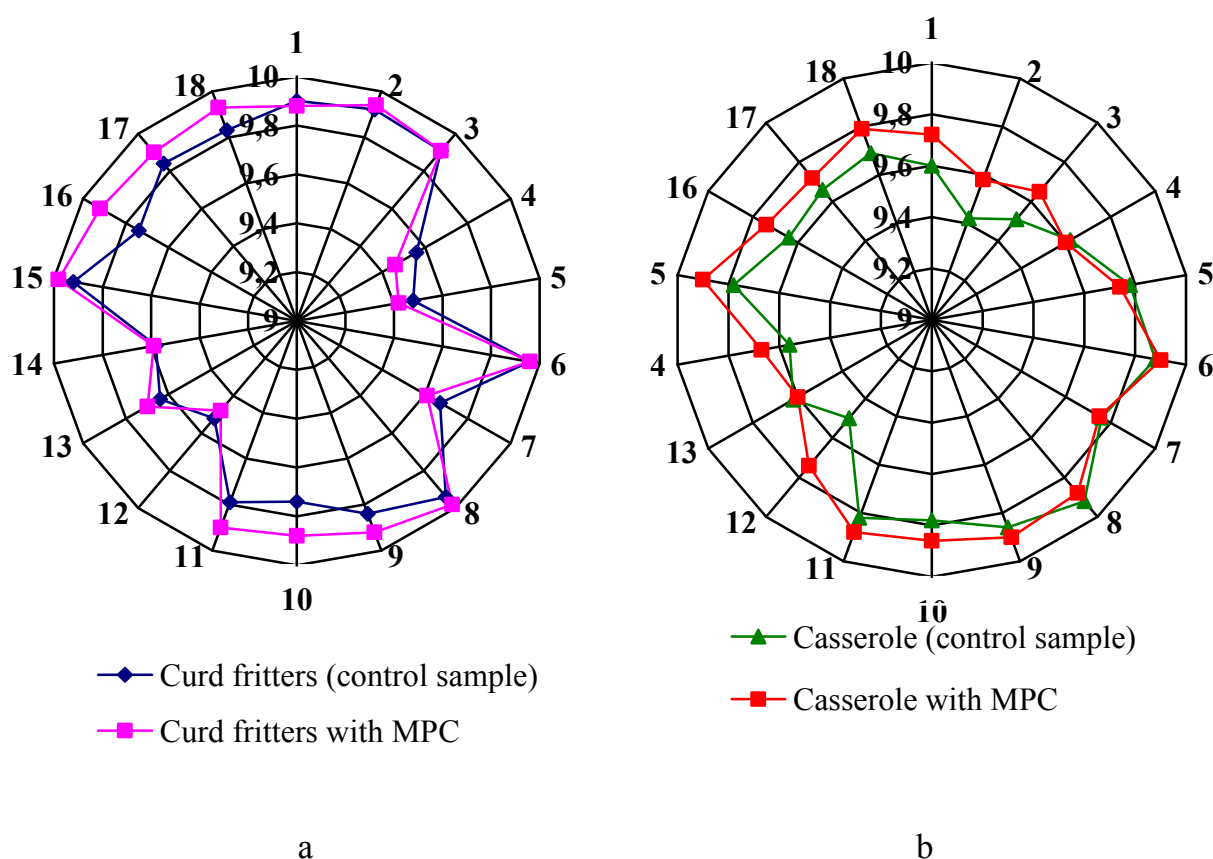


Figure 2. Profilograms of sample quality indicators:

*a* – curd fritters; *b* – casseroles. 1 – Appearance; 2 – Attractiveness; 3 – Homogeneity; 4 – Color; 5 – Evenness; 6 – Intensity; 7 – Naturalness; 8 – Consistency; 9 – Homogeneity; 10 – Softness; 11 – Whipping; 12 – Smell; 13 – Distinctiveness; 14 – Purity; 15 – Taste; 16 – Purity; 17 – Balance; 18 – Naturalness

The evaluation of the samples by the organoleptic quality indicators of foods was performed using the criteria in the form of the sum of multiplications of the component indices  $f_j$ . Comparison of the samples is possible by using the quality criteria (the area of the represented polygon), which is calculated as the sum of the areas of the individual triangles formed by the rays of the individual quality indicators with the central angle  $2\pi/N$ :

$$S = \sum_{j=1}^N \left( \frac{1}{2} \cdot f_j \cdot f_{j+1} \cdot \sin \frac{2\pi}{N} \right), \quad \text{de} \quad f_{N+1} = f_1. \quad (2)$$

where  $f_i$  – the value of a separate indicator, points;  
 $N$  – number of samples.

Based on the evaluation results quality criteria ( $S^2$ , points) were calculated for the samples presented (Table 2).

*Table 2*

### The results of quality criteria calculation

Samples	Curd fritters (control sample)	Curd fritters with MPC	Casserole (control sample)	Casserole with MPC
$S^2$ , points	1618,30	1629,64	1600,40	1620,97

The quality criteria by profiligram in the geometric interpretation determines the optimal variant of the food product with the largest area of the polygon of quality, constructed using normalized dimensionless quality indicators.

The quality criteria were calculated by comparing the S parameters, followed by a linear approximation of the partial criteria dependencies.

Analyzing the obtained values of individual indicators, the ranking of descriptors by groups of individual indicators was made. According to the results obtained, in the group of curd fritters the priority has the dish «Curd fritters with MPC» by 11.34 points of  $S^2$ , and in the group of casseroles the priority belongs to the dish «Casserole with MPC» by 20.57 points of  $S^2$ .

As one can see from the presented graphical profiles of the «quality polygon» criteria, the priority of the samples is preserved.

**Conclusion.** The results of the conducted researches confirm the feasibility of sensory analysis using and allow reaching the following conclusions:

1. The scientific novelty of the obtained results is to improve the certainty of results of organoleptic evaluation of samples based on descriptors using.
2. The practical significance of the obtained results is manifested in their further implementation in the work of competition commissions while the evaluation of developed foods with the ability to determine the priority of samples.
3. When determining the priority of samples, it is possible to use the calculation of both the complex quality criteria and the calculation of the quality criteria according to profilograms, as they give identical results.
4. The use of milk-protein co-precipitates in the technology of curd products has a positive impact on the quality of ready dishes.
5. The creation of a system of complex samples evaluation has a lot of prospects for further scientific work.

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## **DETERMINATION OF RATIONAL PARAMETERS OF THE PROCESS OF HEAT TREATMENT DURING THE PREPARATION OF APPLE PUREE**

*The necessity of improving the equipment for making apple puree is proved. Dependences of influence of heat treatment parameters on the structural and mechanical properties of raw materials were obtained. The rational parameters of carrying out the process of heat treatment of fruit raw materials are determined.*

**Keywords:** *apple puree, heat treatment, penetration, wiping, grinding.*

**Relevance of the research topic.** Fruit and vegetable industry is an important sector of the agro-industrial complex. In recent years, special attention has been paid to improving production technology, introduction of more productive equipment, expansion the range of processed raw materials. The production of various high-quality products of diet food, food concentrates, fresh frozen fruits and vegetables, semi-finished products, high-canned foods is developing rapidly [1].

The processing of fruits and vegetables is a rather laborious, requires storage and recycling, the availability of special workshops and staff. The use of high availability raw materials has a number of significant advantages: first, food businesses can obtain a standardized safe product of stable quality; secondly, it is possible to reduce the storage area for raw vegetables [2].

**Formulation of the problem.** Investigation of the influence of physicochemical and mechanical processes occurring in fruits and vegetables during heat treatment in the process of preparation of semi-finished products in order to obtain rational parameters of the process is an urgent task.

**Analysis of recent researches and publications.** The developed combined method of processing consists of the process of thermal treatment of the fruit with steam and their mechanical grinding [3].

The primary task in conducting studies of the combined process of fruit processing was to determine the rational duration of heat treatment. Heat treatment of apples is one of the main stages in the process of obtaining apple puree. Raw materials are subjected to heat treatment, which is carried out in water vapor, in hot water, aqueous solutions of acid, alkali, salt, hot animal or vegetable fats, and by contact with the surface of heating, before cutting, grinding and wiping [4].

To ensure the desired depth of heat treatment, it is necessary to set a rational duration for the treatment of apples with steam or water.

During the research, the dependence of the depth of heat treatment of apples on the duration of treatment with water, steam, pressure was established. Apples blanching were carried out in boiling water for 70...90 min at atmospheric pressure and hot steam at 115...125°C for 30 min.

**Presenting main material.** The purpose of the research was to determine the rational duration of heat treatment of apples during the production of apple puree. Apples blanching were carried out in boiling water for 70...90 min at atmospheric pressure and hot steam at 115... 125° C for 30 min.

To objectively evaluate the degree of softening of the structure of apples during heat treatment, an indicator of the specific effort of penetration was introduced. This indicator characterizes the changes in the mechanical strength of the raw material structure during processing and allows judging its readiness for further technological stage (grinding).

The process of changing the mechanical strength of apple tissue can be divided into two periods. The first period is characterized by a relatively intense decrease in the mechanical strength of the fabric until it is ready for further technological stage. For apples treated with hot water and hot steam, this period lasted for 70 and 20 minutes, while the strength of the fabric decreased by 9.5 times.

The second period is characterized by a sharp slowdown in the rate of reduction of the mechanical strength of the fabric after its softening to the degree of readiness for further technological stage. For apples, the strength of the fabric during the period of heat treatment in hot water for 70-90 minutes and steam for 20–35 minutes decreased only 1.5 times.

Experimentally established the required strength of plant tissue for further processing on wiping machines, where the specific penetration force was equal to 70–100 N/m<sup>2</sup>.

According to the experimental data, it can be concluded that the smallest loss of mass fraction of solids occurs during the heat treatment of the apple with a sharp steam. Therefore, in the preparation of apples to the next technological stage, it is rational to use a method of heat treatment with sharp steam for 20–25 minutes.

Excessive steam pressure and treatment temperature were selected as the main factors. The initial parameter was the specific penetration force.

Experiments were conducted on different varieties of apples with different solids content, which are shown in the Fig. 1.

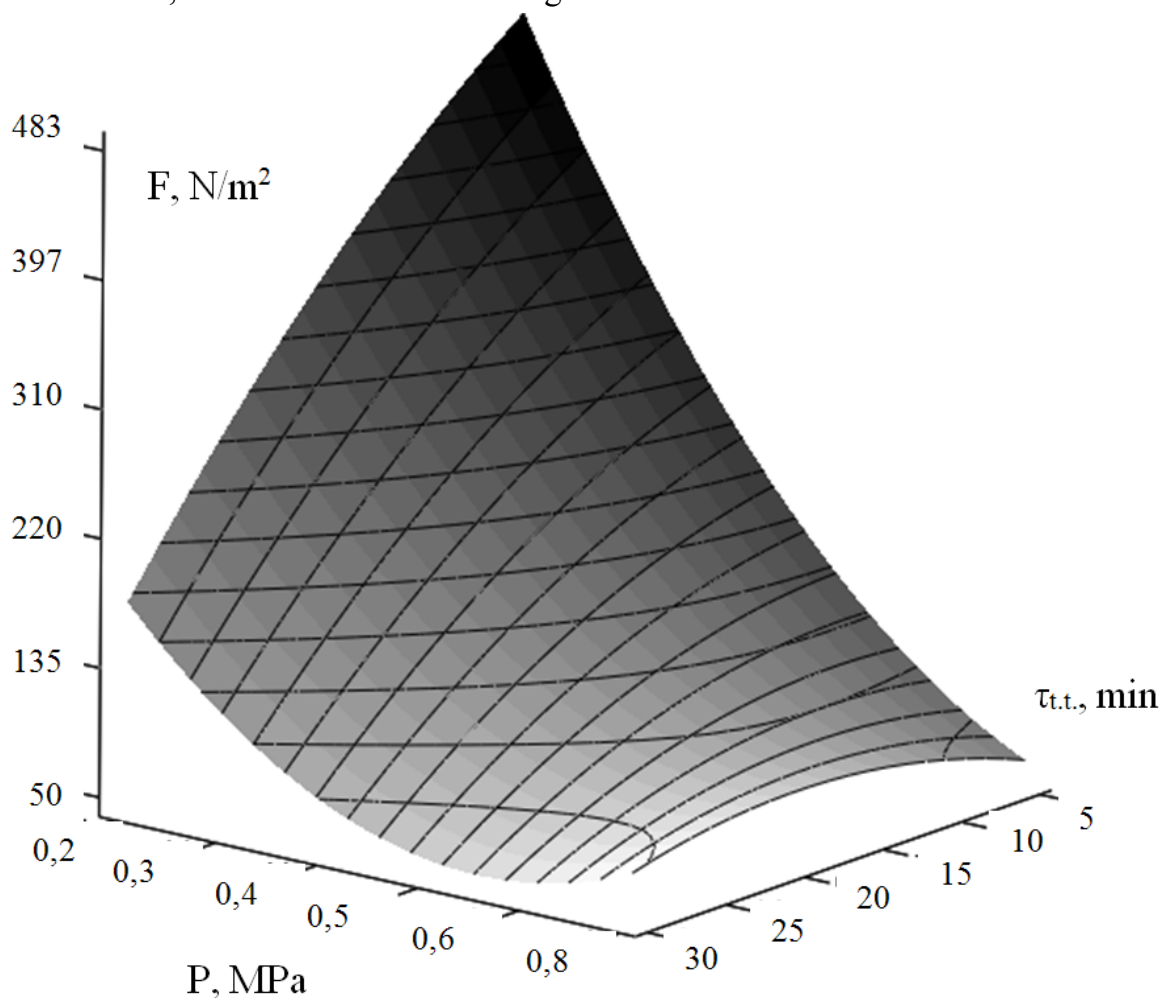


Figure 1. The dependence of the specific penetration force of apples on the excess pressure of steam  $P$ , MPa and the duration of thermal treatment with sharp steam  $\tau_{t.t.}$ , min

A general technological requirement for puree products obtained after grinding is that the mashed potatoes should be a homogeneous mass, the size of the individual particles of which should not exceed 0.5...2 mm (depending on the type of grinding machine).

The grinding of raw materials is carried out to give it a certain shape and facilitate further processes (wiping, homogenization, packaging) upon receipt of puree products.

The Fig. 2 shows the graphical dependence of the indentation depth of the indenter (knife) on the specific cutting force at different apple varieties and the time of heat treatment (blanching). With increasing blanching time, the value of the specific cutting force decreases.

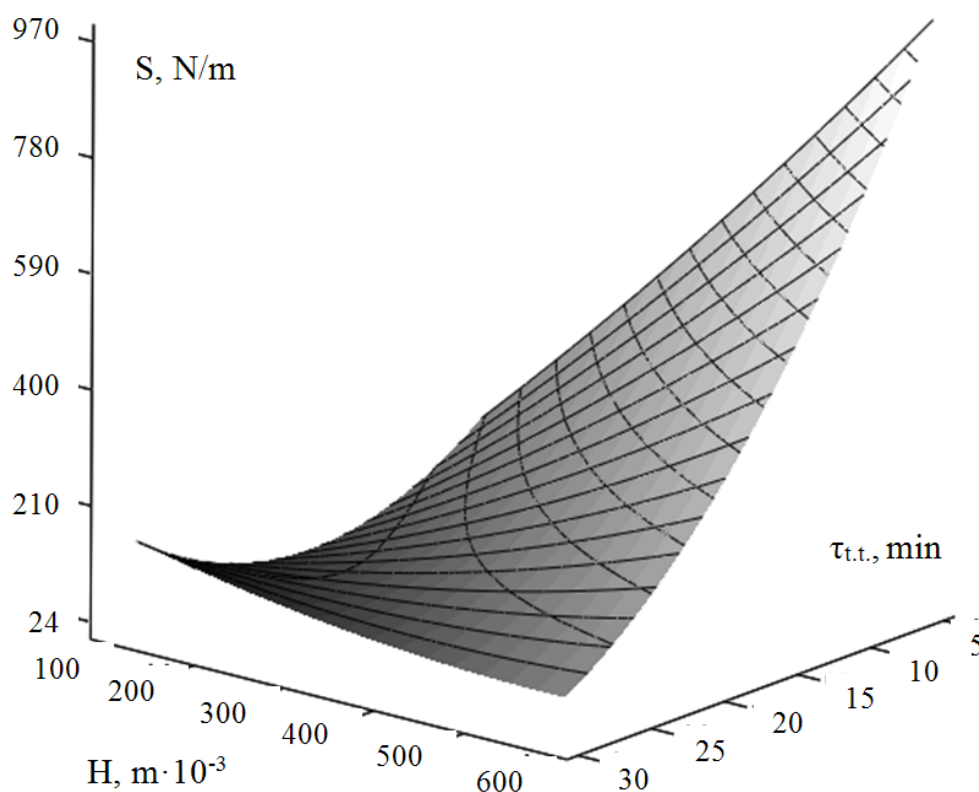


Figure 2. Dependence of the specific effort of cutting apples on the immersion depth of the indenter (knife)  $H, m \cdot 10^{-3}$  and the duration of heat treatment of sharp steam  $\tau_{t.t.}, min$

The mechanical strength of the plant tissue in the process of heat treatment is reduced, resulting in the fruits soften as the connections between the cells weaken. The cell shells are loosened, but integrity remains, and destruction of the median plates connecting adjacent cells occurs to a greater extent. As a result, there is a significant reduction in the resistance of the fabric to mechanical influences (cutting, wiping). The tissue cells are easily separated from each other.

The weakening of the connections between cells in the process of heat treatment of the fruit is associated with changes in carbohydrates of the cell walls, mainly protopectin. The product is then wiped through a sieve with a mesh size of 0.5 mm, resulting in the pulp is ground to a homogeneous state.

According to experimental data, due to the use of heat treatment (blanching and wiping) puree is obtained high quality. It is known that the mechanical properties of products play an important role in their production and consumption, as well as characterizing the strength of the mechanical connections acting between the individual

molecules and their links that are part of the structure. Therefore, the characterization of the structural and mechanical properties of food and mass is one of the most important and objective indicators of their technological properties.

The purity of the puree has a significant effect on the quality of the concentrated paste. With increasing the viscosity during concentration, the movement of the product on the machine elements and apparatus is complicated, the moisture is removed more slowly, thus increasing the concentration time. The visco-plastic properties of fruit and vegetable puree are determined by the content of pectic substances and their condition (protopectin, soluble pectin, pectin of intercellular substance). The high content of pectic substances act as thickeners, the low content as electrolytes and under certain conditions is separated from the liquid phase of the colloidal system. Protopectin cell walls do not have the properties of a thickener and does not affect the viscosity of fruit and vegetable purees. Thus, with the same content of pectin substances in raw materials, the viscosity of fruit and vegetable puree depends on the ratio of the forms of pectin substances in it.

Experiments have also been carried out as the effective viscosity of apple puree depends on the temperature and duration of heat treatment. The experimental data are presented in the Fig. 3.

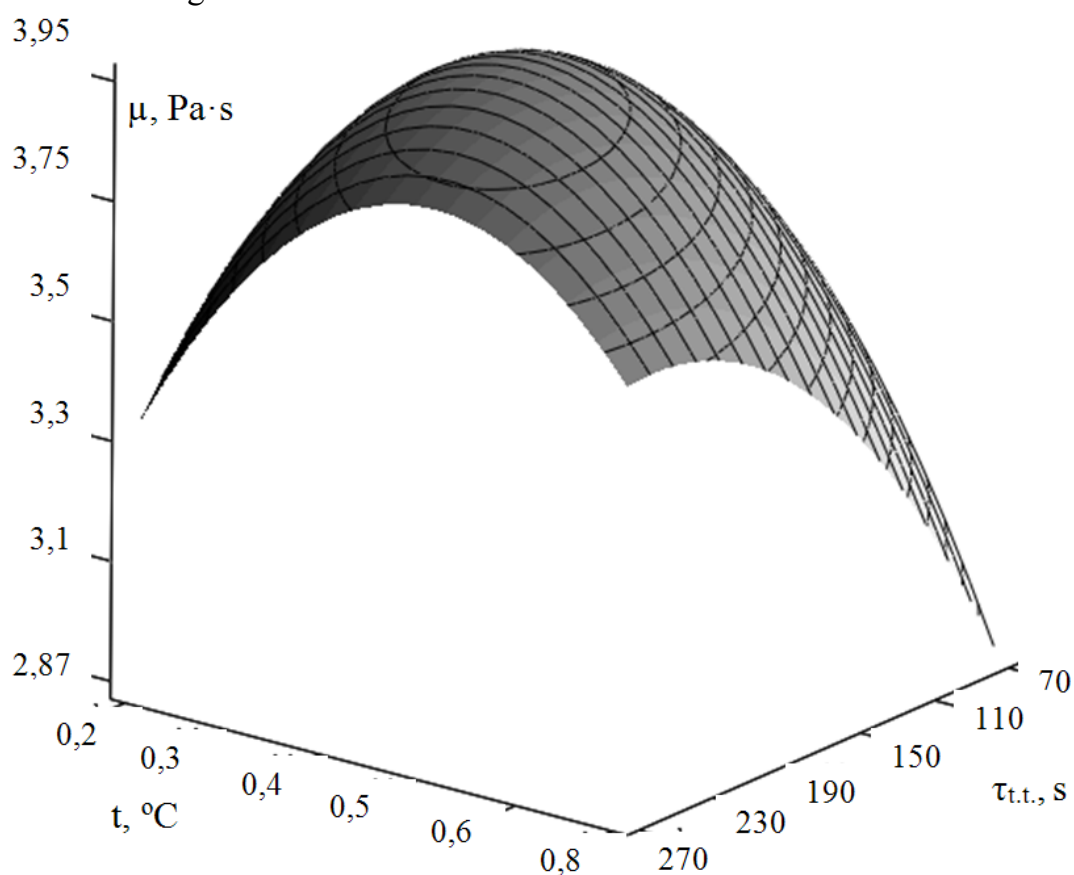


Figure 3. Dependence of effective viscosity  $\mu$ ,  $\text{Pa} \cdot \text{s}$  of apple puree on temperature  $t$ ,  $^{\circ}\text{C}$  and duration of heat treatment  $\tau_{t.t.}$ ,  $\text{s}$



As a result of the performed researches, the most rational parameters for obtaining concentrated pastes with a mass fraction of solids 40...60% were established: the pressure of the heating steam is 0.3...0.4 MPa; residence time 200...260 sec. The short residence time of the puree in the evaporator allows obtaining products with the maximum preservation of all useful substances contained in the feedstock.

**Conclusions.** Therefore, the dependence of the specific force of penetration of apples on excess steam pressure and the duration of heat treatment with hot steam for various varieties of apples is obtained. It has been established that different sorts of fruits and shelf life affect the depth of heat treatment of the surface layer of apples. The depth of heat treatment of apples during blanching increases with increasing pressure.

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## 5. Panel discussions

### TOLERANCE OF STRATEGIC PARTNERSHIP OF EDUCATION, BUSINESS, PUBLIC INSTITUTIONS

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### POLISH TERRITORIAL DEFENSE FORCES IN CRISIS MANAGEMENT

*Territorial Defense Forces of Poland are being developed after some years of impasse in this field. At this particular stage of development of their structure it is crucial to make sure that they can be properly recognized as a warrant of security both in crisis management and in time of war. Territorial Defense Forces are the most cost effective tool to provide national security. The members of Territorial Defense Forces have deep understanding of the local needs and good orientation in the terrain. That combined with local patriotism can result in great synergies when the Forces perform their activities. Responsible planning and preparation of structure of the Forces plays a crucial role, especially connecting the Territorial Defense Command system with local authorities can bring good results in crisis management. Their representatives shall be part of Crisis Management Teams on respective levels. That would ensure a prompt response so much needed in crisis management.*

**Keywords:** territorial defense forces, security, defense, crisis management, national defense.

#### **Relevance of research topic.**

Constantly changing global security situation has a great impact upon the approach that a modern country need to adapt in order to maintain its position among other actors on the international arena. One trend is to build up capabilities with the respect to limited financial resources that a country has – the territorial defense forces are a perfect solution. Increasing population or density of population in urban areas as well as introduction of technologies can result in greater dangers in case of natural or manmade disasters. That problems can also be addressed by proper use of Territorial Defense Forces.

Bearing in mind geo-strategic position of Poland and Russian way of conducting foreign policy it is crucial to establish strong Polish territorial defense forces. Especially, Russian military interventions in Ukraine and Georgia prove that modern conflicts not only are of military nature but also involve non-military threats, showing growing trend of hybrid activities use as an effective way to destabilize and take over control. The aforementioned changes in warfare are good reason to strengthen the Polish defense potential. At the same time territorial defense forces have so much more to offer especially during the time of crisis and therefore can be an useful component to conduct many activities essential for crisis management. Bearing that in mind, it appears necessary to consider and analyze the role, significance and tasks of National Defense Forces and its role in Crisis Management.

***Formulation of the problem.*** Territorial Defense Forces – crucial element of state security. While defining Territorial Defense one shall take under consideration two meanings depending on the context, thus the term simultaneously serves to denote two closely related concepts. Respectively, in the organizational sense, as an implementation structure, Territorial Defense is – next to operational forces – one of the two basic components of the defense military system. The famous war theorist and general Carl von Clausewitz described it as «national defense». Important to highlight – both components of the military defense system (territorial forces and operational forces) should cooperate closely.

**Analysis of recent researches and publications.**

Secondly, in the functional sense, Territorial Defense is the implementation of national defense at the local and regional level – with the common involvement of the whole society. In particular, carrying out defense operations in one place without relocating territorial defense forces to other areas is Territorial Defense. For the aforementioned reason, territorial defense forces should be numerous and quickly replenished.

Modern Territorial Defense is a component of a modern military structure, whose connection with the non-military system, in a decisive way affects the effectiveness of national defense.

The goal, missions, functions, tasks and role as well as tasks of common Territorial Defense are the basis for determining its structure, where the main elements are: (1) territorial command bodies, (2) OT troops and (3) military elements of operational preparation of territory for defense, (4) non-military organizations and forces (military and militarized formations) working for national defense; subordinate to territorial command bodies.

Territorial defense is the basic organization of society to create the required level of national security with the use of local armed groups. Territorial Defense Forces are an unique structure within the country as it allows optimally use the advantages of defending country's own territory, such as terrain properties, fortifications or bravery of the nation – including its ability to conduct insurgent fights and build coalitions.

In case of Poland the Territorial Defense Forces (Pol. Obrona Terytorialna Kraju, OTK) system was established in 1959 and its expansion started in 1965 as a part of regular army. There were responsible for the task protection of the civilians during the war. The number of OTK troops after mobilization amounted to approx. 650,000 soldiers. Since the reductions in Polish army between 2008 and 2011 when the disbandment of the 1st Mechanized Division and the Territorial Defense Forces took place, general potential of the Polish Armed Forces has been significantly lowered. After the aforementioned Poland's Army reform the new concepts of the Territorial Defense Force (Pol. WOT, Wojska Obrony Terytorialnej) emerged. The concept was welcomed as a solution to efficiently develop less expensive, reliable capabilities for the time of war and crisis.

So far the Territorial Defense Force (Pol. WOT) is recognized as the fifth branch and the reserve component of the Polish Armed Forces. It is supposed to operate in order to protect the Polish territory in case of enemy aggression, especially in the regions in which the use of a regular army has no operational justification. WOT forces consist of professional soldiers and part-time soldiers – volunteers, who join military service in order to enhance national defense capabilities and protect their local communities. By creating Territorial Defense Forces Poland increased the national ability to defend the country from any attack by any potential aggressor which is in line with the NATO standards for building own defense capabilities of the Alliance member nations (NATO Treaty Art. 3). WOT complement national deterrence capabilities, not substituting any of the Polish Armed Forces capabilities.

Main tasks of the Territorial Defense Forces are in line with Polish Armed Forces missions described in the National Defense Strategy, and therefore include:

- presenting deterrence posture;
- conducting military operations within the Strategic Defense Operation, in order to repel enemy aggression;
- coordinating and executing crisis management activities with other parts of national security system i.e. Ministry of Interior (MOI) and Ministry of Defense (MOD) agencies, in order to protect and support local communities;
- providing and coordinating Host Nation Support (HNS), in order to enable efficient reception and staging of Alliance elements in Poland;
- conducting counter hybrid and asymmetric warfare;
- promoting among the Polish society patriotic values and education [6].

In order to understand how territorial defense forces can increase level of security during the crisis management it is essential to address most important information related to the crisis situations.

K. Sienkiewicz-Małyjurek states that crisis management is a specific type of management, the essence of which consists in preventing threats, preparing for their appearance, reacting, removing their effects and restoring the desired state of security [4]. To properly characterize crisis management it is important to highlight that the management process is carried out under conditions of stress and risk.

The crisis situations may resource from the destructive forces of nature and both unintentional and intentional activity of people (i.e. man caused disasters). In case of a crisis where routine activities of entities responsible for security (public administration, services, inspections and guards) are insufficient – troops and subdivisions of the army may be involved. Still even if it is allowed by law, Polish Army can be only used as the last instance. The cases of possible use of armed forces as well as limitations of their engagement in crisis management are listed in the texts of applicable legal acts that can be only applied in case of crisis situation.

The most important legal act that regulates the scope of tasks and competences of the use of branches and subunits of the Polish Army in crisis situations is the Act of 21 November 1967 on universal obligation to defend the Republic of Poland. Its regulations state that the Armed Forces of the Republic of Poland can be used to combat natural disasters and their consequences, in anti-terrorist activities, property protection, search campaigns. In addition to saving or protecting health and human life, cleansing trains of explosive and dangerous materials of military origin and their disposal. (...) military forces may participate in the implementation of tasks in the field of crisis management [8].

The more specific legal regulations can be found in the Act on Crisis Management. It explains matters as the manner, conditions and procedure for use of the Polish Armed Forces in a crisis situation in case the use of other forces and resources is not possible or when they are not sufficient. According to the provisions of the Act, the Minister of National Defense, at the request of the voivode, may provide at his disposal the forces and resources at the disposal of the ministry, along with directing them to perform specific tasks in the field of crisis management [11].

Polish Constitution also tackles use of armed forces if one of the extraordinary states is introduced:

- 1) Martial law (Article 229);
- 2) state of emergency (Article 230);
- 3) the state of a natural disaster (Article 232) [3].

The aforementioned states are introduced by the President of the Republic of Poland, at the request of the President of the Council of Ministers. The decision to use military forces shall result in restoration of the normal functioning of the state in the event of a breach of constitutional and public security or order.

The Act explicitly emphasizes that the use of armed forces for the purpose of a state of emergency should not jeopardize the ability to carry out their essential function, which is associated with a readiness to defend the territory of Poland or an ally in the case of armed aggression [10].

In case of occurrence of a natural disaster understood as a natural disaster or technical failure with effects threaten the life or health of a large number of people, large-sized property or the environment in large areas and when the help and protection can be effectively taken only by extraordinary means, in cooperation of

various bodies and institutions as well as specialized services and formations operating under uniform management also military forces can be used [9]. Occurrence of such a case of «extraordinary measures» may state an excuse to turn for the help to the army. With accordance to procedure the territorially competent voivode can request it from the Minister of National Defense, who may delegate sub-units or units of the army directing them to perform tasks related to the prevention of the effects of a disaster or to removing its effects [9].

Army shall also play a role of support forces other institutions of the crisis management system in situations where the lead entity is not able to counteract the threat on its own. Police Act consist an example of aforementioned solution and in that case there are provisions for simplification of the rules for the use of the Polish Armed Forces. The decision-making level required to make a decision on granting support for police is lowered. However the military forces can only assist in this case in the event of a serious threat to public safety and order or to a terrorist offense [7].

Factual use of military forces is based with the respect to hierarchical character of the military organization. Respectively, the command of divisions and sub-units assigned to act in crisis situations follow the rules of military regulations and procedures of the Polish Armed Forces. The strategic level document regulating the use of Armed Forces of the Republic of Poland units in crisis situations is the Crisis Management Plan of the Ministry of National Defense, introduced under the order of the Chief of General Staff of the Polish Army. The document specifies the readiness of forces and means, activation procedures, organization of the command and communication system, principles of coordination and organization of logistic and medical security. It also refers to resources that can be used for crisis management purposes. To provide more specific instructions there are compact annexes attached.

They constitute separate plans of support for civil authorities and society in particular cases i.e. in case of actions counter-terrorist and oriented on maintaining public order.

With the respect to aforementioned information, the general rule is to rely upon the decision of Minister of National Defense when it comes to deploy military units needed in crisis management. That solution is not efficient when it comes to facing a crisis situation. Therefore the Territorial Defense Forces in order to increase national security shall not be used as Operational Forces – where it must be launched from the level of the Minister of National Defense at the request of the Governor. It causes the prolonging of the decision-making process about the use of troops to a specific crisis situation and the Ministry of National Defense has to deal with problems at the level the poviat. Therefore it is necessary to make changes in the regulations that would distinguish in a decisively manner components of the armed forces between operational forces and territorial defense forces. It is necessary to assign actions of territorial defense troops to the actions of the state administration for their use during a crisis situation.

According to Professor Jerzy Wolanin's theses, security in terms of effectiveness and satisfaction of the needs of the population during peace, crisis situation or war should be built and managed territorially – regardless of the scale of the threat, there are always local needs. Local residents know best how to take care of their own, their families, their friends, neighbors security and know their area best. Therefore local community members well-trained within the territorial defense forces will be able to meet local needs in crisis situation and during the war. Security exists at local level. If it is not provided at the local level, there is no way it exists at higher levels. Even if a war or cataclysm has a national, regional or global dimension, from the point of view of a citizen – local security is the most important, because it practically provides security at higher levels.

### **Presenting main material.**

Nowadays, due to military modernization, Poland is neither capable to achieve defensive operations strategic goals nor to effectively defend its territory. The main reason behind it is the low number of the Polish regular troops. In particular, three divisions of the Polish Land Forces (one armored division included) can defend the area of 40,000 km<sup>2</sup>. That explains why article 5 of Washington Treaty is repeated so often - Poland counts on receiving military support from its NATO allies with at least two armored divisions and other combat support and logistics units. Still even if the help would be secured the crucial aspect is the ability to defense the territory till the deployment of these forces to Poland takes place. In that important period the Territorial Defense Force shall play a key role as an actor responsible for defense.

In order to be ready and conduct their operations there is a division of the Territorial Defense troops to battalions, independent battalions and brigades. Their aim is to conduct locally defensive and delaying operations on the local level (including cities) as well as directions where employment of mobile light infantry units is possible. Local nature of WOT will provide a quick response to the threat. Members of WOT will take advantage of their good knowledge of the territory – generally Polish geographical diversity offers many opportunities to organize defensive lines or delay enemy operations through conducting irregular activities by WOT. The development of WOT as planned is taking place between 2016 and 2022 – the goal is to have one brigade in each Polish voivodship (province), however it is decided to form two brigades in Masovia. The aforementioned units are govern by local military administration. Initially, this solution was aimed at providing optimal use of human resources and supplies during a crisis or war. In order to secure efficient employment of WOT units combat operation plans shall be prepared. It is important to mention that both during war and crisis it might not be necessary to deploy the entire brigades in each province, therefore the reaction system of WOT shall be focused on providing fast local reactions including life-saving interventions, combat of natural disasters or their effects, counter-terrorist activities and other crisis management activities held alone or in cooperation with third parties, support of operational troops.

As opposed to regular army troops, units and sub-units of the WOT are expected to conduct operations in their local area. Well trained WOT troops being familiar with the local terrain take advantage of its properties and can perform reconnaissance and that grants them dominance in case of enemy attack or control while facing the crisis situation. Therefore WOT while carrying out operations utilize terrain properties in their favor and as a tool to weaken the enemy. The organizational structure of the Territorial Defense Force should be based upon the properties of territory that influence tasks and goals of a specific WOT unit. Therefore brigades' structure shall be diversified. This will also be very helpful while performing crisis management activities. WOT Units equipment shall reflect their tasks, missions and the operational area. It is crucial to enable them to perform their duties as activities including search and rescue (including CBRN contaminated areas) or destroying and building barriers, maintaining and repairing roads, rebuilding infrastructure alone or with cooperation with non-military services.

As far as the strategic defensive operation is concerned, the Territorial Defense Force ought to consider the following regions:

- A coastline with harbors, naval bases and energy infrastructure;
- Masurian Lake lands and other lakes located between the Bug and Vistula rivers;
- Mountain ranges in the southeast of Poland;
- The areas around convenient crossings of the Vistula and Oder (Odra) rivers; particularly bridges which allow NATO forces to cross Poland's longest rivers;
- Key industrial centers, factories and facilities including the defense sector;
- Regions crucial for the functioning of the state, including the capital of Poland;
- Regions in which the strategic materiel of the Polish Armed Forces is located;
- Part of critical national infrastructure which is crucial for the functioning of the state [5].

It is planned to permanently deploy five or six WOT operational brigades between the Bug and Vistula rivers, accordingly to their initial disposition. Bearing in mind scientific research results and Polish geopolitical location this will be not enough to conduct efficient defense activities [1].

According to Gen. Skrzypczak is of opinion that 17 WOT Brigades are not enough to significantly improve Polish security. He claims that it seems absolutely clear that the Armed Forces need to deploy approximately 30 brigades of the Territorial Defense Force, it is questionable, however, whether this goal can be achieved. It is also worth considering the organizational structure of the Territorial Defense Force. The structure of each brigade ought to reflect its combat capabilities as well as diverse conditions and environment, in which a brigade is supposed to operate, e.g. forests and lake lands; urban areas; mountain warfare. Above all, units of the Territorial Defense Force should be capable to conduct defensive and delaying operations [5].



Therefore it would be the best to have a realistic approach and treat current plan as a transition phase between the factual void in field of territorial defense and eventual fully developed WOT structure capable of deterrence and defense of Polish national territory.

The territorial command system – an essential and indispensable element in the territorial defense – naturally connects civilians and the WOT troops. It has a very important component – the territorial reconnaissance system necessary for the effective operation of the WOT troops, and indirectly also operational troops, including allied forces undertaking armed operations on the territory of the Republic of Poland. It can be also used while fighting with a crisis situation i.e. natural or man-caused disaster. The aforementioned territorial recognition system enables particularly effective information control and undertaking of protective actions in the sphere of cyberspace at the local level. It is based mainly on obtaining information from many reliable sources, not only military ones. It can be organized on the basis of the reconnaissance system of the WOT troops, but mainly it will operate based on data having its source in non-military structures functioning at the poviats level. Sources of information include, among others, services and formations of local territorial structures of local government institutions and private entities operating in the poviats carrying out activities useful for defense and security in the event of crisis situations. Due to their functions, aforementioned entities have important data for organization of defense and protection of the population and infrastructure. It is necessary to highlight that in this case not only critical infrastructure is taken under consideration, but also general infrastructure crucial for the military and, above all, for local residents, which the Polish critical infrastructure definition does not cover. This system consists of:

- 1) a territorial reconnaissance system;
- 2) external (local, poviats) sources of information (interacting with the territorial reconnaissance system);
- 3) cells to defend (counteract) cyberspace at the poviats level operating under territorial command system of territorial defense.

WOT to achieve a high level of effectiveness in action, should be properly placed within the territorial defense system (as a component of the Polish Armed Forces) and at the same time must be closely connected in the field of administration with the state and local administration. In particular local and governmental administration, starting from the commune (gmina), through the poviats, the voivodship, to the ministry – thus the WOT should reflect the administrative structure on military level. At the same time, their part within the territorial command system should be a territorial reconnaissance system, which includes its competence among others cooperation in the field of territorial defense with: Police, State Fire Service (Pol. Państwowa Straż Pożarna, PSP), Border Guard, Forest and Water Guards, Communes, transport agencies and other entities dealing with security of enterprises and local and regional administration institutions, as well as territorial units of state authorities and pro-defense organizations, «uniformed» class schools of youth and academic associations, as well as critical infrastructure located in various counties.

In order to build and keep operational an effective Territorial Defense Forces component it is important to establish a territorial command system reflecting the administrative system of the state. The structural solutions used in the Polish Police or in the State Fire Service can be used as examples. Strategic element of WOT should be (1) the Headquarters of Territorial Defense – a body subordinated to the Minister of National Defense and supervising voivodship Headquarters. (2) Voivodship Headquarters for Territorial Defense (in turn should be supervising (3) Poviats Territorial Defense Commands and should act In case of the cities that are greater than poviats and are divided into communes (gminy) there shall be (4) Territorial Defense Commune Headquarters reporting to Territorial Defense Poviat Headquarters Commands. To the organized territorial command system should be assigned battle structures of the WOT troops, where the county level should be an essential element of the combat organization of these troops and have at least an WOT battalion, but not mapped on the structures of operational forces, and for this armed WOT formation for the defense of cities. It is important to organize the structure in such a manner it can be used quickly by voivodship, poviat and commune (gmina) authorities in case of crisis situation. The best would be to implement legal solutions similar to ones used for Police. According to article 3. of Police act, The voivode and the head of the gmina authority (town or city mayor) or the head of the poviat authority acting in their general administration capacity and the gmina, poviat and voivodship local government authorities shall perform the tasks within the scope of the protection of public safety or order as specified in the relevant acts. Basically these authorities are responsible to provide safety in their territory. In article 11. 1. it is stated: The head of the gmina authority (town or city mayor) or poviat authority may demand that the appropriate Police commander restored legal order or undertake actions to prevent the violation of law and intended to remove threat to public safety and order. That implies the fact that Police closely cooperates with respective administration levels and therefore it is possible to quickly undertake activities as needed at the appropriate level. In case of problems there is a solution involving other levels as described in article 11. 5. The competent Police commander shall promptly inform the Police Commander of a higher rank, when he is unable to comply with the demand referred to in Paragraph 1. If Poland want to have increased public safety and national security it is crucial to introduce similar legal solutions for Territorial Defense Forces securing their immediate involvement in case there is a crisis situation and their support is needed. In other words poviat or gmina authority shall have right to demand support directly from appropriate level of territorial defense forces in providing public order and safety in case of crisis situation.

Poviat Territorial Defense Command should control forces of dual character, capable to act in time of crisis and war. WOT shall neither imitate the tasks of operational forces, nor the structures of poviat state formations such as the Police or Firefighters. Territorial Defense Forces are unique for their transformation of the social potential, which is not used by the existing structure of operational forces (Land Forces, Special Forces, Air Forces and Navy) and state formations.

It is important for Poland to have a territorial defense system, where the preparation to defense will play an important role, since the inclusion of objects and projects covered by it arises from economic necessity (economical and purposeful – according to their characteristics) of operating troops, relieving them from secondary tasks and the absolute need to prepare in advance (during peace) and to maintain a constant readiness to quickly launch a system of dams and damages. These tasks should be performed by the engineering units of the WOT. The duty of territorial command bodies is to conduct operational studies, inventory defense infrastructure facilities, and coordinate cooperation in this area with non-military forces [2].

In order to secure the best use of resources and optimal performance Territorial Defense Forces shall be a non-operational component of military forces oriented upon executing their tasks on a local level.

### **Conclusion.**

In times of war they shall be commanded within the military hierarchy. However in crisis management the same local structures of territorial defense shall very closely cooperate by the local government authorities. That would result in increased engagement of territorial defense in crisis management.

As mentioned before – regardless of the scale of the threat, there are always local needs. Local community members well-trained within the Territorial Defense Forces will be able to meet local needs in crisis situation and during the war. The key to security and safety is at local level, proper training will enable to grow it at higher levels as well. It is worth noting that the territorial defense forces, having appropriate training, knowledge of the area and the needs of residents in a fast and efficient manner can support appropriate services during the crisis and free. Proper management of Territorial Defense Forces will enable to increase not only security but also safety on all level at lower cost in comparison to investing in increase of operational forces. It is also worth mentioning that during the training of territorial defense forces, we strengthen and shape the civil society and the ideas of patriotism not only local.

Bearing aforementioned in mind, it is crucial to provide a proper position and way of operation to Territorial Defense Forces.

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## **POST-CRISIS TOURISM IN GEORGIA: STATE POLICY AND CORONAVIRUS FREE ZONES**

*Tourism is an important industry for the Georgian economy and also has an important social burden. The share of tourism in the country's economy is 11.5%, the number of people employed in tourism is about 9% of the total number of employees.*

*Tourism received the most severe blow from the pandemic(COVID-19) and the first steps that the Georgian government took in support of business during the crisis period concerned tourism. The struggle with the pandemic is not over yet, but Georgia already has experience in a pandemic, how to manage a business in a crisis.About 19,000 citizens who during the pandemic arrived in Georgia in an organized manner from around the world with state support passed a 14-day quarantine period. For this, 83 hotels were involved.They gained extensive experience in crisis situations, serving people at high risk.*

*Georgia has safe coronavirus-free areas that are historically known as resorts for the rehabilitation of people with lung and respiratory problems:Tskhaltubo, Borjomi, Gudauri, Abastumani, Sairme, Bakhamaro.*

**Keywords:** *Tourism, Georgia, coronavirus, resorts, rural tourism.*

**Relevance of the research topic.** «The worldwide outbreak of COVID-19 has brought the world to a standstill, and tourism has been the worst affected of all major economic sectors» [1]. But the time has come when states are already taking measures to gradually overcome the crisis, including in Georgia. The relevance of the topic is due to the need to analyze the current situation in Georgia's tourism in the context of a pandemic and government measures in support of business, and the possibility of developing «new demanded» tourism products in zones free of coronavirus.

**Analysis of recent research and publications.** Tourism should not inadvertently become the cause of the spread of the virus, so the European Union has already developed safe travel guidelines, which are planned to resume tourism in Europe this year [2]. The International Air Transport Association (IATA) has already published guidelines [3], Georgian government has developed anti-crisis tourism resumption plan [4].

Georgia has safe coronavirus-free areas that are historically known as resorts for the rehabilitation of people with lung and respiratory problems. In addition, rural, wine and other types of tourism are in demand in these areas (about it in more detail in articles [5-8]).

**Presenting main material.** The pandemic and restrictions imposed by the countries have made tourism one of the most affected sectors. At the same time, it occupies a crucial role in the global economy, providing a contribution of more than 10.3% of world GDP, generating more than 28% of world services exports and creating every tenth workplace in the world (330 million people). Tourism has a multiplier effect on employment in many related industries, including hotels and hotels, transportation, agriculture, finance, and construction.

Tourism is an important industry for the Georgian economy, as the share of tourism in the country's economy is 11.5%, and the number of people employed in tourism is about 9% of the total number of employees [9].

Tourism is one of the fastest developing industries in Georgia (see Table). According to the Georgian National Tourism Administration, the number of International Traveler Trips increased by almost 72% from 2015 to 2019. In 2019, the number of international visitors was 9.4 million, and revenue was \$ 3.3 billion. In January-February 2020, the number of international visitors increased by 10%, and income by 6% compared to the same period in 2019 [10].

*Table 1*

**Dynamics of tourism development 2015–2019**

Trip Types	2015	2016	2017	2018	2019
International Traveler Trips	6,305,635	6,719,975	7,902,509	8,679,544	9,357,964
International Visitor Trips	5,255,999	5,392,816	6,482,830	7,203,350	7,725,774
Tourist (Overnight) Trips	3,011,663	3,297,275	4,069,354	4,756,820	5,080,478
Same Day Trips	2,244,336	2,095,541	2,413,476	2,446,530	2,645,296
Other (non-tourism)	1,049,636	1,327,159	1,419,679	1,476,194	1,632,190

*Source: Information Centre, Information and Analytical Department, Ministry of Internal Affairs of Georgia*

Tourism received the most severe blow from the pandemic, and the first steps that were taken by the Georgian government in support of business during the crisis period concerned tourism.

About 95% of all tourism enterprises in Georgia are small and medium enterprises of business that do not have sufficient financial reserves to deal with the crisis independently and maintain jobs. But with the right support, tourism can become one of the important catalysts for the restoration of the country's entire economy. Therefore, in order to minimize the negative consequences of coronavirus, the Georgian government has proposed an anti-crisis plan in support of small and medium-sized businesses [4].

According to this plan, all business entities related to tourism receive a deferment until the end of 2020 on property tax and income tax (already deferred to 6118 businesses), for small hotels with a turnover of less than 6.3 million US dollars (20 million GEL), the state subsidizes bank interest loans at 80% for 6 months - this is more than 95% of existing hotels. Persons employed in the tourism industry who lost their jobs or were sent on free leave during the epidemic will receive \$ 380 (1200 GEL) for 6 months (\$ 62.4 per month), and self-employed will receive one-time help of about \$100. In addition, for each saved workplace with a salary of up to \$ 500 (1,500 GEL), the employer is exempt from income tax for 6 months.

For all tour companies connected to GDS, the state subsidizes the percentage of bank guarantees for 6 months. In support of guides, the state offers retraining programs for guides, free visits to museums, reserves, etc.

Unfortunately, the plan proposed by the Georgian government does not say anything separately about transport companies serving tourists and the financial support of guides.

Georgia will be one of the first countries to open its borders for tourism, taking into account the recommendations and standards of international organizations and the Ministry of Health - from June 15 for domestic tourism and July 1 for international visitors. Georgia already has certain competitive advantages for this. Georgia recognized internationally as a successful country in the fight against a pandemic. The decision made by the government to establish quarantine zones in hotels made it possible for 83 hotels to retain staff of up to 2500 people. After the borders were closed, more than 19,000 citizens were delivered to Georgia by special flights and all of them passed 14-day quarantine in these specially prepared hotels with all services (transportation, meals, etc.). Hotels received extensive experience in a work in a pandemic situation and manage a business in a crisis.

Georgia has the ability to set aside zones free from COVID-19. These are primarily resorts: Tskhaltubo, Borjomi, Gudauri, Abastumani, Sairme, Bakhmaro, which are historically known as resorts for the rehabilitation of people with problems with the lungs and respiratory organs.

In addition, there are regions in Georgia, where not a single case of coronavirus has been recorded and there is an opportunity to develop popular tourism products. Such regions in Western Georgia include the following: Racha-Lechkhumi, Upper Svaneti and Guria. Each of these regions is interesting in its own way and is rich in both historical and cultural, as well as natural monuments, traditional typical cuisine for the region.

Consider the possibilities of one small region, less known than others, but quite interesting and unique in its untouched nature – this is the Guria region.

There are many attractions: two large monasteries – Shemokmedi and Jumati, the fortress of Queen Tamar, the fortress of Askan, about 20 Gurian temples and one mosque, but they are in poor condition. It is necessary to develop the infrastructure of these attractions, especially since they are located in very picturesque areas.

In Guria there is a part of Kolkheti National Park. This is a rather remarkable place, there are swamps and subtropical forests formed 65 million years ago. Naturally, these places are popular for hiking and bird watching. The region has a 20-kilometer strip of seashore with a flat sandy beach suitable for swimming. Most of its territory is mountainous terrain, where nature is almost untouched. Guria is of great interest for ethnic and rural tourism, for lovers of traditions and ancient customs. Gurians sacredly honor ancient traditions and crafts. In most mountain villages, everything, like five hundred years ago, is done manually.

The traditions of choral singing have been preserved here, so tourists can enjoy national songs / polyphony and dances. Local artisans have preserved the ancient methods of honey separation, the manufacture of household items from clay and wood. Therefore, rural tourism products such as acquaintance with the culture of beekeeping, the production of beverages and products from honey, and the making of household items from clay or wood are popular here. They readily share their skills with travelers and invite them to take part in the «production» process.

In Guria in the village of Bakhmaro at an altitude of 2050 meters above sea level there is a famous national resort Bakhmaro, where the sea and mountain air merge, creating a unique environment. Therefore, it has natural healing properties.

It has fresh air, intense sun radiation, especially ultraviolet rays, low atmospheric pressure and a much higher oxygen content. The mountain climate has a tonic and invigorating effect on the human body. This is especially true for those who suffer from chronic compensated diseases of the lungs and heart.

After long months of isolation, when all restrictions on movement are lifted, people will have a desire to leave the city and relax in nature. It is important to offer



such tourism products that cover the countryside, resorts, protected areas, nature reserves, i.e. virus free zones / safe zones.

Recently, there has been increased interest in rural tourism in Georgia. Many objects appeared especially near nature reserves, protected territories, famous historical and cultural monuments [5-8]. One example of a successful tourism business in a village is a home-type hotel – Agri guesthouse «Korena» in the village Gelati, about 10 km from Kutaisi. It is located next to the monument of world culture – the Gelati monastery complex (in the list of world cultural heritage sites of UNESCO since 1994).

An ecologically clean house typical of this region of Georgia is «Imereti Ode», which is 200 years old, typical household utensils, the possibility of walking through the picturesque nature, all this makes this place attractive for rest and rehabilitation after long months of quarantine. Fans of gastronomy tourism can get acquainted with the rich Imereti cuisine here, taste the varieties of wines typical of the region (here you can also find your own production and bottling). Thanks to the various services provided, this small facility employs 14 people. They have open spaces and the ability to receive tourists, both local and foreign, in compliance with all recommendations for safety. They are ready to host families, individual visitors, or a group of no more than 10 people (before the pandemic, they also hosted large groups, but, taking into account modern security requirements, they limited the number of guests).

**Conclusions.** Georgia already has experience and business management in crisis situations. She can create safe tourist areas. These are primarily resorts, which are historically known as resorts for the treatment and rehabilitation of people with health problems and especially with lungs, also protected areas, nature reserves, villages with a relatively developed infrastructure.

Recently, in Georgia, such tourism destinations have become in demand that become especially relevant in the post-crisis period, as cover coronavirus free zones. This is medical and health tourism, adventure tourism, rural tourism, eco, wine tourism, etc.

However, it is necessary to launch a campaign for the development of domestic tourism. For its quick restoration, the government must offer new opportunities, for example, partial budget financing, and discounts from business will also be effective.

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## **LEADING FACTORS FOR SUSTAINABLE TOURISM DEVELOPMENT AFTER AND DURING THE PANDEMIC CONDITION**

*Recommendations make it possible to promote the sustainable development and rapid resuscitation of the tourism industry. Sustainable development can be defined as the process of economic and social changes where the exploitation of natural resources, the direction of investment, the orientation of scientific and technological development, personal development and institutional changes are coordinated with each other and strengthen the present and future potential for human needs and aspirations. The article includes theoretical explanations regarding sustainable development with emphasis in the tourism industry.*

**Keywords:** Sustainable development, Tourism, Tourism Industry.

**Design/Methodology/Approach:** Since the end of 2019, the spread of the pandemic around the world has claimed the lives of many people. In addition, an impact of this process has more or less affected almost all areas of national economy and service production. In this study, we have tried to show the factors contributing to the development of the tourism industry, both, in the usual and in the conditions of further rehabilitation after the pandemic condition. These recommendations make it possible to promote the sustainable development and rapid resuscitation of the tourism industry. Sustainable development can be defined as the process of economic and social changes where the exploitation of natural resources, the direction of investment, the orientation of scientific and technological development, personal development and institutional changes are coordinated with each other and strengthen the present and future potential for human needs and aspirations. In many ways it is about ensuring the quality of life of people. The design of the article includes theoretical explanations regarding sustainable development with emphasis in the tourism industry.

**Findings:** More effective policies promoting the industry in addition to specific projects improving the infrastructure and the social feelings about tourism are proposed.

**Practical Implications:** A set of measures have been identified able to influence the industry in a positive way regarding its direct and indirect effects in the state, regional and local economies of tourism destinations.

**Originality/Value:** This is a first attempt describing and identifying issues related to the Georgian tourism sector. It is a valuable piece of information for policy makers to adopt the article's proposals for the improvement of the industry.

## **Introduction**

Due to the pandemic condition of the world, one of the first sectors of the economy that has been suffered by reducing the number of tourists and, consequently, revenues and then, final closure of it was – tourism and its neighboring industries. Therefore, it is very important to resuscitate the field in parallel with the process of weakening restrictions. In this article we will try to show general picture of sustainable tourism development importance, leading factors to ensure sustainability and give some recommendations for quick resuscitate of the field.

The necessity for sustainable development in tourism becomes more and more noticeable every year because of the high competition among touristic destinations. It is of great importance all negative aspects influencing the tourism industry to be removed. The development of tourism around the world has a significant impact on income's state and the natural environment. Tourism as one of the world's largest economic sectors, supports one out of ten jobs worldwide generating 10.4% of world's GDP (about US\$ 8.8 trillion). In 2018, travel and tourism industry also experienced a 3.9% growth, compared to the global economy which was 3.2%. One out of five new jobs were created by the industry over the last five years.

From the visual impact of the architecture of hotels and resort complexes to noise and air pollution from the increasing traffic flow, pollution of water sources and loss of natural habitats (Deutscher Reiseverband, 2015; Travel & Tourism Economic Impact 2016) tourism has been characterized as an obstacle to sustainable development if the industry discard issues relating to green economy, sustainability of natural resources, cultural habits and ethics, legal and environmental actions.

## **2. Research Methodology and Procedures**

In order to create long-term conditions for the development of tourism within a proper and preserved status in natural resources and the cultural values of the society, the aim of this research is to establish theoretical approaches for a sustainable development of the tourism industry in the state of Georgia. As the tourism industry itself contributes to the country's socio-economic development it is required to be treated as such. Sustainable development through a growth model with adequate use of natural resources, supporting human needs while at the same time preserving the environment, the social and the cultural aspect of the local society could be a well-balanced strategy to be used satisfying present and future needs. Future generations have the right to enjoy life, to be able to work under better working conditions and to continue efforts improving economic and social life.

Sustainable development consists of a system which provides community economic development and environmental protection in the interest of human well-being, growth and quality of life for future generations, quantitative and qualitative changes for the protected natural resources and the surroundings (Frolova, 2010;

Naumova, 2003; OECD, 1980). It implies a form of economic growth that ensures the welfare of the general public for short, medium and long term. It is based on the principle that today's demands must be satisfied so as not to threaten future generations. Sustainable development means to create conditions for the long-term economic development with considerable consideration on environmental issues. The Copenhagen World Summit on sustainable development in 1995 emphasized the necessity of combating social segregation and public health (Frolova, 2010).

By considering the approach to tourism development, it should be taken into account needs of other industries, ensuring their interconnection and interdependence. Despite a rather long time of development of this concept, the researchers did not come to a common opinion regarding the definition of sustainable tourism. Today, the most common definitions are:

- ✓ Sustainable development of tourism industry is all forms of tourism development and management that do not contradict the natural, social, economic unity and well-being of established societies in an indefinite period (World Federation of Natural and National Parks, 1992);
- ✓ Sustainable development of tourism industry is ensured within the limits of environmental sustainability, allows to effectively restore the productivity of natural resources, takes into account the contribution of local communities to leisure tourists;
- ✓ Provides the equality of the rights of the local population to the economic benefits of tourism;
- ✓ Human wishes and needs of the receptive sides are seriously considered (Tourist Concern & Wild World Fund, 1992);

Sustainable development of tourism industry allows modern inhabitants of the world to satisfy their own needs for rest and recreation without the threat of future generations losing this opportunity (UNDP, Production and consumption branch, 1998).

We can determine the principles of sustainable tourism as follows:

- ✓ Promote the adoption of a full and healthy life in harmony with nature;
- ✓ Contribution to the conservation, protection and restoration of the Earth's ecosystems;
- ✓ Development and application of sustainable production and consumption patterns as a basis for travel and tourism;
- ✓ Peoples' cooperation in the field of an open economic system;
- ✓ The abolition of protectionist tendencies in the provision of tourist services;
- ✓ Obligatory protection of the environment as an integral part of the development of tourism, respect for relevant laws;
- ✓ The participation of citizens of the country in solving problems related to the development of tourism including those relating directly to them;
- ✓ Ensuring the local nature of decision-making in the planning of tourism activities;
- ✓ Exchange of experience and introduction of effective tourism technologies;
- ✓ Taking into account the interests of local population.

### **3. Factors Affecting Tourism Development**

At the present stage, the essence of sustainable development of tourism is considered as the most important factor for the sustainable development of the society. This provision is clearly stated in the Global Code of Ethics for Tourism, adopted by the SRT in 1999. It proclaimed the commitment of all participants of the tourism process to preserve the natural environment for sustainable and balanced development. An important role belongs to the central, regional and local authorities; they should support the most environmentally friendly forms of tourism.

In order to change the negative impact of large tourist flows, measures should be applied to distribute tourists and visitors uniformly, thereby reducing the seasonality factor. Planning of new objects of tourist infrastructure should be carried out taking into account the peculiarities of the terrain, to guarantee the preservation of the habitual way of life of the population. Sustainable development of the territories able to attract tourism activities is provided through the creation of tourism infrastructure, the organization of new jobs, the attraction to the standard activities in the field of tourist services for the local population. As a result, the living standard of the inhabitants of peripheral regions rises, and their consolidation takes place in the historical territory of residence.

The protection of tourism is the obligation to preserve the biodiversity of recreational areas and centers. For the realization of such approaches, it is required to use environmental technology, practical experience, recommendations of fundamental and applied sciences. For the protection and restoration of recreational areas new schemes of financing and lending environmental activities within the boundaries of the recreational areas could be an effective way to keep the level at the highest possible height (Frolova, 2010; Naumova, 2003).

All the recreational resources are used for sustainable tourism development, and directed in such a way to satisfy economic, social and aesthetic needs while preserving cultural identity, ecological balance, biological diversity and life-support systems of the recreation region. To enhance sustainable development in tourism several measures are appropriate among them a contemporary development strategy. These measures, either state, regional or local may describe the framework of the industry not only in terms of legal and/or economic aspects but in terms of societal behavior of the work force involved in this industry:

- ✓ Approval at the state level sustainable development provisions, in particular on tourism;
- ✓ Cooperation and exchange of experience with the international community on issues of theory and practice of sustainable development, adapting their methods and tools;

- ✓ Increase of the level of the ecological consciousness of the population, dissemination of information on the quality of the environment and methods of protection;
- ✓ Economic and legal support of nature protection activities;
- ✓ Stimulation of environmental initiatives of the population by supporting non-governmental organizations.

The goals of sustainable development of tourism industry as an integrated holistic paradigm for the development of the society is the development of managerial mechanisms for the tourism industry based on a balanced unity of economic, social (including demographic), ecological and environmental characteristics for general economic progress. Scientists around the world and high-ranking nations have repeatedly stressed the importance of using the potential of tourism to achieve the goals of social and economic development, which are known as the Millennium Development Goals (MDG), and contribute to the achievement of sustainable development of the society.

Through the improvement of the basic infrastructure and the full involvement of local communities, tourism can contribute to poverty reduction, the first of eight MDG (Millennium Development Goals). The provision of the possibility of attracting such external sources of income and their equitable distribution within the community in a tourist-attractive area primarily contribute to improving the quality of life of the local population (Keller, 2004).

During the United Nation World Tourism Organization (UNWTO) General Assembly meeting in October 10, 2011 in Gyeongju, Republic of Korea, about 70 ministers from all regions of the world agreed to promote such a tourism policy aimed at achieving the MDG (Millennium Development Goals) by 2015. In parallel, the capacity of tourism is to promote the construction of a «more secure, fair, green and prosperous world for all» (OECD, 1980;Debbage and Ioannides, 2003).

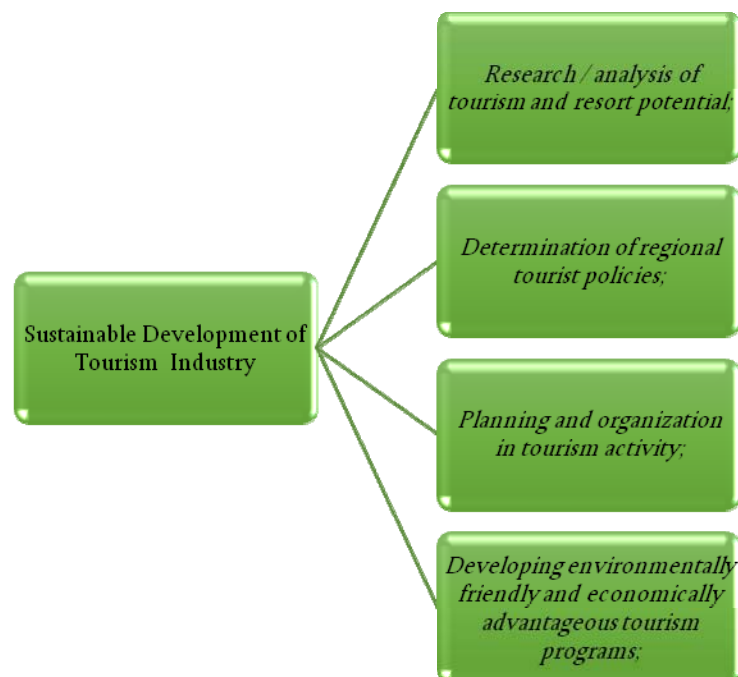
Tourist activities with proper planning have a positive effect on destinations, and contribute to improving the quality of life of the population because:

- ✓ It serves an additional source of income for the local population;
- ✓ Allows to diversify economic activities in destination;
- ✓ Provides new jobs and increases opportunities for the local population;
- ✓ Tourism is an effective catalyst for the restoration of the traditions of the area, the maintenance and the development of local culture;
- ✓ Increases the level of education and qualification of the local population in order to improve the quality of the services provided to tourists in the destination;
- ✓ Allows to develop micro, small and medium business for which advertising is a very important factor, proper outdoor advertising and manufacturing give chances to attract new customers;

- ✓ Reduces the isolation of the terrain due to the improvement of transport infrastructure, the emergence of IT technologies and modern means of communication;
- ✓ Improves the quality and accessibility of various services, including health care. The income from tourism is distributed;
- ✓ The income remaining in the region (that part is necessary for a positive change in the quality of life of the population) as income of local entrepreneurs, owners of infrastructure facilities, salary of local staff, income from sales of locally produced food products, income from sales of locally produced souvenirs, payment for maintenance of infrastructure and environmental conditions of the area;
- ✓ Income from the region as income of foreign investors and foreign travel agencies, expenses for the development of tourist products, marketing and advertising, transfers to destination, the cost of importing food, energy, technology, communication systems, highly qualified personnel, industrial goods, services.

Concluding, sustainable development of the tourism industry is a precondition for the solution of many economic and social problems. Precondition of sustainable development of tourism industry is created from different factors, such as:

- Research / analysis of tourism and resort potential;
- Determination of regional tourist policies;
- Planning and organization in tourism activity;
- Developing environmentally friendly and economically advantageous tourism programs (Diagram 1).



*Diagram 1. Factors of Sustainable Development of Tourism Industry*

*Source: Formed by the author.*



The pandemic period is characterized by many restrictions – including restrictions on travel, which literally influenced the development of tourism around the world. In such conditions, the entire sector has been stagnated and came to a negative balance (Table 1).

*Table 1*

### **International Travel 2020**

Country	2019: 3 Month	2020: 3 Month	Difference	Difference %
International Arrivals	1 617 548	1 333 089	-284 459	-17,6%
Other Visits	284 048	212 596	-71 452	-25,2%
International Visits	1 333 500	1 120 493	-213 007	-16,0%

*Source: <https://gnta.ge>*

As can be seen from the table, compared to the same period of the last year, in 2020 international visitors decreased by -16%, international travelers' visits by -17% and other visits (non-tourist) by -25%, which was reflected in other economic indicators. That is why we need fast and irreversible maintaining the industry, to insure pace and sustainability of its development.

In order to overcome the crisis created by the conditions of the pandemic for the tourism industry, we consider it expedient for the state to take the following measures due support the sector:

- ✓ Exemption from hotel business taxes for at least 6 months;
- ✓ Subsidizing Hotel Business Bank Credits (50–80%);
- ✓ Assist hotels in introducing the World Tourism Organization's Security Standards (UNWTO);
- ✓ Assist food establishments in introducing the World Tourism Organization's Security Standards (UNWTO);
- ✓ Subsidizing the amount of participation fee in tourism exhibitions.

This is the minimum of steps that will help the tourism industry to manage the rehabilitation process with the fewer losses.

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## **PUBLIC-PRIVATE PARTNERSHIP IN TRANSPORT INFRASTRUCTURE OF TOURIST BUSINESS**

*The article describes the peculiarities of implementation of public-private partnership in the transport infrastructure of tourism. It is substantiated that the cooperation of the state and the private sector in the sphere of transport support of the tourist business creates favorable conditions for efficient use of available and attracting investment resources for the sustainable development of priority sectors of the economy of the country. The specificity, subjects and forms of public-private partnership in the projects of development of transport of tourist infrastructure have been revealed.*

**Keywords:** *tourism, transport, transport service, public-private partnership, transport infrastructure.*

### **Relevance of research topic.**

Tourism business in the late XX – early XXI centuries has become one of the largest and fastest growing sectors of the world economy. 2017 has become the International Year of Sustainable Tourism Development. In total, travel and tourism generate 7.6 trillion. \$ US (10.2% of world GDP) and 292 million jobs, the equivalent of 1 to 10 jobs in the world economy. This sector accounts for 6.6% of total global exports and almost 30% of total services exports [2]. It is tourism that is one of those sectors that will ensure the sustainable development of the Ukrainian economy and therefore requires implementation of qualitatively new infrastructural shifts, in particular their transport component.

### **Formulation of the problem.**

Development of transport infrastructure, improvement of quality of transport services, acceleration of development of international transport corridors is a necessary condition for activation of tourism. This requires the mobilization of large internal financial resources and the mobilization of external resources. This is impossible without active participation in these processes of the state, without the use of new methods and mechanisms of public administration. The current approach in domestic

and international practice to the utilization of the resource potential of individual regions and the country as a whole is the introduction of a public-private partnership mechanism. At the legislative level in Ukraine, this is enshrined in the Law on Public-Private Partnership[3].

It identifies priority sectors of the economy that, with significant investment, can ensure sustainable development and sustainable social impact, both in individual regions and in the country as a whole. These include energy, energy, mining, transportation and tourism. Effective implementation of public-private partnerships in the transport infrastructure of the tourism business requires exploration of world experience and identifying the features and specifics of the process.

### **Analysis of recent researches and publications.**

The results of studies of problems of transport service and transportation of tourists, the organization of transport trips are outlined in the works of such specialists as Babaritskaya V., Gerasimenko V., Zamkova A., Butko I., Gulyaev V., Ilyina O., Senin V., Chudnovsky V. and others.

Issues of reform and the tourism sector based on public-private partnerships were reflected in the scientific literature of Brusyltseva T., Ivashova L., Zima O., Mykhailychenko G. and others.

Theoretical problems and practical aspects of solving the problems of development of tourism and its infrastructure are presented in the scientific works of Arion O., Dombrovskaya S., Novikova A., Pashchenko Yu. However, there remain a number of unresolved issues that hinder the development of PPP in this area and require further research.

### **Main aim of research**

The purpose of the article is to summarize the world experience of using public-private partnership in the transport infrastructure of the tourism business and to develop proposals for the activation of these processes in Ukraine.

### **Presenting main material.**

The interaction of the transport complex with the tourism business is an integral process: 80 - 90% of the revenue from passenger transportation by transport is received in the tourism business, in the structure of the value of tourist products a significant part belongs to such component as transport service, transport is one of the most important components of the tourist infrastructure activities.

Transport (rail, air, water) provides tourists with a communication link between the place of residence and the place of temporary stay, allow you to move freely and profitably within the tourist territory and have access to specific tourist sites. The need for a highly developed transport system in Ukraine is further exacerbated by the processes of integration into the European and world economy, and the transport system becomes the basis for our country's effective entry into the world community.

But undeniable is the fact that Ukraine's transport infrastructure does not meet current trends in international tourism. This is evidenced by the lack of adaptation to

meet the demand of travelers in both quantitative and qualitative parameters. The development of tourism transportation support requires considerable investment, with private sector and government funding attracting sources. Analyzing the role of the state in the organization and development of transport support for tourism activities in different countries of the world, we can identify three types of models of state participation in regulating this important component of the national economy.

The first model (valid in the US) is based on the absence of a central state transport administration. All issues are resolved locally on the basis and principles of market «self-organization». This approach can be applied when tourism is not very much needed by the national economy at all, or when the positions of transport market actors are strong enough to solve their problems without state participation.

The second model (valid in Egypt, Mexico, Tunisia, Turkey) envisages the existence of a strong and authoritative central body – a ministry that controls the activities of all transport enterprises in the country. Its implementation requires appropriate conditions, namely: significant financial investments in the transport industry, in particular in advertising and marketing, investing in tourism infrastructure and more. A similar model for the organization of transport infrastructure management is appropriate in countries for which tourism, and therefore transport, is one of the main sources of foreign exchange budget revenues.

The third model is prevalent in such developed countries of the world as France, Spain, Great Britain and Italy. It stipulates that the problems of development of transport infrastructure in the country are solved in the middle of a certain multi-sector ministry at the level of the relevant branch. At the same time, the department of the ministry responsible for its development in the country conducts activities in two directions: resolves or regulates general issues of state regulation (development of legal framework, coordination of activities of regional representative and executive power, international cooperation at the interstate level, collection and processing statistical information) [1].

We believe that the third model is the most acceptable for Ukraine. Its peculiarity is the need for close interaction between local authorities and private businesses. And, as the experience of countries using such a model shows, such a scheme of work is highly productive for the cooperation and interaction of administrative bodies at different levels of state and regional government, as well as for attracting private sector financial resources to fulfill relevant public tasks.

The maximum effect in the development of transport provision of tourism can be achieved only in the conditions of cooperation of executive authorities, local self-government, public and professional organizations and business structures. It is this complex of relations that foresees a public-private partnership aimed at the creation of infrastructural objects, and should now become the main vehicle for the development of Ukraine's transport infrastructure.

For example, central roads were constructed in Finland, airports and regional routes were reconstructed in Portugal, water supply networks and highways were upgraded in France. In countries with low levels of socio-economic development, these projects are implemented primarily in the areas of transport infrastructure and utilities on the basis of concession agreements.

In such a system of relations the resources and potentials of the state and business are combined, the effect of synergy is triggered, which helps to increase the efficiency of the use of available resources, the sharing of risks between the public and the private sector and their minimization.

The peculiarity of the transport segment of the tourist business infrastructure allows to distinguish subjects of PPP, which can be: from state institutions - government committees, ministries, departments, councils, administrations, bodies of regional power and territorial communities; from the private sector - tourist service providers, transport enterprises, sightseeing establishments, transport and tourism enterprises. The main form of PPP is concession. The areas of application of the concession mechanism should be: reconstruction and expansion of the network of transport routes; development of modern infrastructure, its service and improvement of transport quality; participation in the cross-border cooperation process at the regional level; integration of Ukraine into the international transport system. Combining individual modes of transport into a single transport system, they greatly influence the socio-economic development of the country.

Ukraine has a rather extensive transport system, which presents all modes of transport. The geographical location of Ukraine, the historical features of its development have created the preconditions for building one of the dense and powerful transport networks in Europe and the world. According to UNWTO [4], in 2019 the share of rail transportation in the total volume of tourist transportation by all modes of transport amounted to 2%, the share of transportation by water transport – 4%, the share of transportation by road - 37%, the share of transportation by air – increased to 58%.

Ukraine has great potential in increasing the tourist flow. Active involvement of different types of transport in tourist services will allow to effectively develop various spheres and types of tourism business, to diversify the range of tourist services provided.

### **Conclusion.**

Transport and tourism have a decisive impact on the country's economy. Of all sectors of the economy, transport has the strongest link with tourism. In today's context, the development of tourism and transport should be seen as interdependent processes.

To improve transport services for tourists, the transport system of Ukraine requires significant investments, which should be directed to the upgrading and modernization of rolling stock, the creation of transport networks, improving the quality of passenger services, optimization of transportation rates, improving the management of transport enterprises in all modes of transport.

One way to address these challenges is to use a public-private partnership mechanism. It is necessary to create the right conditions for the private sector to receive investments in the development of the infrastructure of the transport system, and to pay attention to the use of the right regulatory instruments to facilitate private sector financial participation. Successful transformation of the transport sector is possible only through the introduction of a modern and adapted legal framework.

Further research should focus on the development of the scientific basis for future concession legislation and its adaptation to specific conditions of transport activity in Ukraine.

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## EVALUATION OF THE INNOVATION AND INVESTMENT POTENTIAL OF THE TOURIST SPHERE OF VINNYTSA

*The purpose of the article is to analyze the current state and evaluate the innovation and investment potential of tourism enterprises, determine the ways of further development of tourism in Vinnitsa.*

**Keywords:** *innovation and investment potential, development of tourism, tourist vector concept*

**Relevance of research topic.** The development of tourism at the regional level as well as the city of Vinnytsa remains relevant at this stage of development of Ukrainian tourism in general.

**Formulation of the problem.** Vinnitsa is a new point on the tourist map of Ukraine. It has its tourist highlights and tends to further develop tourism.

Analysis of the current state and assessment of the innovation and investment potential of the tourism sector will allow to determine a set of measures aimed at providing a systematic approach to tourism development, enhancing the tourist attractiveness and improving the tourist infrastructure of the city, creating a quality service network for both entertainment and business tourism, increasing its tourist competitiveness.

**Analysis of recent researches and publications.** Foreign scientists such as G. Harris, J. Bowen, J. Ritchie, N. Reimers, and F. Kotler have been researching



tourism issues. Among domestic researchers, significant contributions have been made by such scientists as O. Beydik, P. Gudz, V. Evdokimenko, V. Kifyak, O. Lyubitseva, M. Malska, T. Tkachenko, and others.

Despite the large number of theoretical and methodological approaches concerning the development of tourism, the issues of researching the development of tourism at the regional level remain relevant.

**Presenting main material.** Tourism is one of the main directions of development of the world economy. Its priority is evidenced by rather significant revenues from tourism, which make up 9 percent of world GDP and 30 percent of international trade in services. Annually, world tourist flow increase by 4–5% [1].

Indicators of tourism development in Ukraine reflect the general economic situation in the country: despite the «strange» state of the economy, Ukrainians are increasingly traveling abroad and traveling across the country.

As of 2018, 14.2 million foreign tourists have visited Ukraine. The state earned \$ 1.261 billion from them. Aggregate tourist tax revenues and tax payments increased by 20.7% to 4.2 billion hryvnias, tourist revenue increased by 29.2% to 90.7 million hryvnias [2].

Border countries have traditionally been leaders in visiting Ukraine: Moldova, Belarus, Russia, Poland, Hungary, Romania and Slovakia.

In addition, the State Border Guard Service recorded in 2018 an increase in the number of tourists from non-border countries, including Europe: Spain – 68%, Great Britain – 47.3%, Lithuania – 23.4%, Italy – 15.4%, Germany – 13.3%, France – 9.2%, and India – 57.4%, China – 38.8%, Japan – 38.3%, Israel – 21.7% and the United States – 19% [2].

Transcarpathian, Odesa and Kharkiv (acquiring the role of business tourism center) regions are the most popular for foreigners to visit. Ukrainians mostly visit Kyiv, Lviv, Poltava, Cherkasy and Dnipropetrovsk regions.

Such changes in the structure of the tourist flow were the result of intensified promotion of Ukraine in the international tourism market, bilateral cooperation, visa liberalization, increase in offers of direct and budget air services.

At the request of the Vinnytsa City Council, in July 2019, the sociological agency «Fama» conducted the first study of the tourist attractiveness of the city. The study conducted a survey of visitors to the city method «face to face». 400 respondents aged 18 and over were interviewed. The allowable sampling error does not exceed 4.9%. The study also used data from the Fama All-Ukrainian Survey (2019) on the characteristics of Vinnytsa by respondents.

Yet, the profile of city visitors by age of tourists is as follows [1]:

- before 20 y.o. – 11,2%
- 21-25 y.o. – 15,2%
- 26-30 y.o. – 15,2%
- 31-35 y.o. – 10,5%

- 36-40 y.o. – 17,0%
- 41-45 y.o. – 11,2%
- 46-50 y.o. – 10,2%
- 51 y.o. and above – 9,5%.

The primary purpose of the trip: recreation and entertainment (61.6%); visits of friends and relatives (22.7%); business, work travel (8.7%); participation in competitions, competitions (3,0%); other personal matters (admission to university, treatment, etc.) (4.0%) [1].

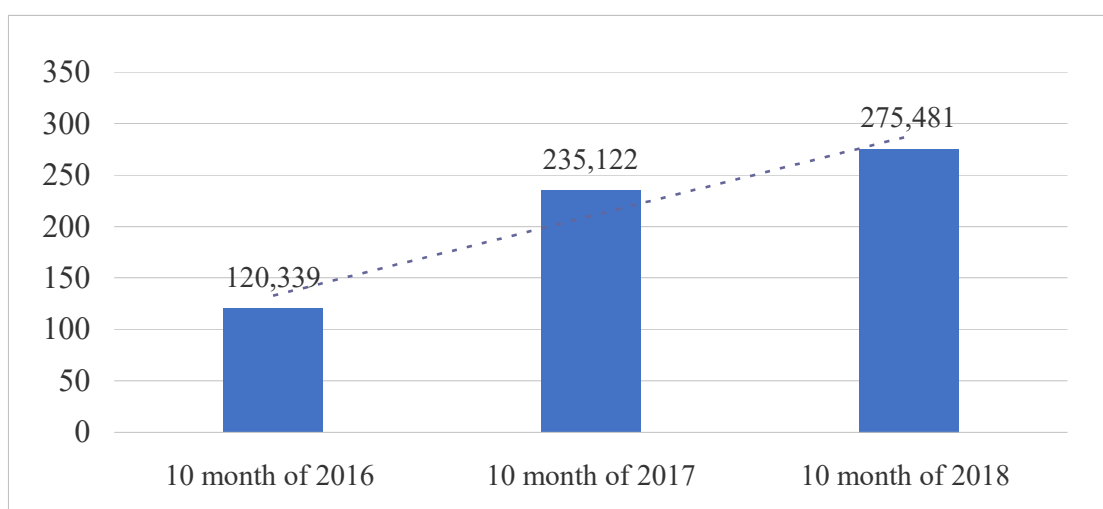
Thus, according to the analysis, the largest share of tourists visiting Vinnitsa is made by travelers aged 21-30 years (30.4%) and 31-40 years (27.5%) with an average monthly income of up to 6 thousand hryvnias per person (41.2%). On average, they leave in the city about 1,000 UAH per day. The majority of the city's guests are residents of the neighboring regions of Ukraine who come to Vinnytsa for recreation and entertainment (61.6%), bringing with them one companion. The percentage of those who come to Vinnytsa and live in Kyiv and Kyiv region is 22.2%. As for foreign guests (8.2%), the city is popular with citizens of Belarus, Georgia, the Republic of Poland, the Russian Federation and the USA [1].

A study of the length of stay of travelers in the city showed that Vinnytsa confidently overcomes the stereotype of «city for one day», as 67.8% of respondents spend more than 24 hours in Vinnitsa [1].

One five-star, two four-star, 38 three-star, 8 economy-class hotels and 49 hostels operate to meet the needs of tourists in the city. [1]

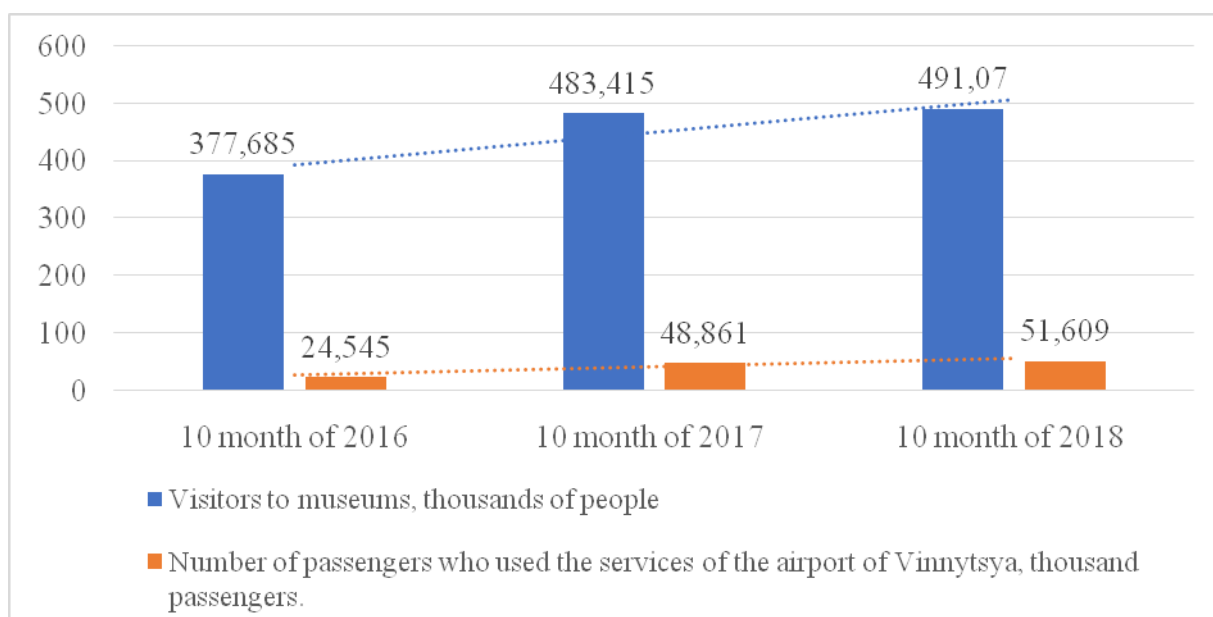
The increase in tourist flow to Vinnitsa resulted in an increase of 128.9% in the revenues from the tourist tax to the city budget for the period 2016-2018.

Thus, for the 10 months of 2018 they amounted 275,481 thousand UAH, while for the 10 months of 2017 – 235,122 thousand UAH, and for the same period of 2016 – 120,339 thousand UAH. (Fig. 1).



*Fig. 1. Dynamics of the tourist fee to the budget of Vinnytsa, thousand UAH [1]*

An increase in the number of tourists and sightseers in Vinnitsa is also evidenced by the data presented in Fig. 2.



*Fig. 2. Number of visitors of museums and passengers who used the services of the airport of Vinnytsa, thousand people [1]*

An increase in tourists and sightseers, an increase in the share of entrepreneurs involved in the tourism sector, and an increase in the number of workers engaged in tourist and sightseeing services determine the social importance of tourism development for the city.

The main directions of further development of the Vinnytsa tourism sector are determined by the decision of the Vinnytsa Regional Council from June 24, 2015 «Strategy of balanced regional development of Vinnytsa Region for the period up to 2020» and the decision of Vinnytsa City Council from August 30, 2013 No. 1405 «On approval of the Development Strategy of Vinnytsa -2020 «.

Specification of tasks and priorities of the Vinnytsa 2020 Development Strategy is reflected in the Vinnytsa Tourism Development Program for 2016-2020 (approved by Vinnytsa City Council Decision No. 2320 of 30.10.2015) and defines a set of measures aimed at ensuring a systematic approach to development of tourism, increase of tourist attractiveness and development of tourist infrastructure of the city, creation of high-quality service network, both for entertaining and business tourism.

The main objectives of the Program are aimed at the implementation of the state policy on tourism development in the city and foresee the introduction of modern European approaches to the improvement of organizational and resource support for:

- development of the existing tourist infrastructure;
- increasing of tourist attractiveness and competitiveness of the city;
- increasing the ability of small business entities in the tourism sector to provide quality tourism services.

The following stakeholders (target groups) can be identified in the implementation of the Program activities:

- business entities engaged in activity in the tourist sphere of the city;
- representatives of public organizations whose activities are aimed at tourism development, studying the historical heritage of the city, improving the quality of tourist services;
- representatives of city authorities and territorial bodies of state power, who are interested in establishing partnerships with small business entities in order to fulfill the main objectives of the Program.

The Program's activities also aim to involve vulnerable social groups (including young people, persons with disabilities, etc.) in the development of tourism in the city.

For the implementation of the Tourism Development Program, the city must have adequate innovation and investment potential, which can be considered as a system of innovation-investment resources, factors and conditions that create opportunities for the implementation of innovation-investment activity by enterprises of the tourism industry, accumulation and development of investment funds in order to ensure their innovative development and expanded reproduction and achievement of competitive advantages [3].

On the basis of the works suggested by A.S. Fedonina, I.M. Repin [4] and improved by O.M. Kalchenko [3] the performance of diagnostics of innovation and investment potential of enterprises of tourist sphere of Vinnitsa is performed, using the system of indicators given in Table. 1.

*Table 1*

**Components of innovation and investment potential of Vinnitsa tourism enterprises by functional blocks [3]**

Functional blocks for evaluation of innovation and investment potential	Components of innovation and investment potential	Indicators for assessing innovation and investment potential
Finance	Financial potential	Investment in tourism (including investments in related industries)
		Volumes of financing of tourism at the expense of the state budget
		Financial result from the economic activity of tourism enterprises
		Investment in hotels and restaurants
		Volume of investments in additional transport services and auxiliary operations

Functional blocks for evaluation of innovation and investment potential	Components of innovation and investment potential	Indicators for assessing innovation and investment potential
Production and sales of products	Material and technical potential	The number of tourists served by tourist enterprises
		The volume of tourist services provided per tourist enterprise
		Number of hotel type enterprises
		Number of sanatorium and recreational facilities
	Natural and recreational potential	Number of nature reserves and national parks
		Area of nature reserves and national parks
Marketing	Scientific and methodological potential	Number of employees of scientific organizations
		Volume of financing of scientific and technical works
		Financing of applied development in the sphere of tourism from the state budget
	Information potential	Volume of realization of advertising services
		Level of use of information technologies
		Provision of communication facilities
Organizational structure and management	Labor and organizational and managerial potential	Number of employees in tourist enterprises
		Number of employees in the hotel and restaurant industry

Following the instructions offered by Prokopenko O. on diagnostics of enterprise potential management [5], we obtain the following algorithm of graphoanalytic method of estimation of innovation and investment potential of tourism enterprises of Vinnytsa:

1. The output is presented in the form of a table, where the numbers are written in rows ( $i = 1, 2, 3, \dots n$ ), and in the columns – periods of time, for which the analysis is performed ( $j = 1, 2, 3, \dots m$ ).

2. Each indicator determines the best value of the indicator among all values for the whole analyzed period. The best metric value is compared to other periods by calculating relative metrics ( $\delta_{ji}$ ). They are calculated by the formulas:

$$\delta_{ji} = \frac{\Pi_{ji}}{\Pi_{\max}}, \quad (1)$$

if bigger value rate prioritised

$$\delta_{ji} = \frac{\Pi_{\min}}{\Pi_{ji}} \quad (2)$$

if smaller value rate prioritised

where  $\Pi_{ji}$  – value of the  $i$  indicator for the  $j$  period;

$\Pi_{max}$  – the biggest value of the indicator (coefficient) for the analyzed period;

$\Pi_{min}$  – the smallest value of the indicator (coefficient) for the analyzed period.

3. Determining the value of every  $i$  indicator for the  $j$  period ( $B_{ji}$ ) in the  $k$  functional indicator's block.

4. Determining for every  $j$  period the value of every  $k$  functional block  $R_{jk}$  by the formula:

$$R_{jk} = \sum_{i=1}^{n_k} \delta_{ji} \cdot B_{ji} \cdot 100, \quad (3)$$

where  $n_k$  – the number of the indicators in the  $k$  functional block;

$B_{ji}$  – the value of the  $i$ -indicator in the  $j$  period;

$\delta_{ji}$  – relative estimation of the  $i$  indicator of the  $j$  period.

5. The obtained  $R_{jk}$  estimates are transformed into a vector length, which creates a square of tourist and recreational potential. In this case, the point at the outer boundary of the square, that is, 100 conditional units, corresponds to the highest possible estimate.

6. By determining the length of all vectors, we create the square of the potential for each period.

The potential square has four zones according to the functional blocks ( $k$ ), which are given in Table.1, and the four vectors that create it. On the basis of this algorithm and the corresponding system of indicators, having carried out the corresponding calculations, we obtain data for construction of the square of innovation and investment potential of tourism enterprises in Vinnytsya (Table 2).

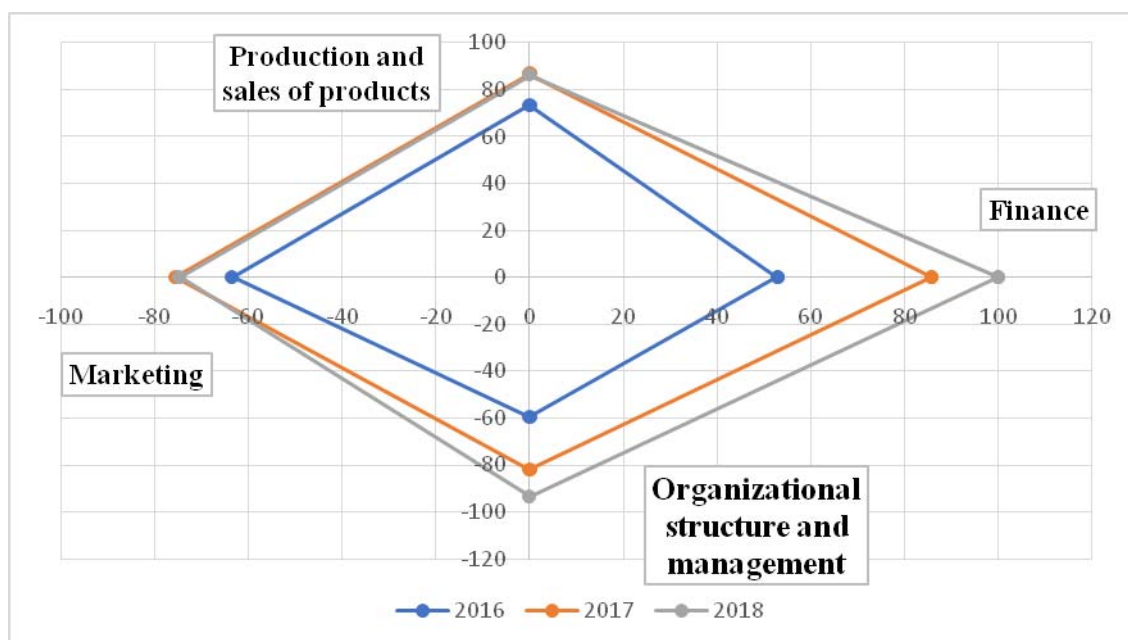
Table 2

### Evaluation of the functional blocks of the square of innovation and investment potential of the Vinnytsa tourism sphere

Functional blocks for evaluation of innovation and investment potential	R16	R17	R18
Finance	0,527611	0,85752	1
Production and sales of products	0,734065	0,867365	0,862694
Marketing	0,63378	0,75583	0,74572
Organizational structure and management	0,59605	0,82085	0,936

According to the data, this is shown in table 2 estimates of functional blocks are transformed into lengths of vectors forming squares of innovation and investment potential of tourism enterprises in Vinnytsa during 2016–2018 (Fig. 3).

The analysis of fig. 3 indicates that the shape of the square of the innovation and investment potential of the tourism sector in Vinnytsa is not optimal: vectors in different periods are developed differently. Moreover, the functional units «Finance» and «Production and sales of products» in 2018 and 2017, followed by the activation of the marketing activity and management of tourist infrastructure establishments, received the greatest development.



*Fig. 3. Square of innovation and investment potential of tourism enterprises in Vinnytsa for 2016–2018*

Thus, on the basis of the graphical model «Capacity Square», it is established that the innovation and investment potential of the Vinnytsa tourism industry is unbalanced. The study of the state of the functional blocks makes it possible to conclude that the most developed elements are financial and logistical resources. For a balanced model of tourism potential, it is worth paying attention to projects and activities for the development of organizational, managerial and labor resources, to activate information and natural and recreational potential.

**Conclusion.** To create a positive image of the city of Vinnytsa, create a favorable climate for external investors and local businesses, including tourism, enhance investment processes, innovate, improve the competitiveness of local businesses, improve the quality of life for residents of the city, in accordance with the priorities of the Vinnitsa 2020 Development Strategy the concept of the tourist vector of the city development is defined: «Vinnytsa is a hospitable city of unique history, architecture and culture».

The approval of this document by the City Council forms a policy for the implementation of a set of measures, clear goals and specific tasks for the development

of the tourism sphere, since it provides for inter-sectoral cooperation of structural units, institutions, organizations and enterprises of the city. This approach creates a conscious shared responsibility for the future of the city and the growth of its tourism potential, enhancing the competitiveness of Vinnytsa compared to other cities in Ukraine.

Successful implementation of the above concept requires significant attention to be paid to the marketing strategy of tourism development. For its realization it is necessary to understand what tourist product the city sells, to whom it sells and what are the channels of its sale. For this purpose, it is advisable to split all interested stakeholders into separate target groups (investors, tourists, residents), which will allow to develop tourism products according to the needs, requests, expectations of each audience and form a tourist offer.

The result of the implementation of the city's marketing strategy is to develop a positive investment and tourism image of the city, which will give it significant competitive advantages at the interregional and international levels, will allow attracting and increasing its own resources.

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## STRATEGIC SYSTEM EFFECTS IN RESORT AND TOURIST SPHERES

*In modern world economy the resort recreations are one of the most high-profitable spheres of managing. Ukraine owns the powerful resort and tourist potential, which effective development can bring a real economic benefit. The market environment needs are in the form of demand and ways to meet them mediated by the market in the form of structural shifts. They are important for forecasting of behavior of the market of resort and tourist products.*

*One of the results of economic transformation in the resort economy is a transition to a new development strategy that is the transition from a seller's market to a buyer's market. It, in turn, generates numerous system transformational effects to which number, except transformational crisis, follow to carry and transformational structural shifts. Thus, it is possible to speak about difficult system of transformational effects among which there are as effects, which specifics consist only in quantitative differences of transformational economy from market, and effects, which provide existence of qualitative differences between them. In research, set of indicators, which allow analysing structural shifts in resort-recreation economy upon transition to new strategy of development, is constructed. The structure of system is considered, as set of proportions between elements. The movement of all system is described by the reduced indexes of volumes, and the relative movement of production of resort-recreation products in system – is described by indicators of structural shifts. Expected calculations are executed and scenarios developments of Priazovye resort-recreation complex are gained.*

**Key words:** *resort and tourist sphere, economic transformations, strategic system effects, structural shifts, set of indicators.*

**Relevance of the research topic.** In modern world economy resort-recreation and tourist activity is one of highly profitable spheres and also one of what most dynamically develops. For many countries, this is not only a constantly growing source of financial revenue, but also a source of infrastructure development for territories and the creation of additional jobs by attracting millions of tourists [Campbell, 2018; Ravenscroft, 2019]. Ukraine has a powerful resort-recreation and tourist potential, the effective use of which can bring real economic benefits. Therefore, in the process of market transformation of the economy, the resort-recreation and tourist spheres must occupy one of the leading positions in the structure of the economic complex [Humeniuk, 2019].

**Formulation of the problem.** The economic transformations of the resort and tourist economy are large-scale and profound transformations of a systemic nature. They have their own patterns and effects, the detection of which not only assess their current state, but also predict trends. Transformation processes are reflected in structural shifts in both consumption and production of resort and tourist products. Thus, there is a need to substantiate the content of strategic systemic effects in the resort-recreation and tourism economy, explaining their role in the structural restructuring of the national economic system and the development of the resort-recreation and tourism sphere on their basis.

**Analysis of recent research and publications.** Significant scientific contribution to the formation of the theory of strategic systemic effects in the study of mechanisms of transformation of economic structures, structural crises was made by representatives of different schools and areas of economic thought. The theoretical findings of J. Schumpeter, P. Samuelson, J. Van Dain, D. Freeman, J. Forrester, M. Porat, and R. Reich have become the starting points for further research in the field of structural shifts, contributing to a deeper understanding of economic transformations, in particular in the resort-recreation and tourism spheres [Barro, 2016]. However, the problems of forming a structural contour during the transformation of the national economy remain debatable.

**Setting objectives.** The purpose of the research is to analyze and predict transformational structural changes in the resort-recreation and tourism spheres in the transition to a new development strategy. It provides for the predominant provision of resort-recreation services integrated with the leisure and tourism industries.

**Presenting main material.** The research of structural changes in the resort and tourist spheres is based on a research paradigm, which is to interpret the phenomenon of economic transformation as a transformation of the multidimensional structure of the economic system, which adequately reflects the changes in its state. The transformation of the structure of the economic system is accompanied by the appearance of additional strategic system effects. According to the accepted goal of research, strategic systemic effects will mean the effects caused by changes in the principles of functioning of the resort and tourist system on the basis of transformations of its structure, which lead to additional opportunities to increase its efficiency.

One of the problematic issues is the ability to evaluate the effects of various structural interactions in the process of transformation of the resort and tourist spheres. Referring to existing economic theories [Flaschel, 2017; Humeniuk, 2018], we can conclude that there is no universal criterion for evaluating such effects. The way out is to evaluate the strategic systemic effects of interactions of structural variables by identifying objective relationships between them. To do this, it is legitimate, using the methodology of general systems theory, to divide all structural variables that reflect the process of systemic economic transformation into «input» and «output». The first are the variables that appear from the perspective of the researcher as the root causes of structural changes in the resort and tourist spheres, the second – variables that express the consequences of these transformations.

Effects of interaction of output and input transformational variables are always shown in change of resource releases and resource expenses by various sectors of economy and, eventually, the aggregated indicators within all national economic system. Thereby, researches of strategic system effects it is real on the basis of comparison of results and expenses in their resource measurement on all chains of structural interactions, besides taking into account target indicators of development of all economic system [William, 2017].

One of strategic system effects that is shown as result of system economic transformation in resort and tourist spheres, is effect of the main structural shifts – technological, resource and organizationally behavioural – in organic interrelations with each other. It should be noted that structural the aspect of development is shown both with mediation of proliferation, and through certain high-quality changes in economy. According to us, the concept of shifts – most reflects the nature of transformational processes, which happen in resort and tourist structures. According to research objectives, under structural shifts we will understand significant changes internal creation of resort-recreation and tourist systems, interrelations between its elements, laws of these interrelations that lead to change of the main system qualities.

Content of structural shifts is change of interstructural and intersystem communications and also the main characteristics (system qualities) of such systems. Thus, the structural shift is a process qualitative change of interrelations between the comparable elements of a system caused uneven by dynamics a ratio of their quantitative characteristics, process of fundamental proportions adaptation to endogenous and exogenous changes of resort-recreation and tourist systems conditions.

We concretize a concept structural shift in resort-recreation and tourist spheres. The matter is that shifts in such structure is the cornerstone of anything shifts in the system of interests both economic entity or their groups, and the certain individual, and shifts appear in the form of macro – meso – and microarray respectively. Economic interests represent incentive motives of actions of consumers and are realized in the form of resort-recreation and tourist needs. They prove as the driving

force of actions of individuals. The different interests and needs of members of society are internally connected among themselves and represent one complete system. Then, the elementary unit of any structural shift in the economy is micro-displacement, that is, the shift in the economic interests and needs of the individual. At this level, there is a formation and pleasure more than 40% of interests and requirements. Thus, the foundation of structural shifts in more difficult economic sets is laid. Therefore, shifts in structure of resort-recreation and tourist needs of individuals determine shifts in structure of the resort-recreation and tourist enterprises and complexes, which in turn mediate shifts in structure of the branches of national economy. What finally brings to shifts in structure of the economic «centers of force» at the national and world levels?

Thus, as the main reason for structural shifts in resort-recreation and tourist economy development of a system of social needs acts. Their changes cover structures of solvent demand of economic agents that, interacting with the offer, causes these or those changes in structure of placement of resources that is characterized by certain structural shifts in economy. Structural shifts are preceded by gradual quantitative savings of structural changes, which turn into structural shifts, and can happen in a situation when there is a transformation, but there is no development. Structural shifts have the inertial nature and proceed gradually, step by step, with different intensity and synchronism [Brownrigg, 2017].

Let's construct a set of indicators, which allow analyzing structural shifts in resort-recreation economy. Let  $q_{jt} > 0$  – the production volume of a resort-recreation product  $j$ , period  $t$  in the natural form,  $t = \overline{T_1, T_2}$ ,  $T_1$  and  $T_2$  – the beginning and end of the time interval under consideration,  $j = \overline{1, n}$ ,  $n$  – the number of resort-recreation products produced. Such products in the studied period are on sale at the fixed prices,  $p'_j > 0$ ,  $j = \overline{1, n}$ . Then the totality  $u_{jt} = q_{jt} p'_j > 0$ ,  $j = \overline{1, n}$  the cost of production  $q_{jt}$  in the prices  $p'_j$  denote  $v_t$  and call the vector of costs for the period  $t$ .

Vectors of costs for the different periods can differ both in length and the direction. Comparison of lengths of vectors of costs allows to receive summary indexes of volumes, and comparison of their directions – summary indexes of structural shifts. According to such approach the structure of a resort-recreation system is considered as set of proportions between elements. The movement of all system is described by summary indexes of volumes, and relative the movement of the production of resort-recreation products in a system – is described by indicators of structural shifts. The summary economic index does not reflect uniformity or unevenness of economic growth, indicators of structural shifts allow to measure degree of unevenness of economic dynamics.

In economic literature a significant amount of various summary indicators of structural shifts is offered. For our research we will use the following indicators:

- chain index of production volumes  $i_t = \|v_t\|/\|v_{t-1}\|$ , which shows the ratio of the lengths of the vectors and gives a summary estimate of the change in the production of resort-recreation products over time from  $t-1$  to  $t$ ;

- chain index of structural shifts  $d_t = \left\| \frac{v_t}{\|v_t\|} - \frac{v_{t-1}}{\|v_{t-1}\|} \right\|$ , which shows the distance

between the directions of the cost vectors for the current period  $t$  and the previous one, and allows us to judge the structural changes. A chain index of structural shifts, based on the comparison of adjacent periods, giving a quantitative assessment of structural shifts at a single step in time, allows solving the problem of analyzing the intensity of structural shifts in the resort-recreation economy. That is, to determine in which of the successive intervals the structure of the population has undergone a more significant transformation, and in which – less. Than bigger  $d_t$ , the more intensively there are structural shifts and vice versa;

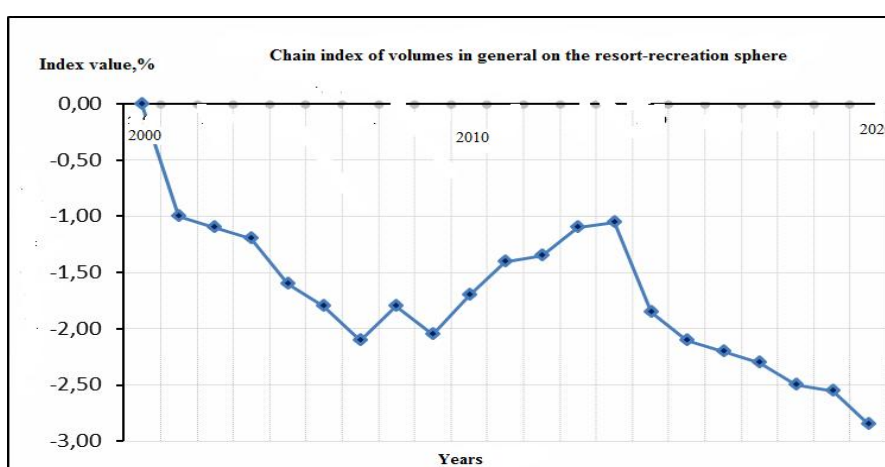
- basic index of structural shifts  $D_{t_1, t_2} = \left\| \frac{v_{t_2}}{\|v_{t_2}\|} - \frac{v_{t_1}}{\|v_{t_1}\|} \right\|$ , which shows distance

between the directions of vectors of costs for two any periods and allows to judge about the structural shifts, which happened for appropriate time.

Thus, summary indicators of structural shifts  $d_t$  and  $D_{t_1, t_2}$  can be also presented and as distances between the directions of vectors of costs during the comparable periods and as relative measures of a variation of individual indexes of the production of resort-recreation products. The basic index of structural shifts based on comparison of any periods, giving a quantitative assessment of structural shifts for corresponding time, allows solving a problem of the analysis of gradualness of structural shifts. That is, to determine to what extent structural shifts are based on a tendency, and to what extent they are only a result of irregular fluctuations. The more  $D_{t_1, t_2}$ , the more the structure of production changed, and vice versa. At the same time, it should be noted that indexes of structural shifts  $d_t$  and  $D_{t_1, t_2}$ , allowing analyzing intensity and progressiveness of such shifts, do not allow solving a problem of the analysis of orientation of structural shifts. That is, they do not allow determining whether the structure of the recreation-recreation system has improved, whether it has deteriorated or remained unchanged.

For the purpose of the solution of the specified problem, we will use the indicator of quality of structural shifts in resort-recreation economy. We will define the index of quality of structure in a look  $G_t = \sum_j \alpha_j q_{jt} p_j' / \sum_j q_{jt} p_j'$ . The value  $G_t$  shows flowing quality of structure of production of a resort-recreation product according to the entered criterion. Growth  $G_t$  over time and as a result of transformations corresponds to an improvement in the quality of the structure, a decrease – deterioration.

Based on the data provided in sources [«Materials of economic activity», 2018] we will construct the specified indexes for resort-recreation economy and we will carry out their analysis. The dynamics of the national resort-recreation economy of the period ( $T_1 = 2000 - T_2 = 2020$ ) in question has a clear character of the transition process. Initially, there was a tendency of a slow recession with periods of small growth, and then there was a tendency to accelerate the recession with the transformation into a transformational crisis (Fig. 1). At the lower point of the recession (2014) the intensity of production of the resort-recreation product is only 37% of the level of 2000, that is the resort activity decreased by 2.6 onces. Such scale transformational crisis is caused by a number of the reasons. One of the system-wide reasons is that than the system is more difficult, especially it will undergo deep crisis at transformations.



*Fig. 1. The chain index of volumes in general on the resort-recreation sphere and its trend for the period  $T_1 = 2000 - T_2 = 2020$  years*

The great depth of the transformation crisis in the resort-recreation economy reflects the great complexity of the pre-national complex. This process causes the higher the level of development of such systems, the earlier the deeper the transformational crisis in them. This is one of the differences of economic transformation in Ukraine from other countries. Another reason for this is that there are significant disparities in the national economy, when the resort-recreation sector has not been given due attention. At the same time, in developed market economies, resorts and tourism are among the main budget-forming industries. Another cause of the crisis is the sharp decline in demand for national resort-recreation products. It is caused by low consumer solvency, quality of services provided, low competitiveness of Ukrainian health resorts and unpromising development strategy.

Against the background of the general trend of the transformation crisis, small cycles of the dynamics of production of resort-recreation products are observed.

Thanks to these cycles, the crisis develops rather unevenly, with shocks (Fig. 1), periods of its sharp acceleration, alternating periods of short-term stabilization and recovery. Such cycles are not typical of sustainable economies. Therefore, the national resort-recreation economy can be characterized as a fast-changing economy, and this significantly differentiates it from existing stable economies. Thus, there is another strategic systemic effect.

The way out of this situation is the transition to a new strategy for the development of the resort-recreation sector, which involves the predominant provision of resort-recreation services integrated with the leisure and tourism industries. Such a transition is always accompanied by economic transformations associated with the transformation of the existing structure of the resort-recreation systems, and structural changes in the economy. In Fig. 2 shows a chart of the chain index of structural shifts in the production of resort-recreation products  $d_t$ , which shows how quickly structural changes occur in this case. From the graphics it follows that the intensification of changes in the volume of production of resort-recreation products in the transition to a new strategy for the development of resort-recreation sphere is accompanied by intensification of changes in the structure of systems. Such dynamics confirms the hypothesis that there is an effect of linking the intensity of structural shifts with the rate of change in the volume of production of resort-recreation products.

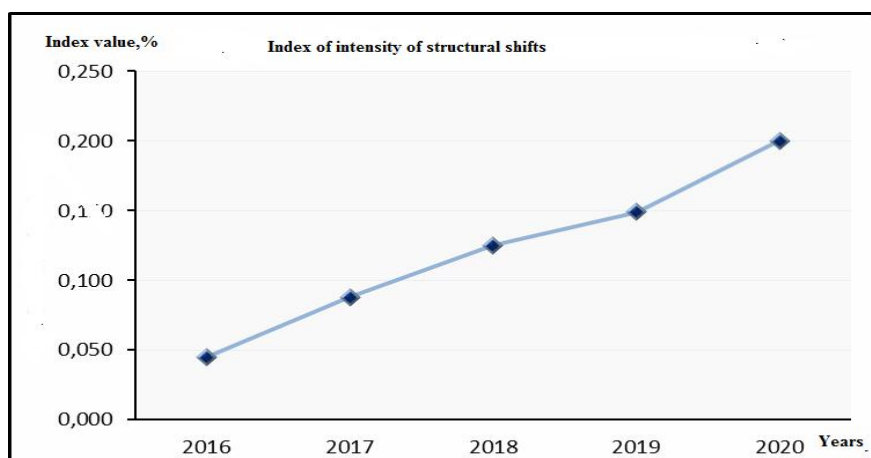


Fig. 2. Index of intensity of structural shifts  $d_t$

As the indicator of forward structural shifts, we will use the basic index of structural shifts  $D_{t_1, t_2}$  (fig. 3). Calculation results, which are presented in fig. 3 show that in case of transition to the new development strategy for the analyzed period in the resort-recreation sphere there will be considerable shifts in structure of production of resort-recreation products.

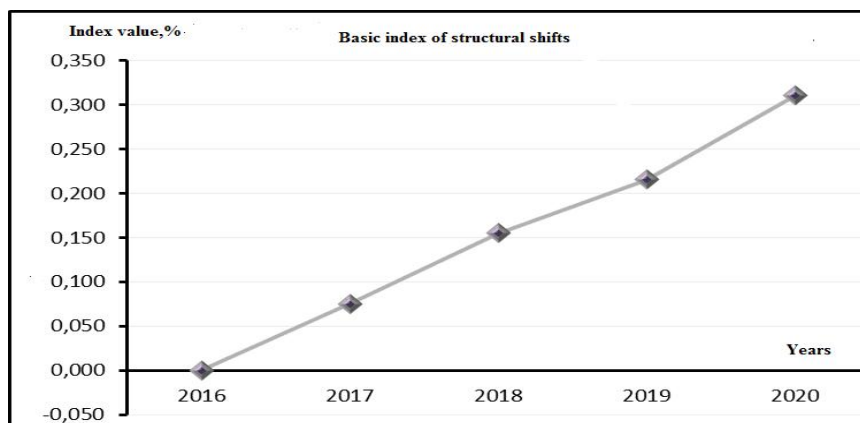


Fig. 3. Basic index of structural shifts  $D_{t_1, t_2}$

In particular, the tendency to withdrawal of proportions of production from proportions, existing prior to economic transformations is observed. Value  $D_{t_1, t_2}$  shows the considerable scale of such removal for all analyzed period. That circumstance that  $D_{t_1, t_2}$  grows with growth  $|t_2 - t_1|$  indicates existence of forward structural shifts on all considered time interval.

For the analysis of orientation of structural shifts, we will make calculations and we will construct the schedule of the index of quality of structure of production of resort-recreation products  $G_t$  (fig. 4). Dynamics  $G_t$  shows steady growth throughout the analyzed period. Therefore, upon transition to the new development strategy, the quality of structure of a system improves, and production of innovative resort-recreation products grows at the advancing rates.

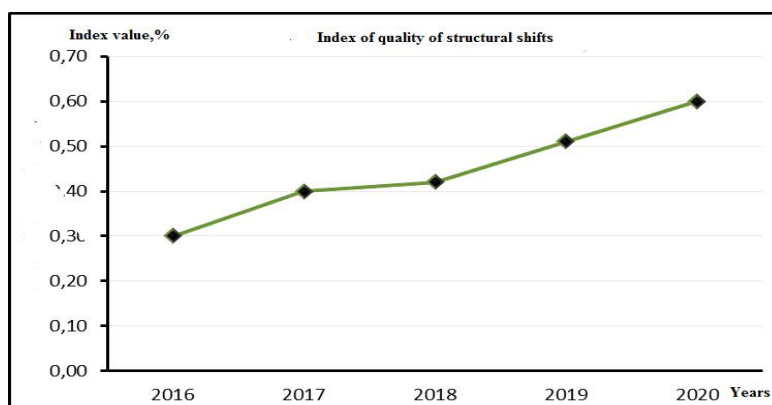


Fig. 4. Index of quality of structural shifts  $G_t$

Thus, the index of quality validates the choice of the direction of carrying out transformations. That is transformational process in the resort-recreation sphere has to be followed by structural shifts of such orientation and can be considered as one more strategic system effect.



**Conclusion.** The carried-out analysis shows that one of results of strategic economic transformations in resort-recreation economy is transition to the new development strategy that is transition from the market of the seller to the market of the buyer. At the same time change of the principles of functioning of resort and recreational systems is observed. It, in turn, generates numerous strategic system effects to which number, it is necessary to refer structural shifts. Also numerous more local effects which, finally, lead to increase in efficiency of resort-recreation and tourist systems are observed.

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## **MODERNIZATION OF EDUCATIONAL PROGRAMS THROUGH THE INTERDISCIPLINARY APPROACH**

*The article proves the importance of using an interdisciplinary approach as a tool for modernizing curricula. The influence of an interdisciplinary approach on the functioning of socio-economic systems in general is determined. A specific successful example of modernizing a curriculum through the application of an interdisciplinary approach is considered.*

**Keywords:** *interdisciplinary approach, curricula, modernization.*

**Relevance of research topic.** An interdisciplinary approach has long proven effective in its educational activities. But today, as never before, it is relevant because of the increased integration and differentiation of knowledge in many spheres and aims to change the very paradigm of social relations in general and the educational system in particular.

**Formulation of the problem.** The modern world development trends and globalization processes, generational change, emergence of new professions and, accordingly, the need for renewal of human resources lead to changing approaches to educational activity, necessitate transformation of curricula and teaching methods. Interdisciplinarity is recognized as one of the areas of such transformations.

**Analysis of recent researches and publications.** The retrospective analysis of the subject of this study demonstrates that the issue of interdisciplinary training has been widely discussed in the United States since the 1890s (Lynn, 1998). Due to researches of Hilda Taba (1966) and other scientists, it became relevant again since approaches that focus on studying one discipline do not allow gaining an insight into a certain phenomenon (Jacobs, 1996), looking at it from different angles, objectively evaluating and analyzing the information received. Thus, in the late 1980s, most scientists came to the conclusion that interdisciplinary training can improve the mastery of individual disciplines but not displace them (Concept to classroom: A series of workshops).

Since then, the main task of teachers has been to choose such links among disciplines that can cause higher order thinking, rejecting weak connections that can provoke cognitive dissonance (Jacobs, 1989).

Depending on the nature of relationship among different disciplines within the scope of an integrated program or integrated discipline, the American pedagogical literature distinguishes several types of an interdisciplinary approach: crossdisciplinary approach, which involves considering one discipline through the prism of another; multidisciplinary approach, which implies comparing several disciplines that focus on one problem, without attempting to combine them; pluridisciplinary approach, which involves comparing related disciplines; transdisciplinary approach, which goes beyond individual disciplines, focuses on a certain problem and leads to gaining knowledge in specific fields (Meeth, 1978).

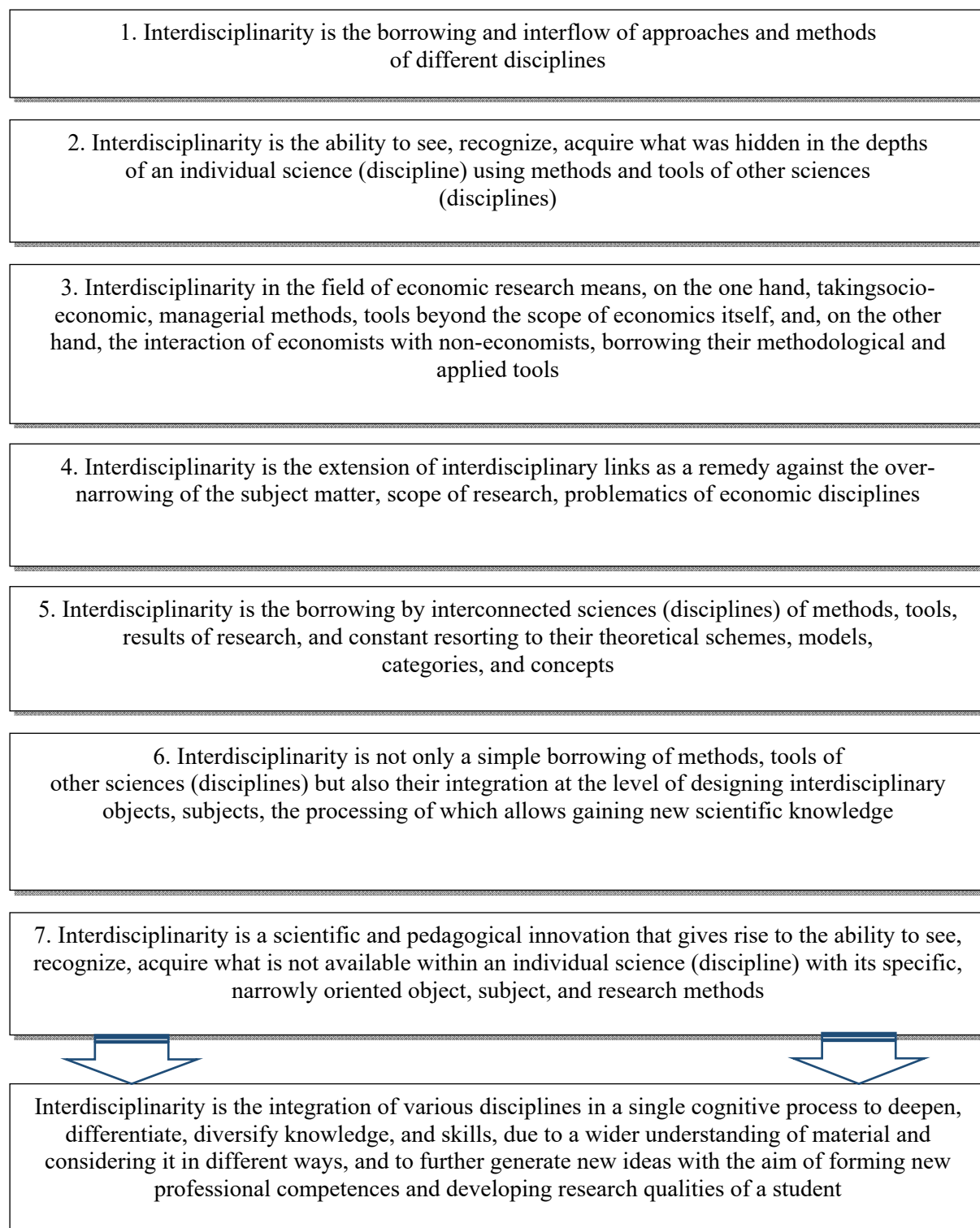
Integrated content-based and skill-based disciplines are particularly effective for forming a set of professional competences of future specialists (Kozolup, 2014).

**Presenting main material.** The Declaration adopted by the UNESCO's World Conference on Higher Education proclaimed innovativeness, interdisciplinarity and transdisciplinarity to be the principles of modern education. In the guiding documents of the Bologna process, interdisciplinarity is considered as a desirable feature of a new quality of higher education (Yakovenko, L).

An interdisciplinary approach has a significant number of advantages, in particular (Olizko, 2015): motivation of students for studying a certain academic discipline, serious thought and thorough comparison, application of gained knowledge in practice; opportunity to present a well-known material in a new way (Lynn, 1998); broadening students' outlook, increasing their independence and creativity (Solyar & Beregna); integration of acquired knowledge and skills, perception of material acquired throughout studies as a coherent whole; opportunity to implement the main didactic principles.

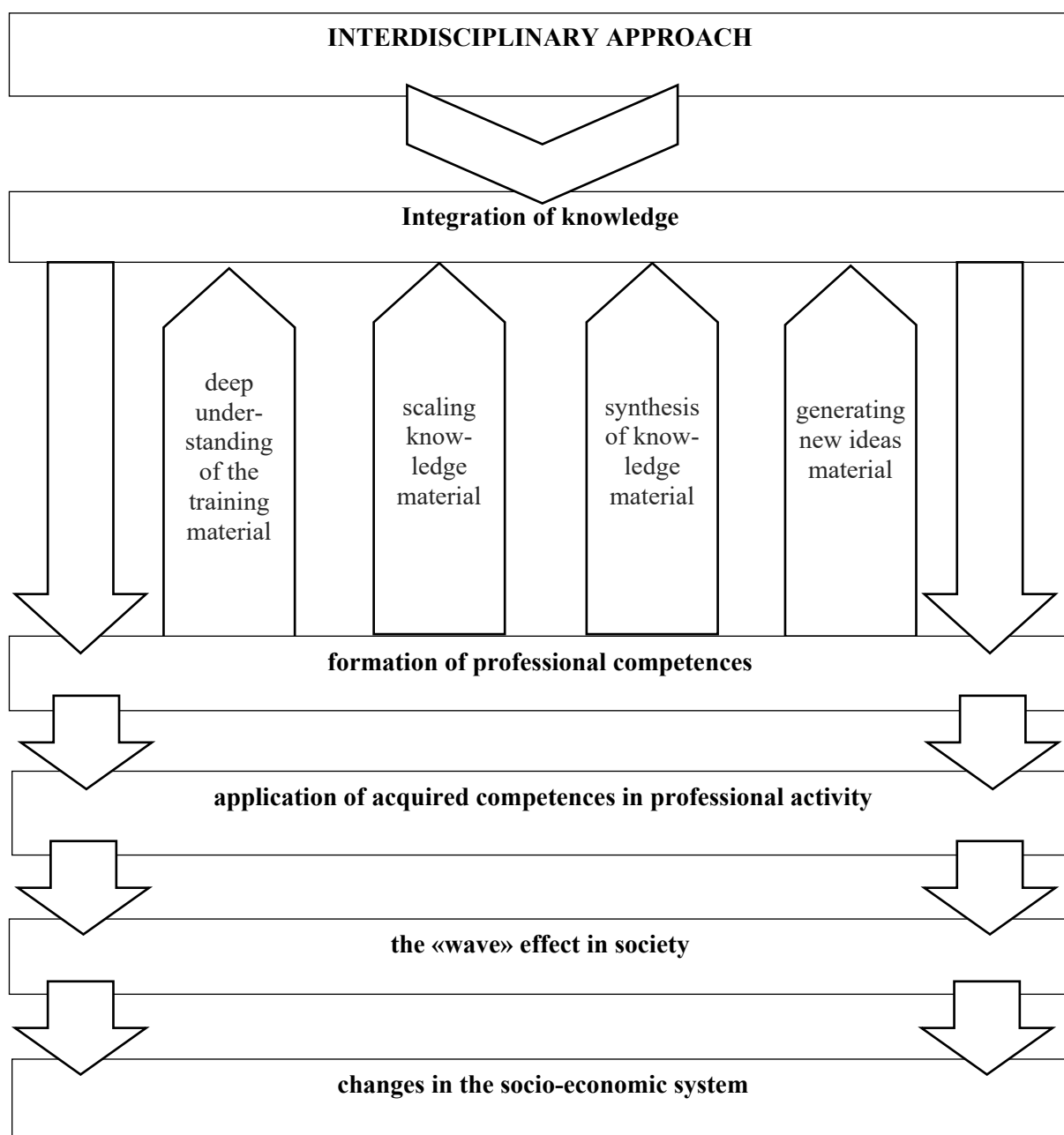
Having considered various approaches to understanding the concept of interdisciplinarity (Fig. 1), the authors of this study propose their own definition: interdisciplinarity is the integration of various disciplines in a single cognitive process to deepen, differentiate, diversify knowledge, and skills, due to a wider understanding

of material and considering it in different ways, and to further generate new ideas with the aim of forming new professional competences and developing research qualities of a student.



*Fig. 1. Definitions of the concept «interdisciplinarity» including the authors' definition*

The educational process based on an interdisciplinary approach makes it possible to form a new generation of specialists who are able not only to perform their functional duties at a qualitatively new level but also to think more broadly and multidimensionally. In general, this development direction will not only give an impetus for transformation to individual enterprises, organizations and institutions but will also enrich social relations and change their vector (Fig. 2).



*Fig. 2. Impact of a multidisciplinary approach on the functioning of the socio-economic system (compiled by the authors)*

The integration of knowledge of different disciplines, according to the authors of this study, has four main dimensions: a deep understanding of educational material (since through the prism of one discipline, some aspects of another one become more understandable), scaling of knowledge (implying quantitative change and preference for knowledge in a certain area), synthesis of knowledge (combining and co-organizing knowledge into a single system), and generation of new ideas (the studying of material at the intersection of disciplines changes the way we look at familiar things and transforms the cognitive process as a whole).

The result of the mentioned processes is the formation of professional competences of a new level, the use of which will not only lead to an improvement in specialists' fulfilling their professional duties but can change the public mood, creating a «wave» effect concerning certain acute social problems. This results in changes in the socio-economic system of a certain level, and sometimes its complete restructuring or transformation into another one

For example, teaching the academic discipline «Public Procurement and Tenders in the Construction Industry», as part of one of the curricula at the Kharkiv National University of Civil Engineering and Architecture, is based on an interdisciplinary approach, forms students' understanding of procurement processes from an economic, legal, managerial point of view and the understanding of the construction process from a technical point of view. This not only ensures the formation of competences of a specialist in the field of procurement in the generally accepted sense but also expands and enriches them with knowledge and skills specific to the construction industry. In this case, the main message to society will be the popularization of the underlying principles of public procurement, which is intended to change the paradigm of the functioning of the entire system of government orders and its interaction with business in view of the emergence of a new generation of specialists.

**Conclusion.** Thus, in addition to the above mentioned, an interdisciplinary approach promotes the implementation of didactic principles, stimulates a teacher to update the syllabus content and enrich it with relevant interdisciplinary topics, cases and situations that require integration of knowledge. Therefore, it can be argued that an interdisciplinary approach, based on a multi-year thorough research, forms a new cognitive paradigm in the modern educational system and is in line with world educational trends.

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## **ACTIVATION OF NUCLEAR TOURISM AS A FACTOR OF ENTERPRISE SOCIAL RESPONSIBILITY**

*This article explores the main trends in the development of industrial tourism around the world focusing on nuclear tourism. The dynamics of tourist flows into the Chornobyl zone and Ukrainian operating NPPs during 2015–2019 are analyzed. The paper discusses the different aspects of nuclear tourism and presents it as a new component of social responsibility. The benefits and impacts of activization of nuclear tourism for communities and the enterprises are highlighted.*

**Keywords:** nuclear energy tourism, social responsibility, industrial tourism, dark tourism, Chernobyl zone.

**Relevance of research topic.** Industrial tourism is not a new phenomenon: factory visits are possible since decades, but their growing popularity and spreading was not experienced before. Today, industrial tourism is becoming increasingly popular. It focuses on the unconventional beauty of steel manufacturing plants, quarries and mines. Old factories, breweries and mines are becoming popular tourist attractions.

**Formulation of the problem.** Industrial tourism has become increasingly popular in recent years. The world has accumulated considerable experience in the development of nuclear tourism, which Ukraine successfully adopts, but in our country preferences for the development of industrial tourism as a component of social responsibilities are not yet fully understood. Therefore the purpose of the article is to analyze the dynamics of nuclear tourism development in Ukraine and in the world in the context of social responsibility.



**Analysis of recent researches and publications.** The concept of «industrial tourism» was given attention as foreign publicists, as well as Ukrainian scientists. The issues of «industrial and nuclear tourism are widely discussed in the papers by A. Otgaar, N. Mazeikiene, E. Gerulaitienė, Dr.S.Jansirani, Mrs.Mangai.R. Stone, R. Hartmann, T. Seaton, R. Sharpley, L. White describe Hiroshima and Chernobyl as educational and emotional example of «dark tourism,» «grief tourism» or «battlefield tourism».

Despite numerous scientific researches, industrial tourism was analyzed as a part of economy, related to services industry. However, we propose to consider industrial tourism and specially nuclear tourism as a part of enterprises social responsibility.

**Presenting main material.** The idea of visiting active and non-active firm emerged already in 17th century when the British nobility started to travel to the European mainland. In the 19th and 20th century increasing prosperity resulted in the development of industrial mass tourism [8].

Industrial tourism means that objects which were created not for being attractions (and in some cases it is not their primary function in the present) became tourist destinations. It means that sometimes the production itself can be a part of the attraction [3]. However, the term, «industrial tourism» is a bit misleading because not only industrial activities and facilities can become attractions in this type of tourism, but all kinds of economic activities and buildings.

According to the different surveys, most important reasons for enterprises to offer tours are to:

- Improve their image, especially for industries trying to counter negative publicity.
- Improve the working morale of employees and attract new employees
- Understand better what customer want
- Create an economic benefit for organizations and the local community

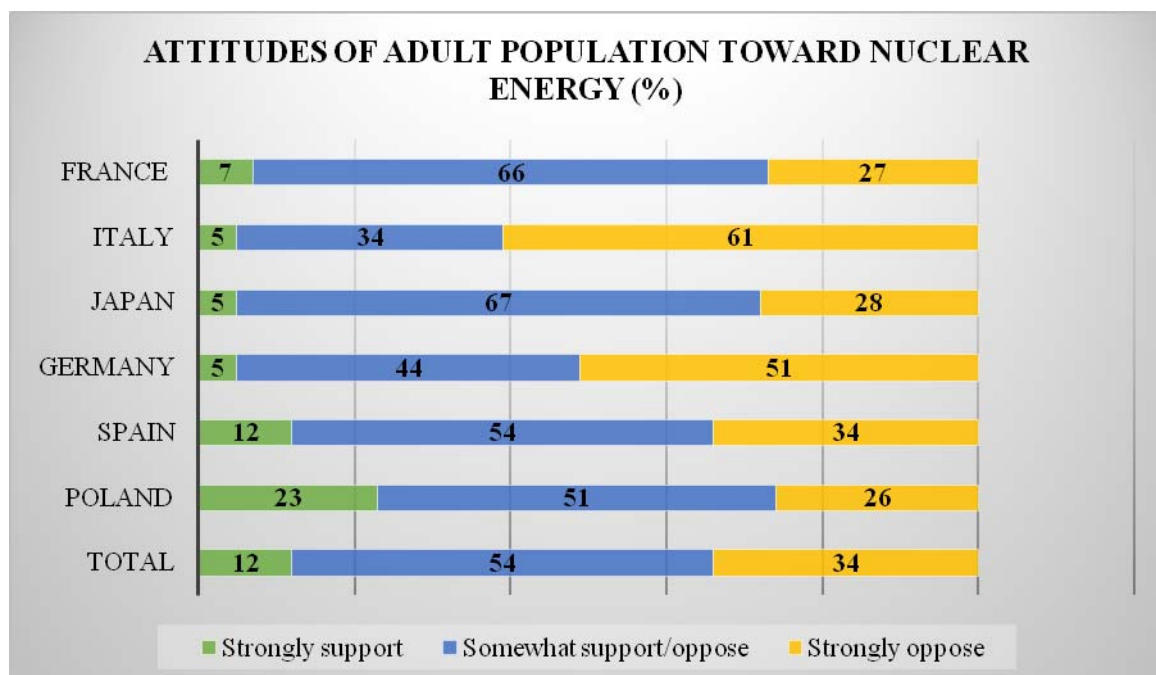
Each country has its own unique industrial tourism destinations. For United States truly unique experience can be found in Detroit. It is the centre of the United States' automotive industry and an economic powerhouse. Detroit is a must-visit city for industrial tourism. Travellers can explore the history of Ford Motor Company at the Piquette Avenue Plant, where the Model T – the first affordable car for everyday Americans – was born. A few minutes away from Piquette Avenue, visitors can see manufacturing in action at the Ford Rouge Factory, the only Detroit automotive plant tour available to the public. The Rouge offers tours of its assembly plant, observation deck and legacy gallery – which houses five historic Ford cars. In Kawasaki, Japan, tourists are flocking to a new kind of attraction: a power plant. A truly unique experience can be found at the BMW Plant in Munich [1].

After the opening of the nuclear age the interest in everything atomic has increased upon. Today nuclear tourism becomes a new niche of industrial tourism.

Nuclear tourism can be considered as a specific form of energy tourism. This specific area of tourism is characterized by the tourism attractiveness of industrial sites in the country, new technologies or power plants [9].

Nowadays nuclear tourism became a new component of social responsibility. Nuclear tourism helps to learn more about industry, environmental impact, operational risks.

One of the nuclear energy problems is the mistrust population to nuclear NPPs. In 2011, Ipsos conducted survey about attitudes of the population of different countries regarding nuclear energy. An international sample is that 18,787 adults in age 18–64 in the US and Canada, and age 16–64 in all other countries, were interviewed. Majorities in Germany, Italy, and Spain oppose nuclear energy (figure 1.1).



*Fig. 1.1. Attitudes of adult population toward nuclear energy (%)*

*Source: Ipsos survey: Global Citizen Reaction to the Fukushima Nuclear Plant Disaster [2]*

In June–August of 2015 was held an all-Ukrainian survey on opinions and attitudes of the population of Ukraine regarding nuclear energy. According to this survey, 54% Ukrainians hold on opinion that receiving cheap electricity from NPPs. They do not justify the risks that stand behind the nuclear energy sector [6].

Nuclear tourism facilitates communication with communities and refute myths about air pollution.

Many countries have their own nuclear power stations that attract tourists.

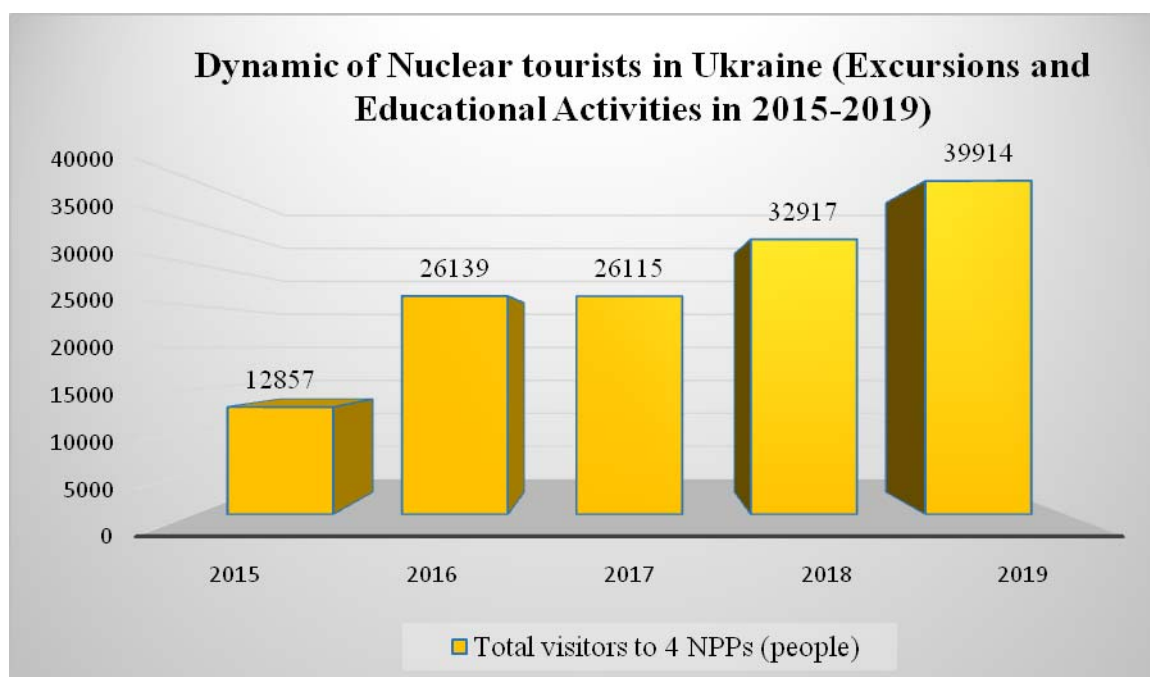
In 1985, the Philippines completed construction on a nuclear power plant that cost 88 billion Philippine pesos, but the Bataan plant was never used. In 2011, it finally opened – as a tourist attraction. The plant is offering tours in hopes of increasing support for nuclear power [1].

The public now has a way to embrace the history of the atomic age – through nuclear tourism. In the scientific literature there are several types of nuclear tourism [4]:

- Energy tourism at the Information (visitors Centers of nuclear power plants;
- Dark tourism in the places of nuclear disasters;
- Military nuclear tourism
- STEM education in nuclear tourism museums and NPP information centers.

Example of energy tourism at the information is Dukovany and Temelin Nuclear Power Plants (NPP). Information centers present an attractive journey to electricity from the atomic core in the midst of historic interiors and are providing variety of educational activities: visitors can learn about the exhibited models of the reactor and the reactor unit, deposition of spent nuclear fuel and get other technical information [4].

Another example of energy tourism is excursions and educational activities at 4 operating Ukrainian nuclear power plants. According to the «NNEG «Energoatom» information, the number of tourists in 2015–2019 was increased in 3 times (figure 1.2).



*Fig. 1.2. Dynamic of Nuclear tourists in Ukraine (Excursions and Educational Activities in 2015–2019)*

*Source: «NNEG Company «Energoatom» [7]*

In addition to excursions to the NPPs, virtual 3D tours and Information Centers were developed. For example, on Khmelnytskyi NPP employees inform the population about the activities NPP and prospects for its development. Anyone can visit Khmelnytsky Nuclear Power Plant. The staff of the information center organizes daily excursion tours for residents of the region, students and foreign delegations [10].

One of the emerging 'dark tourism' destinations is the Chernobyl power plant site and its surroundings. In recent years, the 'Chernobyl Exclusion Zone' (the area around the exploded Chernobyl reactor) has become quite popular among tourists.

A visit to the Chernobyl Exclusion Zone might appeal to visitors for various reasons. The area is like a Soviet time capsule having been left largely untouched for 30 years, which is very unique for those interested in modern history. The abandoned town of Pripyat appears particularly haunting. There are relatively few locations that have seen this level of desertion, so for those looking for unusual travel experiences, it's an interesting case. For those with an interest in finding out what happened via first-hand experiences rather than learning from a TV show or online article, it can be an educational travel experience.

The number of visitors is growing every year. According to the official information, the number of tourists for the last 5 years increased more than 7 times (16,3 thousands in 2015 and more than 120 thousands in 2019) [12].

Last year president of Ukraine Volodymyr Zelenskyy signed a Decree «On certain issues of the development of territories affected by radioactive contamination as a result of the Chernobyl disaster». The document envisages, in particular, the development and adoption of the Chernobyl Development Strategy as a tourist attraction [13].

Fukushima has become another popular example of the phenomenon known as dark tourism – a term for visiting sites associated with death and suffering. The Fukushima-1 disaster is called the worst tragedy after the Chernobyl accident. The Fukushima brand may forever be associated with nuclear catastrophe, but some residents, angered by persistent rumours about the dangers of even making brief visits to the area, are turning to tourism to show the world that, for some, life in Fukushima goes on. Previously, only experts, politicians, government officials and members of the press were allowed to be at the Nuclear power plant (NPP). The number of tourists for the last year was more than 10 thousand, to Tokyo 2020 this figure is planned to double [5].

**Conclusion.** Based on international experiences, nuclear tourism is a good example of unusual attractions and proves that not only nice and aesthetic objects can become destinations.

For many countries nuclear tourism is a field of the social responsibility. Such kind of tourism contribute to enhancing scientific literacy on environmental issues, technical and engineering skills, develop responsible citizenship, knowledge on heritage and history, increase community confidence in nuclear energy.

The analysis of nuclear tourism in Ukraine showed that not only Chernobyl Exclusion Zone has become quite popular among tourists. Also operating Ukrainian nuclear power plants have potential. In addition to excursions to the NPPs, virtual 3D tours and Information Centers were developed. It is a part of «NNEG Company «Energoatom» social responsibility.

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## **SWOT ANALYSIS OF ETHNIC TOURISM COMPETITIVENESS IN THE PRIAZOVIE REGION**

*The article outlines the prospects for the development of ethno-cultural tourism in Ukraine in order to support the economic and cultural development of the regions and at the same time to provide help for the cultural heritage of national minorities' preservation. Socio-cultural prerequisites for the formation of ethno-tourism in the Azov region are investigated. It is proved that Mariupol, as the leading center of Hellenic development in Ukraine and the local Greek community, undertake great efforts to preserve the identity of the Greek diaspora with its history and culture as a part of the Ukrainian nation. The use of SWOT analysis has identified the strengths, weaknesses, opportunities and threats of the Azov ethno-tourism market and developed a number of recommendations for its further development.*

**Keywords:** ethnic tourism, competitiveness, SWOT analysis.

**Relevance of research topic.** Ukraine has a strong basis for the development of ethnic tourism due to its distinctive traditions, unique national cuisine and hospitality of Ukrainians and the availability of ethno-tourism resources [4]. In the crisis realities of today (the synergistic effect of military, political, economic, demographic-migration, psycho-emotional upheavals) ethno-tourism of Ukraine has recently embarked on the path of revival [6]. It is precisely now that mass ethno-cultural events, which attract thousands of visitors from different, partly Russianized and disappointed by state-building process of Ukraine's regions, are the cement that consolidates modern Ukrainians from Uzhhorod to Mariupol, stirs the hearts of indifferent Ukrainians, and therefore insights them to change Ukraine for better.

Mariupol has been recognized in Ukraine and abroad as a leading center for Hellenic development in Ukraine and for the development of Ukrainian-Greek relations in general [7]. Therefore, research into the development prospects and competitiveness of Greek ethno-tourism, aimed at preserving the identity of the Greek diaspora with its history and culture as a part of the Ukrainian nation, is relevant in the context of the development of the hospitality and tourism industry in Mariupol.

***Formulation of the problem.*** Ethnic tourism in many countries is used to support the economic and cultural development of the regions and at the same time to provide help for cultural heritage [3]. Ethno-tourism also helps to solve the socio-economic problems of the regions, creates a favorable macro-environment, which is manifested in the expansion of employment in the service sector, formation of additional earnings, stimulating the development of infrastructure (transport communications, communications, trade networks, hotels, catering establishments, recreational establishments complexes) [9].

Currently, the tourism industry in Ukraine is developing mainly in the Black Sea coast, in the Carpathians and in Kyiv [8]. However, there are regions where there is great potential for the development of inland and inbound tourism, but they are not disclosed and therefore not appreciated [1]. Donetsk region has such a potential with a real pearl – the Azov coast, where you can develop tourism with family vacations and recreation, radial tourist excursions, sea cruises and walks, organize both romantic, wedding, photo and gastronomy tours and industrial, geological, extreme tours and to develop ethno-tourism.

Radical restructuring of economic activity in the Azov region is required under market relations formation. It is necessary not only to expand the sphere of recreational activity, but also to take a new approach to the prospect of its functioning in this region. It is imperative to create favourable conditions for increasing the efficiency of the tourism potential of the Azov region. The tourism business can and should become a profitable investment in the Azov region, which has a direct economic effect. Despite the fact that over the last five years Mariupol has transformed itself from an industrial and tourist center into an outpost of Ukraine, the government of Mariupol has recognized the development of culture, tourism and hospitality industry in the city as a part of the drafting of the «Mariupol: Development Strategy – 2021» project. Therefore, studies of the competitiveness of ethno-tourism in the Azov region have a certain perspective in the direction of solving the problem of development of the tourism industry in the region.

***Analysis of recent researches and publications.*** Ethno-tourism in many countries is used to help preserve cultural heritage and support the economic and cultural development of the regions [11]. This type of tourism is interesting for both local residents, which allow them to travel around their country, combining holidays with a deep knowledge of culture and traditions, as well as for foreigners who want to learn the national traditions of the Ukrainian people and national minorities [5].

The Azov region is not only seashore, but also a place with a well-known historical past; it is also a country of Amazonian women warriors and Lukomorye from the famous work of O. S. Pushkin. The present-day Ukrainian Azov region is a historical site with reserves, museums, a multinational population, which has preserved its ethnic and cultural traditions, rich historical and cultural heritage with a historical Scythian past, places of historical battles of the Polovtsian troops with the

Tatars and Mongols. The Azov region is a very multinational region. In addition to the Ukrainians, Russians, Jews, there live entire settlements of the Greeks, who carefully retain their original customs, national culture and culinary traditions, which can be offered to tourists in the form of ethnic and gastronomic activities [13].

Azov Greeks (Greek Έλληνες της Αζοφικής) is the third largest ethnic group of Donetsk region and the largest community of Greeks compactly living in the entire post-Soviet space. The Azov Greeks (the so-called «Mariupol Greeks») are the largest ethnic group with Greek self-identification in the territory of Ukraine, according to official 2001 census data of the Diaspora numbering 91.5 thousand Greeks, 77.5 thousand of whom live in the Donetsk region in the Azov region. Today's Mariupol is rich in its ethnic palette and belongs to the Greek diaspora.

All the multifaceted activities of the Mariupol Greeks of the Azov Sea is a kind of thread between the present Greek generation and the ancient ancestors – the bearers of classical civilization as the only part of national culture. The revival of the language, culture and traditions of the Greek people is facilitated by the nationwide associations of the Greeks in recent years: the Federation of Greek Societies of Ukraine, the Union of Greeks of Ukraine and the Mariupol Society of Greeks. Even though the Consular Section of the Embassy of Greece in Ukraine is located in Kyiv, the Consulate General of Greece is located in Mariupol. The Independence Day of Greece is celebrated annually in Mariupol, and there are four support schools for the study of Modern Greek. Modern Greek and Macedonian are studied at Mariupol State University.

There are many national creative groups in Greek villages, where traditional festivals are held, such as the festival named after the famous Greek singer Tamara Katsi and «Mega Yorth» («Big Holiday»), «Okhi» («No») (is Anti-Fascism Day), Independence Day, when The Greeks from which the Greeks from all over Ukraine come to the Azov Sea. The Days of Greek Culture have been repeatedly held in Ukraine.

Despite the multinationality of the Azov region, the Greeks managed to retain their culture and identity, one of the material elements of which is traditional cuisine. The national cuisine of the Azov Greeks inherited features of different civilizations and is inseparable from the history of the peoples of the Balkans, Asia Minor, Crimea and the Azov region [14]. Dishes such as tel-tel alva, hut mayor, hashihya can only be tasted in the Azov Sea, and the famous Greek Chiburekki (chir-chir) are considered the hallmark of this cuisine. Such distinctive cuisine could easily become a culinary trend [12] and shape the ethno-tourist appeal of Mariupol. However, there are almost no culinary festivals in the Azov region and the Donetsk region, and there is almost no gourmet tourism [10].

Realizing this, the authorities of Mariupol have organized the financing of the Public Budget Program, which will implement a series of mini-projects in 2020, such as the Wine and Cheese Festival and the Days of Greek Cuisine, which should be the



start of prerequisite formation in the region for development of ethnic and gastronomic tourism in the region. Thus, in the Azov region there are unique geographical, natural-climatic, historical-cultural, national-ethnographic and gastronomic resources for the evolvement of event and ethno-cultural tourism

**Presenting main material.** Assessment of existing competitive advantages is an important analytical and informational basis for the formation and implementation of successful strategic activities on the basis of modern marketing tools. SWOT analysis is used to analyze the advantages and disadvantages of different businesses, regions and countries around the world. SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

SWOT analysis as a method of conducting analytical studies of the state of an object is widely used in the practice of strategic planning and has a number of advantages that follow from its algorithm. This universal method is especially effective in analyzing the advantages and disadvantages of the tourism market, helps to clarify the circumstances in which the tourism market develops, to balance the impact of internal advantages and disadvantages with the impact of favorable opportunities and threats [2]. This analysis helps to identify not only the capabilities of the region, but also all the available advantages over competitors.

*Table 1*

**Criteria for conducting a SWOT analysis of the competitiveness  
of ethno-tourism activities in the Azov region**

<i>Strengths</i>	<i>Opportunities</i>
<ol style="list-style-type: none"> <li>1. The rich history, distinctive culture and authentic cuisine of the Azov Greeks can be positioned as a distinctive Azov brand</li> <li>2. Rich natural resource base (Sea of Azov, sandy beaches, nature reserves)</li> <li>3. The high potential of Mariupol as a modern cultural, economic and educational center of the Azov region</li> <li>4. Many festivals (Greek culture «Mega York», theatrical «StartUp GogolFest», musical (in the format «open-air» on the beach) «MRPL City Fest», classical music «Mariupol Classic»)</li> <li>5. Relatively inexpensive rest</li> <li>6. Active involvement to the Donetsk region of international financial assistance projects supported by united communities and business</li> </ol>	<ol style="list-style-type: none"> <li>1. Restart of the tourism industry in the Azov region (within the framework of the Memorandum of Cooperation with the USAID Economic Support for Eastern Ukraine Project)</li> <li>2. Development of hotel infrastructure and restaurant industry in the Azov region</li> <li>3. Improvement of the environmental situation (cleanliness of air, seawater, coast)</li> <li>4. Creating an image of the region as stable and secure</li> <li>5. Attraction of investments for development of city infrastructure</li> <li>6. Increase in local patriotism, self-identity and social motivation</li> <li>7. Development of new types of tours (ethno-cultural with visits to ethnographic objects, ethno-festival, cultural workshops of folk craftsmen, culinary master classes, gastronomy, wellness tours with pelotherapy)</li> </ol>

<i>Strengths</i>	<i>Opportunities</i>
7. Effective and transparent functioning of the city authorities of Mariupol 8. Adequate provision of the city with qualified personnel in the fields of tourism and hotel and restaurant business, as well as educational institutions of the relevant profile (2 lyceums, 1 college, 4 higher educational establishments)	
<i>Weaknesses</i>	<i>Threats</i>
1. Lack of a coherent Azov brand 2. Weak infrastructure outside Mariupol 3. Seasonality of rest 4. Lack of air traffic, insufficient rail support 5. Remoteness of many regions of Ukraine from the Azov region, poor quality of road surface between settlements 6. Negative attitude of a large number of Ukrainians to domestic tourism	1. The proximity of the demarcation line from the Separate areas of Donetsk and Luhansk regions 2. Unstable political situation in Ukraine 3. Manmade load due to metallurgical plants and their infrastructure facilities 4. Further construction in recreational and security zones of the city 5. Declining population (due to negative socio-political, economic and environmental factors), outflow of able-bodied population 6. Continuation or freezing of the military conflict in eastern Ukraine

A pairwise comparison of all the strengths, weaknesses, opportunities, and threats of the Azov ethno-tourism market is provided in Table 2.

Table 2

### Pairwise comparison of SWOT criteria

		Strengths								Weaknesses						Sum
		1	2	3	4	5	6	7	8	1	2	3	4	5	6	
<b>Opportunities</b>	<b>1</b>	5	5	5	5	5	0	0	0	-5	0	0	-1	0	0	<b>19</b>
	<b>2</b>	3	3	3	1	0	5	4	0	0	-2	-3	-5	0	0	<b>9</b>
	<b>3</b>	0	0	1	0	0	0	5	0	0	0	0	-3	0	0	<b>3</b>
	<b>4</b>	4	4	5	0	0	0	5	0	-1	-2	-1	-1	0	0	<b>13</b>
	<b>5</b>	5	5	5	5	5	0	5	2	0	-1	-1	-3	-1	0	<b>31</b>
	<b>6</b>	1	0	0	0	0	5	0	1	-1	-5	-2	0	-5	-4	<b>-10</b>
	<b>7</b>	5	5	5	5	2	3	4	0	0	0	-3	-1	0	0	<b>25</b>
<b>Threats</b>	<b>1</b>	0	-2	0	0	0	0	-2	0	-1	0	0	-5	-5	0	<b>-15</b>
	<b>2</b>	0	1	-2	0	-1	0	-4	0	0	0	-1	-3	-2	0	<b>-12</b>
	<b>3</b>	0	-2	0	0	0	-3	0	0	0	0	0	-5	-3	0	<b>-13</b>
	<b>4</b>	0	0	0	0	0	0	3	-1	0	0	0	-4	-2	-5	<b>-9</b>
	<b>5</b>	0	0	0	0	0	0	0	0	-1	-3	-5	-4	0	0	<b>-13</b>
	<b>6</b>	1	1	1	1	1	2	0	1	-4	-4	-5	-5	-5	0	<b>-15</b>
<b>Sum</b>		<b>24</b>	<b>20</b>	<b>23</b>	<b>17</b>	<b>12</b>	<b>12</b>	<b>20</b>	<b>3</b>	<b>-13</b>	<b>-17</b>	<b>-21</b>	<b>-37</b>	<b>-23</b>	<b>-9</b>	

The Azov region *strengths* as for development of ethno-tourism are the original Greek culture and rich natural resource base, and with a small margin are the high potential of Mariupol and sufficient availability of qualified staff in tourism and hotel and restaurant business.

The *weakest point* for the development of ethno-tourism and the tourism industry as a whole in the region is the lack of sufficient transport support (closed airport, small number of trains), on the second place is the remoteness of many regions of Ukraine from the Azov region (with poor quality of the road surface between small settlements) and on the third is the seasonality of the holiday (that is the average tourist comes for a short time and leaves a minimum of funds).

Among the main *opportunities* are the restart of the tourism industry in the Azov region; attraction of investments for development of city infrastructure is on the second place, development of new types of tours is on the third place.

The greatest *threats* are the proximity of the line of demarcation with the Separate areas of Donetsk and Luhansk regions and the possibility of continuation or freezing military conflict, as well as separated by two points such threats as manmade load due to metallurgical plants and their infrastructural facilities and especially able-bodied population.

Thus, SWOT-analysis allows us to develop a series of recommendations for the development of ethnic and cultural tourism in the Azov region. So, in order to develop tourism, including ethnic tourism, in the Azov region it is necessary:

- to create a holistic brand of Azov through the development of new thematic tours based on ethnic, historical, geographical and landscape resources of the region, to develop the overall infrastructure of the region.

- to attract investment and formation on the basis of Mariupol and Greek settlement Volodarsky, Mangush, Volnovakha district, Donetsk region unified system of tourist and recreational zones, which have the ability to provide a full range of ethnic and cultural services for tourists (including accommodation, meals, cultural and domestic services, transport, entertainment, travel services, reference and information services);

- to conduct the creation of new innovative tourist offers diverse ethno-thematic nature (covering such items as accommodation, transportation, guide services, translator, as well as sightseeing, visits to museums, workshops, festivals etc.);

- to strengthen awareness of cultural events and activities and promotion of Greek culture as bases of ethnic and cultural tourism to increase the occupancy of hotels and the improvement of the tourism activity in the off-season.

The use of the developed recommendations will contribute to the evolvement of the tourism industry in the Azov region in general and cultural tourism in particular.

**Conclusion.** It is determined that Ukraine, as a multinational country, has great potential for the development of ethnic tourism due to the availability of ethno-resources, both Ukrainian and of national minorities. Ethnic tourism is of great importance for the involvement of regions and assistance in cultural heritage preservation. The socio-cultural preconditions for the formation of ethno-tourism in the Azov region were investigated and Mariupol, as a leading center of Hellenic development in Ukraine and the local Greek community, undertake a great deal of effort to retain the identity of the Greek diaspora with its history and culture as a part of the Ukrainian nation. The use of SWOT analysis has clearly identified the strengths, weaknesses, opportunities and threats of the Azov ethno-tourism market and offered a number of recommendations for its further development.

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## **ASSESSMENT OF TOURISM FLOWS WITHIN THE TERRITORY OF UKRAINE FROM THE SUSTAINABLE TOURISM DEVELOPMENT POINT OF VIEW**

*This study is devoted to the analysis of international tourism flows directed into Ukraine. Diagnostics of tourism flows according to regions of the world was carried out and the tendency of the increasing role of tourism both locally and internationally was noticed.*

*The results of the previous empirical study confirmed that different social groups have their own specific patterns of tourism activity. It also showed what groups responded the most to globalization and the possible consequences it may have for tourism activities.*

**Keywords:** *international tourism flows, tourism regions, motivation to travel, global imperatives, statistics of international tourism.*

**Relevance of the research topic.** International tourism is driving economic, political, social and even cultural changes and contributing to the expansion of the single global market. It provides access to information and modern forms of communication as well as promotes spatial mobility of the population. This allows ideas to be shared freely, enabling people to become acquainted with new things and to formulate new attitudes and behaviours. At the same time, the development of tourism is impossible without normal inter-regional competition, that is, the progressive level of development of each tourism region, in our case – of each state, which depends on its ability to realize the existing tourism potential. Equally important is the development of inbound and inland tourism, which makes a significant contribution to the socio-economic development of the country, affecting local and state budget revenues, the development of entrepreneurship in the tourism and related spheres.

**Formulation of the problem.** Many contemporary determinants of tourism development can be considered within the economic, political, social and cultural dimensions of these processes. Being a very important component of modern world

economy, tourism has attracted the attention of many researchers, who, in particular, seek to establish the economic relationship between tourism and global as well as regional processes of globalization. In the course of our research, we are planning to explore how the geography of the origin of tourists influences these processes in a particular country (on the example of Ukraine). Such studies make it possible to assess changes in the economic, social and political systems, as well as the culture of the country in general as well as its regions, and influence on the population worldwide (Bauman, 1999; Golka, 1999). This article aims to determine its impact on the tourism preferences of the residents of Ukraine and the orientation of their tourism activities (regarding socio-demographic characteristics).

***Analysis of recent studies and publications.*** Many contemporary determinants of tourism development can be considered within the economic, political, social and cultural dimensions of these processes. Being a very important component of today's world economy, tourism has attracted the attention of many researchers, who, in particular, seek to establish the economic relationship between tourism and global as well as regional processes of globalization. In the course of our research, we are planning to explore how the geography of the origin of tourists influences these processes in a particular country (on the example of Ukraine). Such studies make it possible to assess changes in the economic, social and political systems, as well as the culture of the country in general and its regions, and influence on the population worldwide (Bauman, 1999; Golka, 1999). This article aims to determine its impact on the tourism preferences of the residents of Ukraine and the orientation of their tourism activities (regarding socio-demographic characteristics).

It is the increase in spatial mobility of people, together with the increase in the number of business trips, that has led to the development of international tourism flows (Burns, Novelli, 2008). The reasons why people travel abroad more often are the gradual increase of integration and cooperation in the world economy and more frequent business contacts, as well as their desire to see new places. Travel frequency increases with distance, mainly through the development of telecommunications and transportation (Wahab and Cooper, 2001). In a world where airlines are reducing fares, travel time is getting shorter and shorter, developed societies are becoming richer and information is more readily available, short trips are being seen as a viable alternative to traveling within the country.

Analysing the tourism flows into Ukraine, it should be noted that this is a typical post-socialist country that is still gaining its «tourist image» and looking for a suitable tourist niche. Two circumstances play a paramount role: economic and political barriers that greatly impede outbound tourism and limit the geography of destinations (emphasis will be placed on Central and Eastern European countries). It is undoubted that the disintegration of the Communist bloc, the removal of political barriers and less burdensome formalities at the borders contributed to the increase in the intensity of outbound tourism.

International tourism flows contributed to the formation of a new form of behaviour, a new cultural model that has long been studied by scholars (Burns and Novelli, 2006; Hall, Lew, 2009: 141-155, 2009: 141-185). The processes depend largely on the perception of the destination visited by tourists. This aspect was more widely discussed by M. Alvarez and G. Asugman (2006) who developed two models of tourists – researchers and planners. A. Dłużewska (2009) divided tourists into importers of culture and exporters of culture (the criterion for separation is the absorption of local cultural values).

It should be noted that international tourism flows should be regarded as a form of globalization that enhances environmental awareness and promotes the concept of sustainable development (Hall, Lew, 1998). The magnitudes of harmful and irreversible environmental changes that result from human activity are really alarming worldwide. The situation requires finding ways to restore the balance between the needs of people and the environment. The tourism industry is also paying attention to the concept of sustainable development. Awareness of the risks posed by too much tourist traffic makes the industry more prone to ensure that there is symmetry between the needs of tourists, the environment and local communities (Wahab, Pigram, 1997).

Another manifestation of globalization that has a significant impact on tourism and has been explored by B. Hołowiecka, E. Grzelak-Kostulska (Hołowiecka, Grzelak-Kostulska, 2013) is fashion that makes some tourism regions very popular; however, the popularity is often temporary. Particular social groups may have specific reasons why they find some destinations more attractive than others, such as prestige, sports activities (promotion of adventure tourism), and financial aspects (acceptable financial value). The young people who have access to information systems and know how to use them are probably the most sensitive to the newest fashion trends.

Regarding the territory of Ukraine, this issue was addressed in the study of N. Pogoda, O. Razmetova (2018), who focused on the analysis of tourist flows, diagnostics of the main activity indicators of the tourist activity subjects (the number of tourists served by the subjects of tourism activity and income of tourist enterprises by categories of legal entities and individuals). This allowed to carry out distribution of the number of tourist entities and to reveal the uneven state of such distribution on the regional level. The analysis provided the basis for making forecasts on the revenues from the provision of tourist services under three scenarios of development: pessimistic, realistic and optimistic.

O. Korol focused his research on these issues, including the formation of tourism flows under the influence of transport and geographical location, climatic conditions and level of well-being of the population. This allowed the author to carry out a cluster analysis of the relationship between tourist arrivals and income from foreign tourism. In this way, he defined the destinations of inbound tourist flows as a criterion for the tourist attractiveness of the territory.



Partly this problem has already been addressed in the studies of A. Kuzyshyn and Y. Maryniak, however, at a regional level. They justified the dependence of the orientation and saturation of the tourism flow on the level of formation and comfort of tourist infrastructure (for example, the areas of the Western Ukrainian region). The authors emphasize the conditions of stay as one of the basic directions of international tourism flows.

Despite sufficient research, this issue remains relevant and in demand. Its relevance in Ukraine is related to the partial regional reorientation of international tourism flows and a significant change in the geography of the countries representing these tourists.

Thus, the aim of the study is to provide a more up-to-date view of the problem of tourism flows within one of the countries of the Central-Eastern European Tourism Sub-Region (using the UN WTO methodology).

### **Presenting main material.**

#### *General characteristics of tourism flows.*

Travel flows are an indicator of the functioning of the tourism market, which is considered to be quite flexible, as it responds quickly both to changes in tourist demand and supply, and to changes in the environment (political, social, economic, geographical, socio-cultural). They serve as a litmus test of interest in a particular tourist destination.

#### *Activity of foreign tourists in Ukraine.*

The main feature of tourist activity among international tourists is the increase of spatial mobility of the population and the increase of distances that they overcome for the purpose of tourism visit. In the recent past, these factors could even be considered as those impeding tourist activities. Therefore, as one of the manifestations of globalization, the formation of tourism flows is a necessary assessment of the inclination of the population to travel abroad.

Numerous observations indicate that social groups differ in the use of tourism opportunities, especially with regard to trips. Important factors that make the difference are age, level of education and income. The highest mobility is observed among people aged 18–44 years, and the lowest – among the elderly.

The level of education is considered to be an important determinant of tourist activity, including the inclination of people to travel abroad. The study by B. Hołowiecka and E. Grzelak-Kostulska confirmed this view (Hołowiecka, Grzelak-Kostulska, 2013: 53). Although their studies took into consideration the territory of Poland, the **Conclusion** they have reached can be extrapolated to the territory of Ukraine – they found out that almost 40% of respondents are university graduates, 24% are people with secondary education and only 10% are tourists with basic professional education.

In terms of duration and frequency of trips, short-term trips were most typical for students and economically active people between the age of 18 and 44 years

(maximum 3-day trips a couple of times a year). In older age groups, the frequency of short trips was lower. Longer travels exceeding 4 days showed a similar pattern. Again, youth was the most active. More than 70% of students went abroad at least «once every few years», every fourth – «once, twice a year» and about 7% «several times a year». The next age group (economically active population under the age of 44 years) in terms of characteristics and travel frequency was very similar to the previous one, but the rate of those who did not travel abroad was 35%. The older age groups had a significantly higher percentage of respondents who did not travel abroad: more than 50% of the post-working age group and more than 86% of the 65+ age group (Hołowiecka, Grzelak-Kostulska, 2013: 54). The data collected allow us not only to confirm age characteristics, but also indicate the relationship between the financial condition of households and their tourism activities.

The conclusion of their study is that past experience encourages people to visit new countries or regions. This is true for all ages, but the share of people who choose the global scale for their future travels is always more noticeable in the youngest age group and decreases with age. It is interesting to note that young people do not think that lack of experience can be a major problem in their tourism activity. One of the reasons for this optimism, backed up by the survey results, may be a lack of awareness of all the problems associated with short trips, especially to more remote destinations. Regardless of what such optimism is based on, it indicates that people have a positive attitude towards outbound tourism, which leads to the fact that they will continue to be active tourists.

*Table 1*

**Classification of foreign citizens according to the purpose of arrival into Ukraine, 2006–2017, millions of people \***

	Years											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
The number of foreign citizens entering Ukraine – total	18935,8	23122,2	25449,1	20798,3	21203,3	21415,3	23012,8	24671,2	12711,5	12428,2	13333,1	14229,6
According to the purpose of the stay												

	Years											
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Official, business, diplomatic issues	1011,2	909,0	1048,4	741,9	694,6	645,0	350,2	1674,2	494	41,2	33,4	89,0
Tourism	1210,0	1445,0	1693,3	1350,0	1083,0	1222,6	940,0	488,5	146,8	137,9	172,8	39,0
Private issues	16552,2	20563,0	22291,0	18348,1	19089,1	19180,1	16795,2	18167,7	9696,8	11525,2	12953,7	13741,6
Education	45,3	49,5	65,2	103,5	67,5	59,2	23,8	0,3	1,1	0,1	2,1	4,5
Work	4,6	7,8	12,0	31,8	14,8	16,1	9,1	0,3	0,8	1,3	0,0	2,6
Immigration	15,8	24,0	27,8	8,6	48,3	64,8	40,4	5,1	0,2	2,3	3,1	4,0
Cultural and sport exchange, religion, etc.	96,6	123,9	311,3	214,5	206,1	224,1	485,4	584,2	281,4	720,2	167,9	348,9

\* based on the data from <http://www.ukrstat.gov.ua/>

We have analysed the tourist arrivals over the period 2006–2017. By 2013, there is a clear tendency to increase the number of foreign visitors coming into Ukraine from 19 million in 2006 to 24.7 million in 2013 (thus, the increase of arrival into the country during this time amounted to 30%). 2014 and 2015 became the most crisis years in tourist arrivals into Ukraine, clearly reflecting the insecurity and uncertainty about the future associated with the war in eastern Ukraine. Since 2016, there has been a slow increase in absolute quantitative indicators of arrivals and in 2017, the attendance of Ukraine increased by 14% compared to the lowest indicator in 2015.

An interesting criterion is the comparison of the arrival purpose of foreigners coming into Ukraine for the estimated period (Table 1). In 2006, slightly more than 6% of foreigners arrived for tourism purposes, at the same time the bulk of the arrivals were justified by private purposes (more than 87%). More than 5% of business trips were made. In 2011, the share of those who came for tourism purposes decreased to 5.7%, although the total number of arrivals increased. The share of private trips increased to 89.5% and business trips decreased to 3%. In 2017, the share of those who came for the tourist destination decreased sharply (0.3%), which should be considered as a wake-up call (we will return to this issue a little later). There was a significant increase in the share of those who arrived for private purposes (96.6%), which occurred at the expense of other categories of visitors (business trips, education, employment; the exception is the increase of trips for cultural, sport and religious purposes).

On Figure 1 a reduction in the number of tourists who travel to Ukraine is shown. However, the imperfection and opacity of statistical accounting does not allow

us to rely on these indicators with certainty, since a significant proportion of those who declare another purpose (private, business trips, education, employment, trips for cultural, sport or religious purposes) necessarily combine staying with tourism and discovering the tourist attractions of Ukraine. But officially the tourism purpose of stay is rarely becoming the justification goal of the state.



*Fig. 1. Number of tourists who travel to Ukraine*

*Source: based on the data from <http://www.ukrstat.gov.ua>*

There are several reasons why one can try to explain such negative dynamics. The majority of travellers with a private purpose are engaged in self-organization of the tourism format, which is why today in the world and in Ukraine, in particular, it facilitates the presence of specialized internet platforms, tourism blogs and simply forums for sharing impressions of tourists. Worldwide booking and transportation booking sites often provide related tourist services, which are also often referred to by foreigners. But, in general, for tourist oriented objects (tourist attractions, food establishments, leisure centres, event tourism resources), these trends play a positive role. Organizers of the tourism industry (tour operators and travel agents) and employees of the tourism industry (guides, etc.) suffer from such a process, which cannot always compete with the powerful online resources that offer such services. At the same time, it should encourage representatives of the tourism industry to form unique and original offers that would attract the attention of foreigners.

*Geography of origin of tourists visiting Ukraine.* The study also aimed at defining the interest to Ukraine from foreigners by assessing the geography of their native countries.

In 2017, representatives of more than 130 countries visited Ukraine. Among the leading countries according to the number of visitors were Moldova (4435.6 thousand people), Belarus (2727.6 thousand people), Russia (1464.8 thousand people), Poland (1144.2 thousand people), Hungary (1119.4 thousand people), Romania (791.1 thousand people), Slovakia (366.2 thousand people), Turkey (270.7 thousand people), Israel (261.5 thousand people), Germany (209.4 thousand people), the United States (153.8 thousand people). Fortunately, the list has been completed over the recent years by representatives of Azerbaijan (96.0 thousand people), Italy (84.6 thousand people), Great Britain (78.6 thousand people), Lithuania (75.6 thousand people), France (61.0 thousand people) and the Czech Republic (67.7 thousand people). Before the war, in 2012 the geography of foreign tourists differed significantly: Russia (9526.7 thousand people), Moldova (4849.1 thousand people), Belarus (3091.8 thousand people), Poland (1404.1 thousand people), Romania (791.3 thousand people), Hungary (742.4 thousand people), Slovakia (476.6 thousand people), Germany (274.1 thousand people), the United States (134.1 thousand people), Uzbekistan (185.5 thousand), Turkey (117.1 thousand), Israel (107.1 thousand), Azerbaijan (101.2 thousand). It should be considered as a positive trend that there is an increase in the number of arrivals from the EU countries and the world. The negative thing is that there is the overall decrease in the number of arrivals into the country.

The characteristic features of the distribution of tourists according to tourism regions of the world have been developed (according to the UNWTO methodology). In each of the six tourism regions, we rated the top five countries according to the number of tourists who arrived into the country in 2006, 2012 and 2017. There are some regions where the leaders stayed the same all the time (countries in the American, South Asian and Asian-Pacific tourism regions). In the rest of the regions, the top leading countries have undergone minimal changes over the period.

Noteworthy is the proportion of tourists representing the five leading countries according to the arrivals into Ukraine in each tourism region for the specified period.

Tourist coming from the European tourism region (about 98% of all arrivals into the country) is a well-established trend. But if in 2006 the top five countries (Russia, Poland, Moldova, Belarus and Hungary) accounted to almost 90% in Ukraine, in 2012 this figure decreased to 86.5%, and in 2017 – up to 68%. This is not an indication of a decline in interest in Ukraine (except for the Russians, which is natural because of the war), but rather an indication of increased interest from other countries in the region, which is clearly a positive signal. Another undeniable fact is the increase in the number of countries in the region, from which more than 50 thousand tourists came: in 2006 – 13 countries, in 2012 – 20 countries, in 2017 – 14 countries (here should be emphasized the factor of war in the eastern Ukraine, which is definitely a deterrent element in the functioning of the tourism market).

In the same context, it is interesting to analyse the number of tourists from the EU countries. In 2006, 6,681.4 thousand people arrived from these countries, representing 35.3% of the arrivals from the European tourism region. In 2012, this figure was 4324.5 thousand people or 31.1% of the European tourists. Thus, one can state that the European tourism region plays a dominant role in the formation of tourism flows and there was a certain reorientation of tourists – since the beginning of the XXI century until 2017. It is noticeable that the number of Russian and Belarusian tourists is decreasing and at the same time the number of tourists from the EU countries and other European countries, which traditionally bring more money to the country (the profit from one tourist arrival is higher), is increasing.

The US tourism region represents the second largest number of tourists coming into Ukraine, although their number is not too large. The top leaders in arrivals are stable (USA, Canada, Brazil, Argentina, Mexico) and they account for 98–99% of revenues from this region. However, it should be emphasized that in other countries of the world these countries send the main bulk of tourists from the American tourism region.

The main tourist countries of the Asian-Pacific region are stable (China, South Korea, Japan, Australia, Vietnam), but their share in the total flow decreases (2012 – 87.5%, 2017 – 78%). This can be considered a positive trend in the expansion of the number of tourists from this region of the world in general and the number of those interested in Ukraine in particular (the total profit for the specified period increased by 85% and has a constant positive tendency).

Other tourism regions of the world view Ukraine as a promising destination for international tourist arrivals, with a fairly stable range of tourism-forming countries. In the South Asian region, top countries include India, Iraq, Pakistan, Afghanistan and Bangladesh (the mentioned sequence corresponds to the number of tourists coming from these countries into Ukraine). In the African tourism region, Morocco, Nigeria, Tunisia are the leading countries in terms of arrivals, and Algeria, Mozambique, South Africa and the Republic of Cape Verde have been leaders in some years. For the Middle East tourism region, Egypt, Jordan, Iraq, Lebanon, Syria and Libya are the leading countries in this issue. As it is shown in Figure 2, the share of the last three tourism regions in international tourist arrivals into Ukraine is negligible. The same can explain the minimal global links between these countries and regions, and this is the reason why the cultures of Ukraine and of these regions are weakly interconnected.

According to the official statistics, in 2017, 58% of tourists who visited Ukraine and were served by tour operators and travel agents mentioned treatment as the purpose of the trip. 39% of them determined leisure and entertainment for the purpose of travel and only 2.3% came for business or study purposes. In 2018, the situation has changed somewhat. Almost 70% of foreign tourists who visited Ukraine declared leisure and entertainment to be purpose of their travel.

Table 2

**Number of foreign tourists served by tour operators and travel agents  
of Ukraine in 2018**

		Total number of tourists	According to the purpose of stay					
			Official, business, education	Leisure, enter- tainment	Treat- ment	Sport tourism	Spe- cialized tourism	others
<b>1</b>	<b>Ukraine</b>	<b>72941</b>	<b>8031</b>	<b>58914</b>	<b>3883</b>	<b>235</b>	<b>283</b>	<b>159</b>
2	Vinnytsia	–						
3	Volyn	428	–	27	251	150	–	–
4	Dnipropetrovsk	–	–	–	–	–	–	–
5	Donetsk	11	11	–	–	–	–	–
6	Zhytomyr	–	–	–	–	–	–	–
7	Transcarpathian	173	–	173	–	–	–	–
8	Zaporizhzhia	252	5	247	–	–	–	–
9	Ivano-Frankivsk	3392	–	3392	–	–	–	–
10	Kyiv	2	–	2	–	–	–	–
11	Kirovohrad	–	–	–	–	–	–	–
12	Luhansk	–	–	–	–	–	–	–
13	Lviv	6395	–	3973	2327	55	40	–
14	Mykolayiv	–	–	–	–	–	–	–
15	Odesa	1938	69	1869	–	–	–	–
16	Poltava	–	–	–	–	–	–	–
17	Rivne	–	–	–	–	–	–	–
18	Sumy	–	–	–	–	–	–	–
19	Ternopil	–	–	–	–	–	–	–
20	Kharkiv	154	–	154	–	–	–	–
21	Kherson	–	–	–	–	–	–	–
22	Khmelnyskyi	–	–	–	–	–	–	–
23	Cherkasy	24	–	24	–	–	–	–
24	Chernivtsi	137	–	137	–	–	–	–
25	Chernihiv	–	–	–	–	–	–	–
26	city of Kyiv	60035	7957	48905	1305	30	243	1595

The information on the presence of foreigners in Ukraine is important. The data from 2018 clearly correlates with the military situation that is characteristic of the eastern regions of the country. According to the official statistics, tour operators did not serve foreign tourists in 13 regions of Ukraine (Vinnytsia, Dnipropetrovsk, Zhytomyr, Kirovohrad, Luhansk, Mykolaiv, Poltava, Rivne, Sumy, Ternopil, Kherson, Khmelnytskyi and Chernihiv regions). Nonetheless, the same number of administrative territories was officially attractive to foreign tourists. The undisputed

leaders according to the arrivals are the city of Kyiv, as well as Lviv and Ivano-Frankivsk regions (they account for 91.5% of foreign tourists served by travel agents). Among other areas, Odessa region stands out, accounting for 2.5% of tourists served by Ukrainian travel agents.

To some extent, these statistics cause concerns. After all, we can agree that tourists do not visit the frontline areas for security purposes. But the absence of organized tourists in Vinnytsia, Poltava, Rivne, Ternopil or Khmelnytskyi regions causes doubts. Each of them has significant tourist destinations and forms the appropriate tourist infrastructure. In general, this is a problem of transparent evaluation of international tourism flows statistics, which allows to objectively evaluating the tourist attractiveness of individual territories of the state.

**Conclusion.** It is possible to state that globalization, as a complex and dynamic process, contributes directly or indirectly to tourism development. Making economic, social, political and even cultural changes, globalization forms a single global market and significantly facilitates the movement of capital, goods and people. Globalization also has its intangible aspect, which is providing access to information and modern forms of communication and stimulating spatial mobility of the population. It provides a free flow of ideas that show individuals new attitudes and behaviours. International tourist destinations are influenced by both external and internal factors, but the environment responds differently to the strength and extent of their impact.

Increasing population mobility and the impact of outbound tourism development are some of the main consequences of globalization. The study showed that the geography of foreign tourists' interest in Ukraine is expanding. To a certain extent, this can be justified by the war, which significantly reoriented the composition and directions of international tourism flows in Ukraine. This trend is likely to continue in the future.

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## **COMMUNICATIVE MANAGEMENT OF THE HOTEL BUSINESS ENTITY BRAND**

*The article discusses innovative approaches to promote a hotel business brand. The properties of brand creation are defined and the main negative and positive levers in brand formation are presented. Ways of brand promotion are suggested.*

**Keywords:** brand, innovations, tourist market, hotel business, brand positioning.

**Relevance of research topic.** In the conditions of increasing competition and information overload of consumers, there is a need to create individuality and uniqueness at all levels of the company's offer. Starting with the analysis of marketing opportunities and threats, evaluation of competitive proposals, consumption needs and available niches, the corporate brand and corporate identity are being created, the strategy of the company's development and its brand portfolio is formed. Therefore, in the current conditions of oversupply of the market with goods and services, the concept of branding, i.e. creating a positive image of companies – market participants, is becoming more widespread. Therefore, it is important to study and develop methods of brand formation and promotion.

**Formulation of the problem.** The issue of creating and promoting a brand of hotel and restaurant businesses is complex. Specificity of work of the enterprises of the hotel industry was studied by M.G. Boyko, L.M. Gopkalo, V.O. Lukyanov, G.B. Munin, O.G. Rosmetova, T.L. Mostenska, T.V. Vladarchik, T.G. Sokol, V.E. Stepanova and others.

Marketing and management aspects of relationships with consumers of the hotel and restaurant business are studied in the works of such authors as V.M. Maltseva, M.A. Blum, B.I. Gerasimov, N.V. Molotkova, F. Kotler, D.T. Bowen,

D. Mackens, D.C. Mathew, S.A. Bury, S.V. Melnichenko, A.V. Magaletsky, V.S. Starostin, L.V. Tkachenko, etc. In spite of the considerable amount of scientific development on the investigated issues, a number of theoretical and practical questions remain insufficiently elaborated.

The purpose of the research is to substantiate theoretical and practical approaches to the use of innovative brand promotion technologies.

The basis of relationship marketing is an individual approach, where instead of focusing on selling the services of the hotel industry for a specific period of time to the maximum number of consumers, it is necessary to focus on each specific consumer and offer him more products that would be relevant to him. The idea of relationship marketing, driven by the heterogeneity of the consumer audience and the individuality of each client, can be realized by promoting the brand of the company.

In studies by F. Kotler, J. Bowen, and J. Mackenz [6, p. 592] the features and main characteristics of the goods and services that satisfy the customer and their lack are considered as the main indicators of quality. Agreeing with the authors, it should be noted that the decision to use the services of a particular hotel complex is made by consumers based on the values of certain marketing proposals, namely the brand of the company.

In agreement with the position of M.G. Boyko [1], V.O. Lukyanov [4], G.B. Munin [5], S.V. Melnichenko and A.V. Magaletsky [7], that in the hospitality industry, a personal approach to customer service is the main criteria for quality service, and the formation of a positive image through the promotion of the brand is one of the foundations of the hospitality industry.

**Presenting main material.** Consumer involvement, in this case, involves a personal form of conscious collaboration with the hotel business, expressed in actions to convey information, as well as in direct involvement in the process of creating consumer value. Therefore, creating new channels to promote and brand promotion at the current stage of hotel business development is an integral part of running a productive business. Innovative brand promotion channels are presented in Table 1.

The hotel and restaurant business is transformed under the influence of changes in consumer demand. In recent years, the development of the hospitality industry has been accompanied by a number of challenges for the industry, including an increase in the number of shared service providers, an increasing impact on the booking process of online travel agencies, and the rapidly changing needs and expectations of guests. That is why in order to ensure the profitability of the enterprises of the hotel and restaurant complex, it is important to move from the classic marketing paradigm of exchange of material goods between sellers and buyers to a new concept of relationships, where the fundamental purpose of marketing is to establish long-term relationships with each specific consumer. However, the values, preferences and expectations of consumers are not constant or universal. Consumers are beginning to

rely on a personalized approach that addresses their individual needs. As a result, hotel businesses have to take into account these high expectations, which are set by companies in other industries. The main attributes of the hotel business brands are summarized in Table 2.

*Table 1*

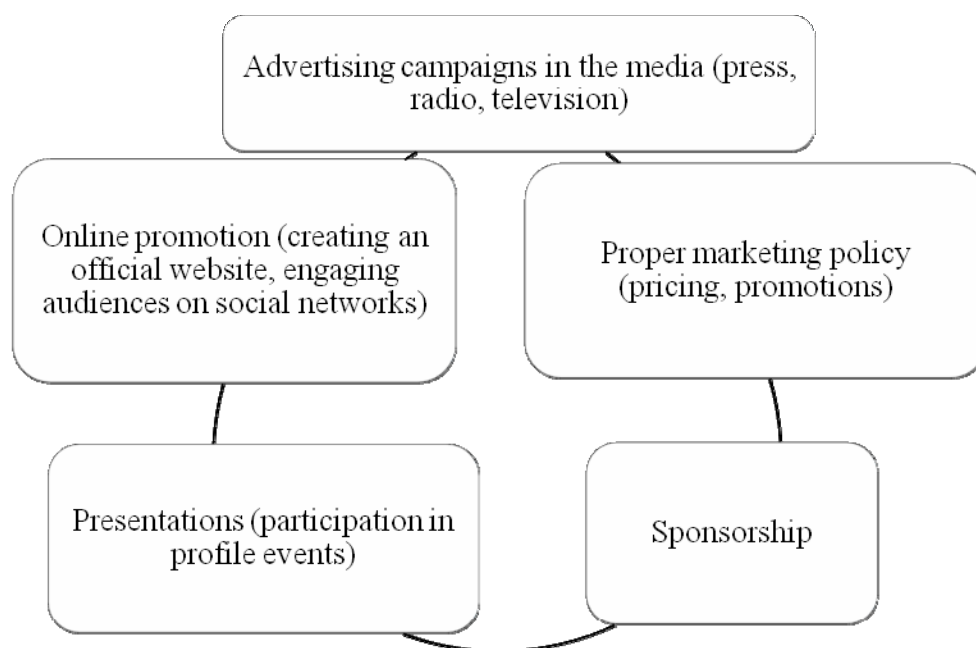
### **Innovative brand promotion technologies**

<b>№</b>	<b>Company</b>	<b>Characteristic</b>
1	TripAdvisor	<p>Chat Bot is a virtual interlocutor, an artificial intelligence program that can communicate with live users via text message. As a rule, chatbots are used as assistants for interaction, communication or simply for the entertainment of users.</p> <p>With the advent of the new feature, travelers can visit TripAdvisor via Facebook Messenger to find out where to stay, which bar / restaurant to choose, or what to do in your free time. TripAdvisor will instantly review millions of reviews and provide you with a list of top recommendations, all within the Facebook Messenger platform. In addition, the chat bot will constantly explore the benefits of users to form the perfect trip</p>
2	Travel Unwrapped	<p>The London-based startup invites tourists to take a journey to their roots, the flagship product of DNA Unwrapped.</p> <p>Allows you to track your origin in 80 regions of the world and offer DNA-based travel. It's like creating a personalized world map that lists places that matter personally to you</p>
3	Starwood Hotels & Resorts Worldwide	<p>Guests of Four Points by Sheraton, Aloft and Elements will be able to test and evaluate all the benefits of innovative technology in their personal experience, including access to a room via smartphone or Apple Watch, smart, forward-looking mirrors, butler services and a number of other technologies.</p> <p>Because the Four Points by Sheraton brand is focused mainly on business audiences, Starwood experts have analyzed which services and services in the hotel room are most popular with business travelers</p>
4	NH Hotel Group	Holding High Tech Made Easy Virtual Meetings and Events. The solution has no analogues in the world, combines the multimedia capabilities of the LED screen and the 3D effect of virtual presence
5	Marriott	<p>A teleporter that allows you to instantly move to a luxurious hotel room, find yourself on the roof of a skyscraper or hit the blue ocean. The cabins are equipped with a special Oculus Rift DK2 headset and 4D touch elements that make it possible for those wishing to «navigate» to feel the sea breeze, the heat of the tropical sun, the rustle of leaves and even the fog</p>

### Properties of hotel business entity brands

Positive branding	Negative branding
Designed to attract the buyer's attention	The desire to be a brand for all
The brand must be alliterative; this contributes to their memorization	Attempt to build positioning at low cost
The brand must be related to the positioning of the product on the map, consumer perception	Attempting to reach another segment by the linear extension method that results in positional blurring
The brand should be associated with the visual image	The focus is not on brand features that truly differentiate it from its competitors
The brand should carry some information about the hotel product	Excessive enthusiasm for «creativity» and inappropriate marketing budget spending on brand promotion
Encourage you to create a nickname	Lack of communication with the consumer

Brand promotion in the market is a set of measures aimed at brand awareness, search for the target audience and promotion of the brand, which in a favorable light will show the importance of the brand and advantages over competitors (Fig. 1).



*Fig. 1. Effective ways a brand promotion to the market*

*Source: copyright development*

The ways of brand promotion mentioned in Figure 1 require financial investments. Before launching an advertising campaign, it is needed to consider its effectiveness. When choosing methods of promotion, take into account the human

factor is the specificity of the target audience and the mentality of the people of the specific country or region, where the promotion of goods or services [8, p. 115].

The object of promotion in branding is the brand as a complex marketing system, which is used in modern business activities to create additional competitive advantages in a market where the product itself is one of the components of the marketing mix [9].

Internet space is simply the perfect environment for branding. After all, there is a target audience of any product and service that can be filtered in different ways – this process is called «targeting». On the Internet there is an opportunity to have a direct and open dialogue with their customers, answer their questions, promptly inform about any innovations or promotions that are taking place [3].

Among other things, brand promotion on the network can be carried out with significantly lower costs compared to offline promotion, or even without financial costs (depending on the methods chosen) [2].

**Conclusion.** Effective brand formation of the hotel business entity will allow to quickly overcome imbalances in individual market segments, replenish the budgets of different levels, stimulate innovation, develop competition and generate new jobs.

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## **INTEGRATION OR PRICE COMPETITION IN THE SYSTEM OF TWO COMPETING HOTEL AND RESTAURANT BUSINESSES**

*This article discusses economical and mathematical modeling of the market behavior of hotel and restaurant business and their effective functioning. The corresponding models of integration and price competition in the system of two enterprises of the hotel and restaurant business are analyzed and constructed. It is revealed and substantiated that the optimal state of the hotel and restaurant business system can be realized only when they are combined (coordination of actions) or directly. On the basis of the conducted research it can be noted that the competition of the enterprises of the hotel and restaurant business is beneficial to the consumers of their services, but not profitable to the enterprises of the hotel and restaurant business. The publication provides a thorough and detailed analysis of the optimal, equilibrium and quasi-optimal states of the system of two enterprises of the hotel and restaurant business*

**Keywords:** *integration, price competition, hotel and restaurant business, economic and mathematical modeling, optimum, market behavior of enterprise, tourism modeling.*

**Relevance of research topic.** The problem of integration or price competition in the system of two competing enterprises of the hotel and restaurant business is important for the enterprise itself, both for the consumer and for the economy of the country as a whole. The role of the hotel and restaurant business is contradictory and different from that of a conventional product manufacturer in classic microeconomic competition and integration models. On the one hand, the situation is complicated by

product differentiation, on the other, the inability to reduce the price vectors of different hotel and restaurant businesses to a scalar. This is due to the relevance of our research.

**Formulation of the problem.** The problem is finding the optimal state of the system in which all participants, namely two competing companies and the consumer of their services, benefit from integration or price competition. This is accompanied by a number of differences of the hotel and restaurant business from the usual enterprise that produces products.

**Analysis of recent researches and publications.** Studies of the market behavior model of the hotel and restaurant business enterprises are reflected in publications and studies.

The serious interest in this problem is indicated by the appearance in recent years of a number of publications by such scientists: M. Bosovska, N. Vedmid, M. Kulyk [1]-diagnosis and structuring of the integration processes of tourism enterprises; T. Russell Crook, David J. Ketchen, Charles C. Snow [2]-competitive advantage: a strategic management model; M.Dibra [3]-study of factors influencing integration of sustainability in the tourism business; Adriana F. Chim-Miki, Rosa M. Batista [4]-development of a tourism coopetition model and the use of Delphi techniques; M. Bosovska [5]-integration processes in tourism, the monograph is devoted to theoretical, methodological and practical issues of the formation and development of integration processes in tourism; A. George Assafa, Mike G. Tsionasb [6]-scientific papers on the study and implementation of new methodological breakthroughs on tourism modeling; Fatemeh Ahmadimanesh, Mohammad Mahdi Paydar, Ebrahim Asadi-Gangraj[7]-designing a mathematical model for dental tourism supply chain; Anna Spenceley, Susan Snyman, Paul F.J. Eagles[8]-various models of tourism services management developed; Sanaz Shafiee, Ali Rajabzadeh Ghatari, Alireza Hasanzadeh, Saeed Jahanyan[9]-Tourism Management Perspectives; Libo Yan, Bo Wendy Gao, Meng Zhang [10]-a mathematical model for tourism potential assessment.

### **General statement of the problem**

In classical competitors of microeconomic models and manufacturer integration, people [11–15] are well aware of both Cournot and Stackelberg's optimization and equilibrium. In these models, they control their figures, and they release from the aggregate value the desired market price.

In the case of hotel and restaurant businesses (which do not produce products but provide services; the fundamental difference here is that products can be produced before demand for them, under future demand; services can only be provided by those in demand already presented) primary is no longer the issue of products in one volume or another, but the establishment of a price (tariff) for services, and not necessarily the only one in all competing enterprises in the hotel and restaurant business. Demand for services of each enterprise of the hotel and restaurant business is also differentiated



and depends on a set of prices of all enterprises in the hotel and restaurant business – vector size, as opposed to the scalar sum of volumes of production in the classical case.

First production, then – depending on the demand for the volume produced – setting the price of production; for enterprises in the hotel and restaurant business: first setting the price for services, then – depending on the demand at these prices – the provision of services), but also fundamentally complicated – due to product differentiation (services of different enterprises in the hotel and restaurant business are interchangeable, but still not identical, differ in quality, place of delivery I, therefore, for the services of each enterprise of the hotel and restaurant business has its own function of demand) and the inability to reduce the vector of prices of different enterprises of the hotel and restaurant business to a scalar.

First, for simplicity, we consider the case where the system consists of two alternative hotel and restaurant businesses – with prices, respectively,  $p_1 \geq 0$  i  $p_2 \geq 0$ . Demand for the services of each of the enterprises of the hotel and restaurant business  $Q_1(p_1, p_2) \geq 0$ ,  $Q_2(p_1, p_2) \geq 0$  depends not only on the price of the enterprise of the hotel and restaurant business, but also on the price of the enterprises of the hotel and restaurant business – a competitor, and  $Q_1(p_1, p_2)$  drops by  $p_1$  at the given  $p_2$  and growing by  $p_2$  at this  $p_1$ , and  $Q_2(p_1, p_2)$ , on the contrary, drops by  $p_2$  at this  $p_1$  and growing by  $p_1$  at this  $p_2$ .

According to modern domestic realities, the volume of their services is determined by the demand for them, with sufficient capacity to provide services to the hotel and restaurant business. Therefore, the average (specific) costs of each of the enterprises of the hotel and restaurant business  $z_1(Q_1(p_1, p_2)) \geq 0$ ,  $z_2(Q_2(p_1, p_2)) \geq 0$ , customer service depends on the exact quantities of demand (they are the volume of services provided),  $Q_1(p_1, p_2)$ ,  $Q_2(p_1, p_2)$ , that is, indirectly from the same prices  $p_1$  and  $p_2$ .

### **Integration of two hotel and restaurant businesses (common case)**

In the case of integration of the hotel and restaurant business enterprises (managing them from a single coordinating center, common economic interests), their total profit will be

$$F(p_1, p_2) = (p_1 - z_1(Q_1(p_1, p_2))) \cdot Q_1(p_1, p_2) + (p_2 - z_2(Q_2(p_1, p_2))) \cdot Q_2(p_1, p_2) \rightarrow \max_{p_1, p_2} . \quad (1)$$

To find the optimal, we equate to zero derivatives

$$\begin{aligned} \frac{\partial F}{\partial p_1} = & \left( 1 - \frac{dz_1}{dQ_1} \cdot \frac{\partial Q_1}{\partial p_1} \right) \cdot Q_1 + (p_1 - z_1) \cdot \frac{\partial Q_1}{\partial p_1} - \frac{dz_2}{dQ_2} \cdot \frac{\partial Q_2}{\partial p_1} \cdot Q_2 + \\ & + (p_2 - z_2) \cdot \frac{\partial Q_2}{\partial p_1} = 0 , \end{aligned} \quad (2)$$

$$\begin{aligned} \frac{\partial F}{\partial p_2} = & \left(1 - \frac{dz_2}{dQ_2} \cdot \frac{\partial Q_2}{\partial p_2}\right) \cdot Q_2 + (p_2 - z_2) \cdot \frac{\partial Q_2}{\partial p_2} - \frac{dz_1}{dQ_1} \cdot \frac{\partial Q_1}{\partial p_2} \cdot Q_1 + \\ & + (p_1 - z_1) \cdot \frac{\partial Q_1}{\partial p_2} = 0. \end{aligned} \quad (3)$$

Solving system (2) – (3), we obtain optimality conditions

$$p_1 = z_1 + \frac{dz_1}{dQ_1} \cdot Q_1 + \frac{\frac{\partial Q_2}{\partial p_1} \cdot Q_2 - \frac{\partial Q_2}{\partial p_2} \cdot Q_1}{\frac{\partial Q_1}{\partial p_1} \cdot \frac{\partial Q_2}{\partial p_2} - \frac{\partial Q_2}{\partial p_1} \cdot \frac{\partial Q_1}{\partial p_2}}, \quad (4)$$

$$p_2 = z_2 + \frac{dz_2}{dQ_2} \cdot Q_2 + \frac{\frac{\partial Q_1}{\partial p_2} \cdot Q_1 - \frac{\partial Q_1}{\partial p_1} \cdot Q_2}{\frac{\partial Q_1}{\partial p_1} \cdot \frac{\partial Q_2}{\partial p_2} - \frac{\partial Q_2}{\partial p_1} \cdot \frac{\partial Q_1}{\partial p_2}}, \quad (5)$$

Note that expressions (4) and (5) have the same denominator

$$\frac{\partial Q_1}{\partial p_1} \cdot \frac{\partial Q_2}{\partial p_2} - \frac{\partial Q_2}{\partial p_1} \cdot \frac{\partial Q_1}{\partial p_2},$$

which is the Jacobian of a system of two functions  $Q_1(p_1, p_2)$  i  $Q_2(p_1, p_2)$ .

Since the demand for the services of this hotel and restaurant business is more responsive to the change in the price of the hotel and restaurant business than the prices of the hotel and restaurant business competitor, that is

$$\left| \frac{\partial Q_1}{\partial p_1} \right| > \left| \frac{\partial Q_1}{\partial p_2} \right|, \left| \frac{\partial Q_2}{\partial p_2} \right| > \left| \frac{\partial Q_2}{\partial p_1} \right|,$$

then the Jacobian is positive. The same result (the addition of Jacobian) is ensured by another natural assumption that a single change in the price of a hotel and restaurant business will have a greater impact on the demand for the services of that hotel and restaurant business than a competitor of a hotel and restaurant business, that is

$$\left| \frac{\partial Q_1}{\partial p_1} \right| > \left| \frac{\partial Q_2}{\partial p_1} \right|, \left| \frac{\partial Q_2}{\partial p_2} \right| > \left| \frac{\partial Q_1}{\partial p_2} \right|.$$

Due to the properties of demand functions discussed above

$$\frac{\partial Q_2}{\partial p_1} > 0, \frac{\partial Q_2}{\partial p_2} < 0, \frac{\partial Q_1}{\partial p_2} > 0, \frac{\partial Q_1}{\partial p_1} < 0,$$

which provides the addition of the numerators of the corresponding fractions of (4) and (5), whose denominators are Jacobian.

Thus, according to (4) and (5), the optimal prices are formed by setting a certain positive premium (third addition) to the average cost (first addition). The second addition implies an additional premium (if the average cost increases with the increase in the volume of services, ie marginal costs higher than the average) or a discount (if the average cost increases with the increase in the volume of services, the marginal costs below the average – up to a certain limit of increasing the volume of services may be a scale effect) to the optimum price of each hotel and restaurant business.

### **Price competition of two hotel and restaurant enterprises (general case)**

If the hotel and restaurant business is independent, then each of them maximizes their profit (not the total profit of the hotel and restaurant business system):

$$F_1(p_1, p_2) = (p_1 - z_1(Q_1(p_1, p_2))) \cdot Q_1(p_1, p_2) \rightarrow \max_{p_1},$$

$$F_2(p_1, p_2) = (p_2 - z_2(Q_2(p_1, p_2))) \cdot Q_2(p_1, p_2) \rightarrow \max_{p_2}.$$

We equate the corresponding derivatives to zero:

$$\frac{\partial F_1}{\partial p_1} = \left(1 - \frac{dz_1}{dQ_1} \cdot \frac{\partial Q_1}{\partial p_1}\right) \cdot Q_1 + (p_1 - z_1) \cdot \frac{\partial Q_1}{\partial p_1} = 0,$$

$$\frac{\partial F_2}{\partial p_2} = \left(1 - \frac{dz_2}{dQ_2} \cdot \frac{\partial Q_2}{\partial p_2}\right) \cdot Q_2 + (p_2 - z_2) \cdot \frac{\partial Q_2}{\partial p_2} = 0,$$

hence the Kurne equilibrium state of the system of two enterprises of the hotel and restaurant business, their prices must meet the conditions

$$p_1 = z_1 + \frac{dz_1}{dQ_1} \cdot Q_1 + \frac{Q_1}{\partial Q_1 / \partial p_1}, \quad (6)$$

$$p_2 = z_2 + \frac{dz_2}{dQ_2} \cdot Q_2 + \frac{Q_2}{\partial Q_2 / \partial p_2}. \quad (7)$$

We see that the first two additions of the equilibrium prices (6) and (7) coincide with the corresponding components of the optimal prices (4) and (5). The differences between the equilibrium and optimal prices are due to the third additions to these expressions.

We also point out that neither (6) nor (7), nor (4) and (5) are calculation formulas for finding optimal or equilibrium prices – they merely express the conditions, respectively, of optimality or equilibrium of prices of the hotel and restaurant business.

### **Linear statement of the problem**

To obtain the same calculation formulas and then compare the optimal and equilibrium states, we assume the additional simplifying assumption of linearity of all the dependencies used in the model.

Then,  $Q_1(p_1, p_2) = q_1 - k_1 \cdot p_1 + a_1 \cdot p_2$

$$Q_2(p_1, p_2) = q_2 - k_2 \cdot p_2 + a_2 \cdot p_1,$$

where  $q_1 > 0$ ,  $q_2 > 0$  – basic volumes of demand for services of the first and second enterprises of the hotel and restaurant business respectively;

$p_1 \geq 0$ ,  $p_2 \geq 0$  – as before, prices for services of the first and second enterprises of the hotel and restaurant business;

$k_1 > 0$ ,  $k_2 > 0$  – indicators of elasticity of demand for services of the first and second enterprises of the hotel and restaurant business at the price for these services;

$a_1 \geq 0$ ,  $a_2 \geq 0$  – indicators of cross elasticity of demand for services of the first and second enterprises of the hotel and restaurant business at the price of services of competing enterprises of the hotel and restaurant business.

In order for the introduced linear functions to have the characteristics previously discussed (when considering the general case), the following relations must be performed between the parameters of these functions:

$k_1 > a_1$ ,  $k_2 > a_2$  – a single change in the price of this enterprise of the hotel and restaurant business should have a more significant impact on the demand for its services than a single change in the price of competitors in the hotel and restaurant business;

$k_1 > a_2$ ,  $k_2 > a_1$  – a single change in the price of a hotel and restaurant business should have a more significant effect on the demand for its services than on the demand for services of a hotel and restaurant business competitor.

The basic view of these dependencies is presented in Figs. 1–4.

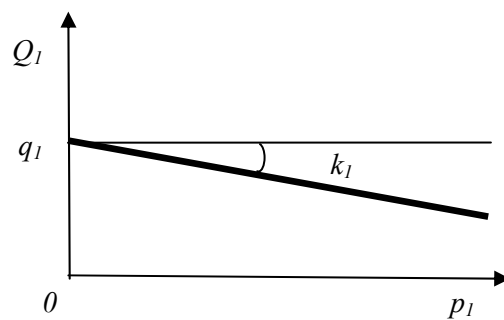


Fig. 1. Dependence of volume of services of the first enterprise of hotel and restaurant business  $Q_1$  on own price  $p_1$

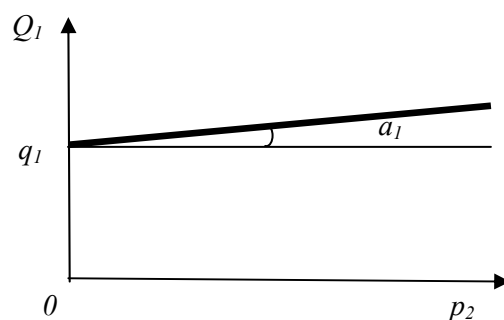


Fig. 2. Dependence of the volume of services of the first enterprise of hotel and restaurant business  $Q_1$  on the price of competitor  $p_2$

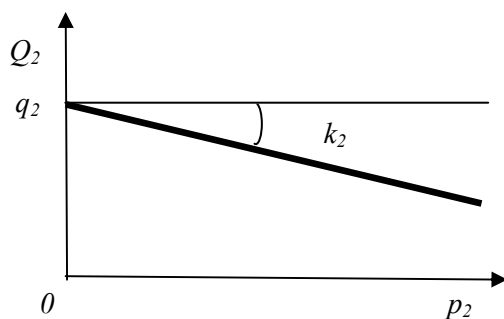


Fig. 3. Dependence of volume of services of the second enterprise of hotel and restaurant business  $Q_2$  on own price  $p_2$

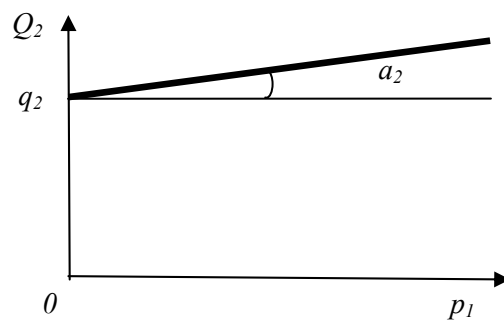


Fig. 4. Dependence of volume of services of the second enterprise of hotel and restaurant business  $Q_2$  on the price of competitor  $p_1$

To ensure that there is a strong demand for hotel and restaurant business services  $Q_1(p_1, p_2) \geq 0$ ,  $Q_2(p_1, p_2) \geq 0$  their price ratio should satisfy double inequality  $(k_2 \cdot p_2 - q_2) / a_2 \leq p_1 \leq (q_1 + a_1 \cdot p_2) / k_1$ .

As before, we will assume that the potential of providing services to the hotel and restaurant business is sufficient to meet the possible demand for their services, that is, the actual volume of services is determined exactly by the amount of demand and, accordingly,  $Q_1(p_1, p_2)$  and  $Q_2(p_1, p_2)$  (such an assumption is completely in line with current domestic economic realities).

With the linear nature of the cost of providing services, the specific cost is constant:  $z_1(Q_1(p_1, p_2)) = z_1$ ,  $z_2(Q_2(p_1, p_2)) = z_2$ .

### **Integration of two hotel and restaurant businesses (linear case)**

In the case of integration (integration of interests) of the enterprises of the hotel and restaurant business, they jointly maximize the total profit

$$F = (p_1 - z_1) \cdot (q_1 - k_1 \cdot p_1 + a_1 \cdot p_2) + (p_2 - z_2) \cdot (q_2 - k_2 \cdot p_2 + a_2 \cdot p_1) \rightarrow \max_{p_1, p_2}.$$

To find the optimum, we equate partial derivatives to zero

$$\partial F / \partial p_1 = q_1 - 2k_1 p_1 + k_1 z_1 + a_1 p_2 + a_2 p_2 - a_2 z_2 = 0,$$

$$\partial F / \partial p_2 = q_2 - 2k_2 p_2 + k_2 z_2 + a_2 p_1 + a_1 p_1 - a_1 z_1 = 0,$$

for the solution of this system the optimal prices of the enterprises of the hotel and restaurant business

$$p_1^0 = z_1 + \frac{2k_2 q_1 - 2k_1 k_2 z_1 + a_1 z_2 k_2 + a_1 q_2 + a_1 a_2 z_1 + a_2 q_2 - a_2 k_2 z_2 + a_2^2 z_1}{4k_1 k_2 - (a_1 + a_2)^2}, \quad (8)$$

$$p_2^0 = z_2 + \frac{2k_1 q_2 - 2k_1 k_2 z_2 + a_2 z_1 k_1 + a_2 q_1 + a_1 a_2 z_2 + a_1 q_1 - a_1 k_1 z_1 + a_1^2 z_2}{4k_1 k_2 - (a_1 + a_2)^2}, \quad (9)$$

The suitability of the denominators (8), (9) is ensured by the conditions discussed above  $k_1 > a_1$ ,  $k_2 > a_2$ ,  $k_1 > a_2$ ,  $k_2 > a_1$ .

Substituting the found optimal values of prices (8) in the function of demand for services of the enterprises of the hotel and restaurant business, we obtain the optimum values of service rendering of each of the enterprises of the hotel and restaurant business:

$$Q_1^0 = \frac{(k_1 k_2 - a_1 a_2)(q_1 - 2k_1 z_1 + a_1 z_2 + a_2 z_2) + (k_1 k_2 - a_2^2)q_1 + (k_1 a_1 - k_1 a_2)q_2}{4k_1 k_2 - (a_1 + a_2)^2}$$

$$Q_2^0 = \frac{(k_1 k_2 - a_1 a_2)(q_2 - 2k_2 z_2 + a_1 z_1 + a_2 z_1) + (k_1 k_2 - a_1^2)q_2 + (k_2 a_2 - k_2 a_1)q_1}{4k_1 k_2 - (a_1 + a_2)^2}$$

Then the optimum total profit of the system of enterprises of the hotel and restaurant business

$$F^0 = (p_1^0 - z_1) \cdot Q_1^0 + (p_2^0 - z_2) \cdot Q_2^0.$$

### Price competition between two hotel and restaurant businesses (Cournot equilibrium)

In the case of competition from the hotel and restaurant business, each of them maximizes their own profit

$$F_1 = p_1 \cdot Q_1 - z_1 \cdot Q_1 = (p_1 - z_1) \cdot (q_1 - k_1 \cdot p_1 + a_1 \cdot p_2) \rightarrow \max_{p_1},$$

$$F_2 = p_2 \cdot Q_2 - z_2 \cdot Q_2 = (p_2 - z_2) \cdot (q_2 - k_2 \cdot p_2 + a_2 \cdot p_1) \rightarrow \max_{p_2}.$$

We find the first derivatives and equate them to zero:

$$dF_1 / dp_1 = q_1 - 2k_1 p_1 + k_1 z_1 + a_1 p_2 = 0,$$

$$dF_2 / dp_2 = q_2 - 2k_2 p_2 + k_2 z_2 + a_2 p_1 = 0,$$

from here

$$p_1 = (q_1 + k_1 z_1 + a_1 p_2) / (2k_1), \quad (10)$$

$$p_2 = (q_2 + k_2 z_2 + a_2 p_1) / (2k_2). \quad (11)$$

Substituting the functions of the optimal reaction of the price of the hotel and restaurant business to the price of the hotel and restaurant business (10) and (11) one to another, we obtain the final expressions for the equilibrium prices of the hotel and restaurant business:

$$p_1^K = z_1 + \frac{2k_2 q_1 - 2k_1 k_2 z_1 + a_1 z_2 k_2 + a_1 q_2 + a_1 a_2 z_1}{4k_1 k_2 - a_1 a_2}, \quad (12)$$

$$p_2^K = z_2 + \frac{2k_1 q_2 - 2k_1 k_2 z_2 + a_2 z_1 k_1 + a_2 q_1 + a_1 a_2 z_2}{4k_1 k_2 - a_1 a_2}. \quad (13)$$

Substituting these values in the function of demand for services of the enterprises of the hotel and restaurant business, we obtain

$$Q_1^K = \frac{k_1 \cdot (2k_2q_1 - 2k_1k_2z_1 + a_1z_2k_2 + a_1q_2 + a_1a_2z_1)}{4k_1k_2 - a_1a_2} = k_1 \cdot (p_1^K - z_1), \quad (14)$$

$$Q_2^K = \frac{k_2 \cdot (2k_1q_2 - 2k_1k_2z_2 + a_2z_1k_1 + a_2q_1 + a_1a_2z_2)}{4k_1k_2 - a_1a_2} = k_2 \cdot (p_2^K - z_2), \quad (15)$$

then the Cournot equilibrium profits of the hotel and restaurant business

$$F_1^K = \frac{k_1 \cdot (2k_2q_1 - 2k_1k_2z_1 + a_1z_2k_2 + a_1q_2 + a_1a_2z_1)^2}{(4k_1k_2 - a_1a_2)^2} = k_1 \cdot (p_1^K - z_1)^2, \quad (16)$$

$$F_2^K = \frac{k_2 \cdot (2k_1q_2 - 2k_1k_2z_2 + a_2z_1k_1 + a_2q_1 + a_1a_2z_2)^2}{(4k_1k_2 - a_1a_2)^2} = k_2 \cdot (p_2^K - z_2)^2, \quad (17)$$

### **Price competition between two hotel and restaurant businesses (equilibrium by Stackelberg)**

To find the same equilibrium according to Stackelberg we will assume that one of the enterprises of the hotel and restaurant business (for certainty – the first) acts as a leader (active side), and the second – a successor. A leader, knowing the function of the optimal follower response (11) to its price, can use this information, substituting (11) into its target profit function and maximizing it now as a function of only one of its variables  $p_1$ , which no longer depends on  $p_2$ :

$$\begin{aligned} F_1 &= (p_1 - z_1) \cdot (q_1 - k_1 \cdot p_1 + a_1 \cdot p_2) = \\ &= (p_1 - z_1) \cdot (q_1 - k_1 \cdot p_1 + a_1 \cdot (q_2 + k_2z_2 + a_2p_1)/(2k_2)) \rightarrow \max_{p_1}. \end{aligned}$$

$$\begin{aligned} \text{Then } dF_1 / dp_1 &= q_1 - k_1 \cdot p_1 + a_1 \cdot (q_2 + k_2z_2 + a_2p_1)/(2k_2) + \\ &+ (p_1 - z_1) \cdot (-k_1 + a_1 \cdot a_2 / (2k_2)) = 0, \end{aligned}$$

hence the optimal leader price

$$p_1^{S1} = z_1 + \frac{2k_2q_1 - 2k_1k_2z_1 + a_1z_2k_2 + a_1q_2 + a_1a_2z_1}{4k_1k_2 - 2a_1a_2}. \quad (18)$$

Comparing (18) with (12), we see that with the same numerator the denominator in (18) is smaller, therefore, a fraction larger, so the equilibrium price of



a leader on Stackelberg is always higher than its price in the Cournot equilibrium. Thus, in an effort to achieve higher profits than in the Cournot equilibrium, an active hotel and restaurant business will increase its price itself – in the expectation that it will subsequently increase its price and a hotel and restaurant business follower, thereby reducing the demand for the services of the hotel and restaurant business leader, due to the switchover, will not be so significant, and by means of a more substantial (compared to lower demand) price increase it is possible to increase the leader's profit.

Substituting (18) into (11) now, we obtain the equilibrium price of the Stackelberg follower:

$$p_2^{s1} = z_2 + \frac{2k_1q_2 - 2k_1k_2z_2 + a_2z_1k_1 + a_2q_1 + a_1a_2z_2}{4k_1k_2 - 2a_1a_2} - \frac{a_1a_2 \cdot (q_2 + a_2z_1 - k_2z_2)}{2k_2 \cdot (4k_1k_2 - 2a_1a_2)}. \quad (19)$$

Comparing (19) with (18), we see that the first two additions are identical (up to indexes), but (19) also subtracts some value. It is for this value that the price of the second hotel and restaurant business as a follower for Stackelberg will be lower than the price of the same hotel and restaurant business as a leader for Stackelberg.

### **Comparison of optimal and equilibrium prices in the system of two enterprises of the hotel and restaurant business**

We see that all prices – both optimal and different equilibrium – include the corresponding cost plus some rate of return. For the convenience of comparisons of the found optimal and equilibrium prices, we assume that PGRB are in absolutely equal conditions, that is

$$q_1 = q_2 = q, \quad k_1 = k_2 = k, \quad a_1 = a_2 = a, \quad z_1 = z_2 = z.$$

Then optimal prices

$$p_1^0 = p_2^0 = z + \frac{2kq - 2k^2z + 2aq + 2a^2z}{4k^2 - 4a^2}, \quad (20)$$

prices, equilibrium for Cournot

$$p_1^K = p_2^K = z + \frac{2kq - 2k^2z + aq + a^2z + azk}{4k^2 - a^2}, \quad (21)$$

the equilibrium price of the hotel and restaurant business leader in Stackelberg

$$p_1^{S1} = z + \frac{2kq - 2k^2z + aq + a^2z + azk}{4k^2 - 2a^2}, \quad (22)$$

the equilibrium price of the hotel and restaurant business follower of Stackelberg

$$p_2^{S1} = z + \frac{2kq - 2k^2z + aq + a^2z + azk}{4k^2 - 2a^2} - \frac{a^2 \cdot (q + az - zk)}{2k \cdot (4k^2 - 2a^2)}. \quad (23)$$

Comparing, for example, (20) and (21), we see that the denominator in (20) is smaller and the numerator (20) – compared to (21) is added

$$aq + a^2z - azk = a(q - kz + az) = a Q(z, z) > 0,$$

$$\text{so } p_1^K = p_2^K < p_1^0 = p_2^0.$$

The denominator in (20) is smaller than in (22), and the numerator in (20) is greater than just shown – since the numbers in (22) and (21) are equal, it turns out

$$p_1^{S1} < p_1^0 = p_2^0.$$

Because  $a^2 \cdot (q + az - zk) = a^2 \cdot Q(z, z) > 0$ ,  $4k^2 - 2a^2 > 0$ , then

$$p_2^{S1} < p_1^{S1}.$$

In (21) and (22) everything is the same except for the denominator, which in (21) is larger, therefore,

$$p_1^K = p_2^K < p_1^{S1}.$$

It remains to compare (21) and (23):

$$p_2^{S1} - p_2^K = \frac{a^3 \cdot (a + 2k) \cdot (q - kz + az)}{2k \cdot (4k^2 - 2a^2) \cdot (4k^2 - a^2)} > 0$$

Thus, the following relationships are established between the optimal and different equilibrium prices of the hotel and restaurant business:

$$p_1^K = p_2^K < p_2^{S1} < p_1^{S1} < p_1^0 = p_2^0.$$

The lowest prices in the hotel and restaurant business are the tolerant competitors for Cournot. If one of the hotel and restaurant businesses behaves actively – as a leader in Stackelberg, then in the new equilibrium the prices of both competing hotel and restaurant businesses rise, with the leader's price increasing more than the price of the follower. Finally, the highest prices are set in a state of optimum, with the integration (coordination of actions) of the hotel and restaurant business.

**Numerical illustration of comparisons of different states are in the system of two enterprises of the hotel and restaurant business.**

Let us illustrate the results obtained in the numerical example at  $q_1 = 100$ ,  $q_2 = 150$ ,  $k_1 = 2$ ,  $k_2 = 3$ ,  $a_1 = 1$ ,  $a_2 = 1,2$ ,  $z_1 = 15$ ,  $z_2 = 20$  (Table 1).

The table includes additional notations for the total volume of services provided  $Q = Q_1 + Q_2$  and total profit  $F = F_1 + F_2$  systems of two enterprises of the hotel and restaurant business.

Stackelberg 1 – stands for Stackelberg equilibrium with the leader – the first hotel and restaurant business;

Stackelberg 2 – a similar balance with the leader – the second hotel and restaurant business;

Quasi-optimum1 – a condition in which the second hotel and restaurant business adheres to the reached agreements on optimal prices, and the first hotel and restaurant business deviates from them in the most advantageous way for themselves;

Quasi-optimum2 is a similar state, when the first hotel and restaurant business executes the agreements, and deviates from them with the greatest benefit for itself – the second;

The quasi-optimum is a condition where, in the same way (assuming that another hotel and restaurant business will comply with optimal price agreements), both hotel and restaurant businesses are simultaneously rejected from the optimum.

*Table 1*

**Numerical characteristics of optimal, equilibrium and quasi-optimal states of the system of two enterprises of the hotel and restaurant business**

State of the system	$p_1$	$p_2$	$Q_1$	$Q_2$	$Q$	$F_1$	$F_2$	$F$
Optimum	55,6	52,9	41,7	58,1	99,8	1692,9	1909,0	3601,9
Courno	43,4	43,7	56,8	71,1	127,9	1615,5	1682,8	3298,3
Stackelberg 1	45,0	44,0	54,0	72,0	126,0	1620,0	1728,0	3348,0
Stackelberg 2	43,8	45,0	57,5	67,5	125,0	1653,1	1687,5	3340,6
Quasioptimum 1	45,7	52,9	61,4	46,2	107,7	1887,5	1519,8	3407,3
Quasioptimum 2	55,6	46,1	34,9	78,4	113,3	1418,3	2046,3	3464,6
Quasioptimum	45,7	46,1	54,7	66,5	121,2	1679,7	1737,1	3416,8

**Conclusion.** The coincidence of the results of the calculations obtained with the option «Finding the solution» of the MS Excel package and using the deduced formulas, confirms the correctness of the latter.

We see that the best financial results for each hotel and restaurant business reaches its quasi-optimum, deviating from the reached agreements – despite the fact that another hotel and restaurant business adheres to them. This fact confirms the instability of the optimal condition – it is profitable for each of the enterprises of the hotel and restaurant business to deviate from it.

Further, in order of decreasing profitability for a given enterprise of the hotel and restaurant business, there are states of optimum, quasi-optimum, equilibrium according to Stackelberg (and the follower to be more profitable than the leader!), equilibrium for Cournot, finally, quasi-optimum of another enterprise of hotel and restaurant business. All to comply with their agreed high optimum price if another hotel and restaurant business breaks the arrangement in the most favorable manner for them.

Thus, in different equilibrium states, prices of hotel and restaurant businesses are lower, demand for their services and, consequently, volumes of their provision are higher, hotel and restaurant business profits are lower than in the state of optimum.

Thus, the competition of the hotel and restaurant business is beneficial to the consumers of their services, but not profitable to the hotel and restaurant business itself; unification of interests (coordination of actions) of the enterprises of the hotel and restaurant business increases the profit of each of them at the expense of consumers.

On the other hand, the equilibrium condition has the property of market stability – it is not profitable to deviate from it by any of the enterprises of the hotel and restaurant business separately.

The optimal condition, on the contrary, is unstable – each of the enterprises of the hotel and restaurant business, reasonably deviating from it (provided that another enterprise of the hotel and restaurant business will maintain its optimal price), can further increase its profit – now at the expense of the offended enterprises of the hotel and restaurant business-competitor. Therefore, the optimal condition of the hotel and restaurant business system can only be realized when they are combined (coordinated) or directly.

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## **VIRTUAL EXHIBITION ACTIVITIES OF DOCUMENTARY AND INFORMATION INSTITUTIONS OF LVIV AS A TOOL FOR PROMOTION AND DEVELOPMENT OF CULTURAL TOURISM**

*We have considered the role of libraries and archives in the development and promotion of cultural tourism in Lviv. With the help of the analytical tools for collecting statistics Google Trends, the level of population's interest in information about Lviv and interest in the documentary and information institutions on the Internet has been determined based on the search queries. There have been surges in interest at certain time intervals, both in Ukraine and abroad. Based on the results of statistics as regards the interest in information about the documentary and information institutions of Lviv, virtual exhibition activities of such institutions as a tool used to promote the development of the tourist industry of the city have been substantiated. The general characteristics of the strengths, weaknesses, opportunities and threats to promotion of cultural tourism in Lviv through the virtual exhibition activities of the documentary and information institutions using the method of SWOT analysis have been analyzed. By means of the tools of structured modeling of business processes, namely the activity diagram using the additional Swimlane component, the process of creating virtual exhibition activities of the documentary and information institutions for the promotion of cultural tourism in Lviv has been presented and the applications for its implementation have been proposed.*

**Keywords:** *virtual exhibition activities, cultural tourism, information resource, library, archive.*

**Relevance of research topic.** In the context of the European integration processes, tourism is a strategic socio-cultural factor for Ukraine's development. A powerful driver in the development of tourism becomes the historical and cultural heritage, where cultural area gains an advantage.

The relevance of the paper topic is that the integrative processes taking place in the system of electronic communications and the development of promotion of the historical and cultural heritage change the terms of cooperation between the documentary and information institutions and the tourism industry in respect of the

promising directions of work. In these settings, the issue of virtual exhibition activities of libraries and archival institutions, which hold the huge funds of historical and cultural heritage as a tool for promotion and development of cultural tourism, becomes trending. Thus, functioning of virtual exhibitions with the cooperation between the documentary and information institutions and the tourism industry will enhance the desire to visit interesting places and see everything with your own eyes, thus informing and inspiring to a real trip.

**Formulation of the problem.** Despite the challenging situation in the country, our time is a period of the development of new trends in cultural life, previously forgotten names, monuments and events are reviving, the historical heritage is re-evaluated. Therefore, the focus on cultural tourism is a possibility of economic, social and cultural rise for Lviv and Lviv region.

Lviv has always been considered the most famous and the largest tourist center of Western Ukraine, and according to the official statistics from Euromonitor International in 2018, Lviv leads and has dominant positions among not only the cities of Ukraine, but also Europe and the world. Given the city's rich history, it has unique historical, cultural and recreational resources. The developed tourist infrastructure and an advantageous location add to the tourism appeal.

The term «cultural tourism» was for the first time formally used internationally in the proceedings of the World Conference on Cultural Policies. UNESCO considers cultural tourism to be a different kind of tourism, «taking into account the cultures of other peoples». As evidenced by the experience of the European countries the development of cultural tourism plays an important role in the documentary and communication structures such as libraries and archives. Therefore, this poses a challenge to study the segment of involvement of the documentary and information institutions in the development of cultural tourism with the help of the state-of-the-art information and communication technology, in particular, in the form of the virtual exhibition activities that will promote the development of tourism business in Lviv in general.

Based on the above, we can formulate the research objective, which is to determine the interest of the Internet users in the cultural and tourist sites of Lviv, to systematize the range of problems and the benefits of the development of cultural tourism in Lviv with the help of virtual exhibitions of library and archival holdings for promotion of cultural and historical heritage using the method of SWOT analysis, as well as to formalize the process of displaying virtual exhibition activities of the documentary and information institutions to promote cultural tourism in Lviv using Swimlane activity diagram. The aim of the research is to substantiate the feasibility of developing virtual exhibition activities by the documentary-information institutions of Lviv in order to promote the historical and cultural heritage and the ways of their implementation in the development of cultural tourism, as well as to find out the role of libraries and archives as components of the tourist space.

**Analysis of recent researches and publications.** The investment attractiveness of the Ukrainian tourist system [1–3, 6], the tendencies and prospects of the development of virtual exhibitions as a promotion of historical and cultural heritage [4, 8, 11] and the benefits of the development of cultural tourism in Ukraine [12–13] are widely studied by the Ukrainian scholars. To research this topic, they also studied the experiences of foreign colleagues, where they analyze the role of libraries as cultural and information institutions that can make a significant contribution to the development of cultural tourism, in particular, the models of numerous strategic issues of public libraries for tourist destinations have been considered [5, 7, 9–10].

**Presenting main material.** Modern tourism in the context of globalization processes is gaining new directions and development. The integration of libraries, museums and archives into tourism is a promising and innovative area of work. Taking into account the conditions of development of the information society, the tendencies of updating the cultural potential of tourism, people pay more attention to the promotion of their activities on the Internet. An important element of the effectiveness of the above is the compatibility of search queries of the target audience with the content, in particular, a set of keywords used there. In order to determine the interest of the Internet users, we have conducted a search query analysis using Google Trends. Queries were generated using the entered criterion – «for the last 12 months», «Search on Web» (Table 1).

*Table 1*

### Popular search query analysis

Term	Period of the highest interest	Period of the lowest interest	Interest by regions/cities, countries	Related search queries
Historical Center of Lviv (Istorychnyi tsentr Lvova)	29.12.2019–04.01.2020	22.03–28.03.2020	Ukraine (Lviv, Ternopil, Kyiv, Odesa regions), Belarus, Poland, the USA	Hotel Lviv Center, Lviv Center. (Hotel Lviv Tsentrl Lvova)
Vasyl Stefanyk Lviv National Scientific Library of Ukraine (Lvivska Natsionalna Naukova Biblioteka Ukrainy Im. V. Stefanyka)	08.12–14.12.2019	22.03–28.03.2020	Lviv region, Kyiv	Lviv – a city in Ukraine. (Lviv – misto v Ukraini)



Term	Period of the highest interest	Period of the lowest interest	Interest by regions/cities, countries	Related search queries
State archive of Lviv region (Derzhavnyi Arkhiv Lvivskoi Oblasti)	14.04–20.04.2019	08.03–14.03.2020	Lviv region	Lviv – a city in Ukraine. (Lviv – misto v Ukraini)
National Museum in Lviv (Natsionalnyi muzei u Lvovi)	13.10–19.10.2019	16.02–22.02.2020	Lviv region, Kiev	Lviv – a city in Ukraine. (Lviv – misto v Ukraini)

*Source: The analysis search query popularity was conducted by the author using Google Trends*

The statistics generated by Google Trends show us the periods of the highest and the lowest interest, as well as the dynamics of query generation in the time interval, tracking the activities of query creation in certain places of Ukraine and abroad. Based on the data obtained, where we observe the dynamics of the periods of interest, we can conclude that the issue of searching for information in the documentary and information institutions of Lviv is topical for the Internet users.

The promotion of historical and cultural heritage in Lviv in the field of virtual tourism on the basis of museum exhibitions is more developed, than, for example, of libraries and archives. The Department of Culture, Nationalities and Religions of the Lviv Regional State Administration launched a new interactive museum project «Visit» («Vidvidai») <http://old.dailylviv.com/3D/loda/> in 2018, where you can enjoy museum exhibits of Lviv and Lviv region in the virtual exhibition space, thereby exciting the curiosity and encouraging people to visit them in person. Therefore, the priority direction for improving (expanding) the development of cultural tourism is the development of promotional and information resources for libraries and archival institutions in the form of virtual exhibitions, which could be of interest and thus increase the tourist traffic to the city.

Lviv is a unique city that has been absorbing the history and culture of different epochs and peoples for many centuries. Considering the uniqueness of the city, library holdings and archival funds, with the help of which virtual exhibitions will be created, are perspective. This will make it possible for the potential tourists to visit places and choose for themselves the most interesting objects that are connected, in particular, with medieval Lviv, architectural, literary, musical city and Lviv related to the historical figures. Thus, the potential for cultural tourism is revealed through virtual exhibitions, and given the history of the city – of military and historical tourism as well.

In order to systematize the range of issues and benefits of the development of cultural tourism in Lviv with the help of virtual exhibitions of library holdings and

archival funds for the promotion of cultural and historical heritage, it is necessary to conduct a SWOT analysis of the status of this type of activities. It is also possible to identify the priorities for the development of cultural tourism, to create new concepts and plans using the SWOT analysis. Thus, SWOT analysis has been used to identify and address the existing weaknesses and develop recommendations for enhancing the level of cultural tourism development in Lviv (Table 2).

*Table 2*

**SWOT analysis of cultural tourism promotion in Lviv with the help of virtual exhibition activities of documentary and information institutions**

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. The oldest part of the old city is included in the UNESCO World Heritage List.</li> <li>2. Potential for military-historical tourism, ethnic, religious, gastronomic and other types of tourism.</li> <li>3. The Unique Metropolitan Andrey Sheptytsky Center and the innovative library of the Ukrainian Catholic University, which has no analogues in Ukraine.</li> <li>4. A sufficient number of museums and memorial sites.</li> <li>5. Functioning of «!FEST» Holding of Emotions – a chain of creative restaurants and projects with original concepts («Kryivka», «Masoch-café», «Lviv Coffee Mine», «Under Arsenal»)</li> <li>6. Favorable economic and geographical location on the border with the EU, availability of border crossing points.</li> <li>7. Availability of natural and recreational resources</li> </ol>	<ol style="list-style-type: none"> <li>1. Environmental problems (landfills in Lviv).</li> <li>2. Poor quality of roads</li> <li>3. Absence of top class hotels</li> <li>4. High level of prices for domestic tourists</li> <li>5. Inadequate support and underfunding of most sites of historical and architectural heritage</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Possibility of positioning the city as a reading capital, etc.</li> <li>2. Establishment of cooperation of information resources of libraries and archives with tourist resources.</li> <li>3. Participation in international tourist exhibitions</li> <li>4. Development of new tourist markets.</li> <li>5. Availability of investment projects for the development of recreation areas.</li> <li>6. Possibility of growth of the tourist services market with the efficient use of available tourist resources and infrastructure.</li> <li>7. Growing interest of citizens in the historical and cultural heritage</li> </ol>	<ol style="list-style-type: none"> <li>1. Political instability in the state</li> <li>2. Low income of Ukrainian citizens</li> <li>3. Rapid development of competing cities</li> </ol>

*Source: Developed by the author*

Conducting SWOT analysis also gives an opportunity to identify territorial features and current trends of the cultural tourism development in Lviv. The SWOT analysis made it possible to evaluate in an unbiased manner the weaknesses and threats of the development and promotion of cultural tourism in the city through virtual exhibition activities. According to the analysis of the strengths, designing virtual exhibitions for the promotion of cultural tourism in Lviv gives grounds to identify the potential of the city and develop an effective strategy for their further strengthening.

We used the Swimlane activity diagram, which is shown in Figure 1, to formalize the process of displaying virtual exhibition activities of the documentary and information institutions for the promotion of cultural tourism in Lviv.

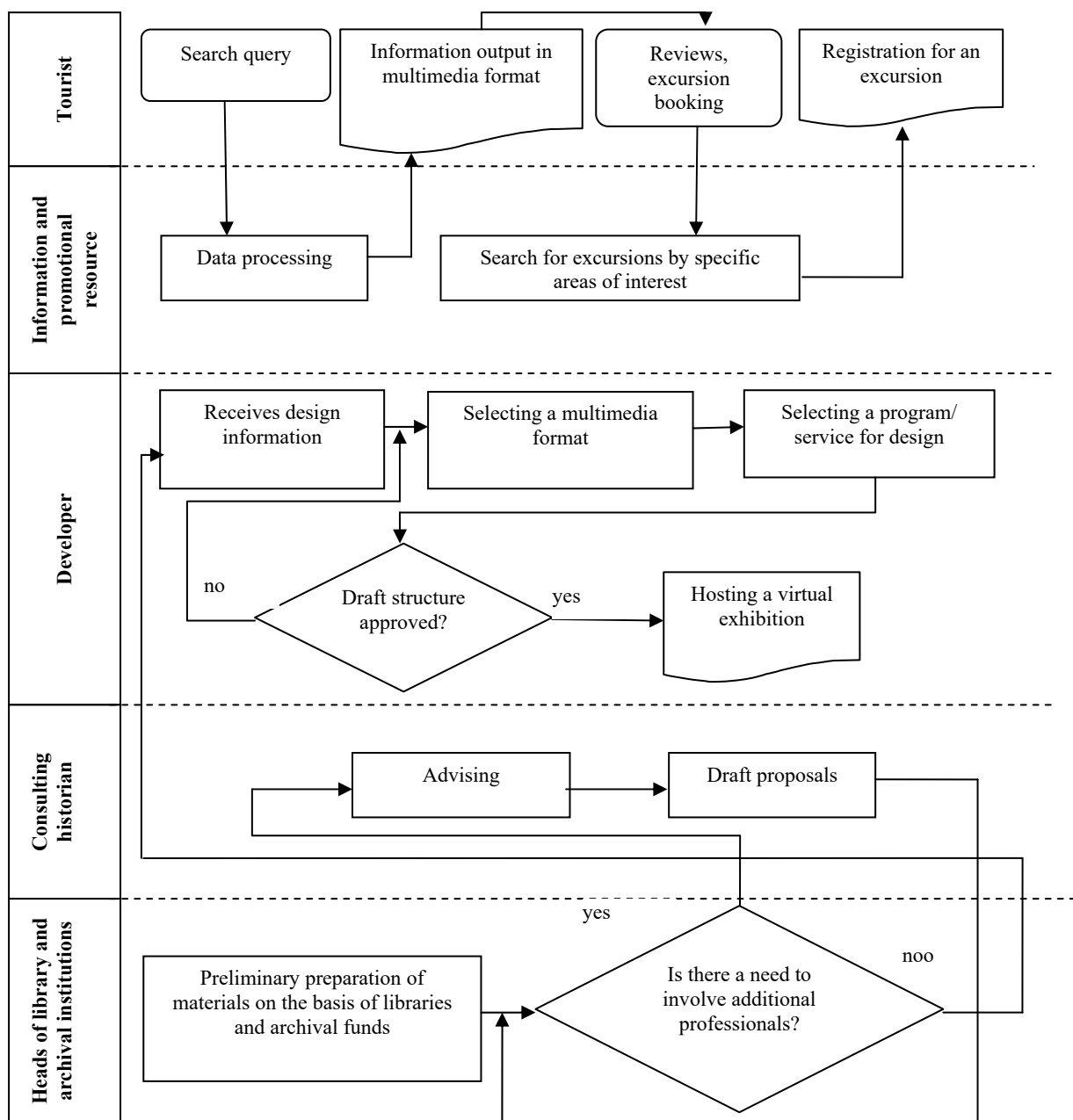


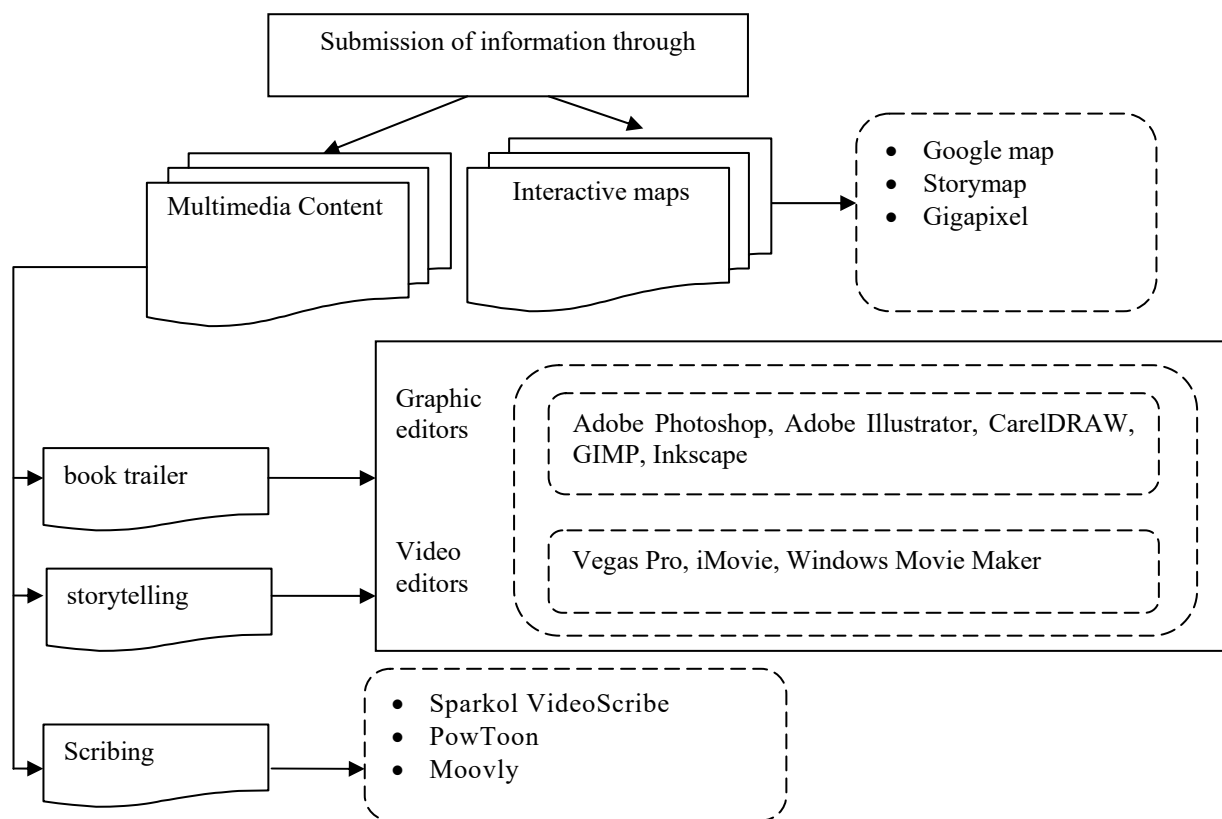
Fig.1. Using the activity diagram of the process of creating virtual exhibition activities of the documentary and information institutions for the promotion of cultural tourism in Lviv

Source: Developed by the author

Activity diagrams are used to show the sequence of actions when modeling business processes. This notation is used to represent the algorithm (script) of the process. An additional diagram component called Swimlane has been used for this modeling and research.

Swimlane are visually separated lines within a process diagram that group actions by roles, resources, organization elements, or locations. Swimlane visualizes actions that are carried out by specific types of resources, roles, or elements of the organization or that are associated with a specific place. What is more, the roles of the works performers can be indicated on the Swimlane diagrams, and thus one can better document the responsibilities of the performers.

Figure 1 shows a graphic model of the interaction between the developer, heads of libraries and archives, consulting historians and potential tourists in the information and promotional resource using the activity diagram. Each stage in the model can be detailed to the required level of concretization. Let us consider the details in the algorithm of choosing the multimedia format and the application for implementation in Figure 2.



*Fig. 2. Detailing the algorithm of choosing the multimedia format of information and its implementation*

*Source: Developed by the author*

To make potential tourists interested in visiting the historical sites of Lviv, it has been suggested to present information and its implementation through multimedia content such as book trailers, storytelling and scribing, as well as through interactive maps, where you can place videos, photos and text information.

**Conclusion.** Thus, on the basis of the conducted research, we have found out the level of interest on the Internet to the documentary and information institutions and information about Lviv with the help of the analytical tools for collecting statistics of Google Trends service. Based on the results of information interest statistics and the level of web search, the general characteristics of strengths, weaknesses, opportunities and threats of cultural tourism promotion in Lviv have been analyzed by means of virtual exhibition activities of the documentary and information institutions using the method of SWOT analysis. In addition, through the means of structured modeling of business processes, namely the activity diagram using the additional Swimlane component, virtual exhibition activities of the documentary and information institutions with regard to the promotion of cultural tourism in Lviv have been displayed and the applications and approaches for its implementation have been suggested.

Thus, the process of interaction between the tourism industry and the documentary and information institutions, namely the organization of virtual exhibitions on the basis of library holdings and archival funds on various topics of Lviv will allow to address several important tasks for the local community – meet the needs of the population for leisure and recreation, which will promote tourism business development and attraction of investments in the development of the region, etc. The directions of penetration of the tourism industry in the activities of libraries will make it possible to create and develop various tourist routes, including interactive ones, based on archival and library studies; provide tourists with reference and information services in the tourism sector, either directly in the library or in the archive, or online; organize online discussions and groups on social networks to discuss the history of the city, the development of various types of tourism, namely military-historical, ethnic, religious, gastronomic and other types of tourism. Creating websites and blogs that represent the tourist appeal of Lviv, etc.; cooperation with travel companies on initiation of the new tourist itineraries and assisting tour guides in the content of excursions; assistance in providing meaningful recreation and creating recreational and leisure areas in city libraries, such as the unique library of Ukraine – the Library of the Ukrainian Catholic University and the A. Sheptytsky Center.

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## **FINANCING AND INVESTMENT IN TOURISM AS A DRIVER FOR SUSTAINABLE AND INCLUSIVE GROWTH**

*The article examines the financing and investment aspects of tourism development in Ukraine, considering its importance for sustainable and inclusive growth. The purpose of the article is to identify the main problems of financing and investment development of tourism nowadays. However, the current economic outlook is highly uncertain as the coronavirus pandemic continues to develop. Thereby, there is a higher degree of uncertainty attached to the baseline forecast than under normal circumstances. The current research results make it possible to activate the financial and investment component through the grants attraction.*

**Keywords:** *financing, investing, tourism, economic contribution, consolidated budget expenditures, grants.*

### **The topic of research relevance.**

The COVID-2019 pandemic is currently highly widespread worldwide, having an increasing impact on tourism development. To date, the United Nations World Tourism Organization (UNWTO) predicts that the decline in industry revenues in 2020 due to the coronavirus pandemic in the global dimension will be 20–30% or 300–450 billion USD received in 2019. Moreover, the tourism industry can resume its growth rate only in 5–7 years after a pandemic crisis [6].

The quarantine measures caused by COVID-2019 have also significantly affected the Ukrainian tour operators activity. The tourism prohibition during the current pandemic crisis, as well as the uncertainty of consumers in the tourism industry after the weakening of quarantine tends to reduce the financial potential for future investment in the tourism industry development. There is an urgent need to find effective ways to reduce pandemic influence on the Ukrainian tourism industry and its sustainability within the current circumstance. This may assist its further development in case of Ukrainian tourism investment attractiveness improvement within the global market.

**Formulation of the problem.** The industry of tourism is an important source of foreign exchange earnings. Tourism contributes to employment, income growth and the national welfare improvements. In addition, the investment activity of tourism business is a key condition for the successful operation and development of Ukraine both on the national and regional levels. Thereby, it's important to find innovative financial instruments for investment in order to quickly restore the activities of tourism enterprises in Ukraine after the pandemic COVID-2019. This will boost tourism industry sustainability and increase of its attractiveness for consumers of tourism services.

**Analysis of recent researches and publications.** The tourism industry is traditionally placed among the largest industries worldwide. The concepts of sustainable tourism and inclusive growth are central to many innovative scientific researches nowadays. At the same time, the concept has become rather traditional due to the long history of its development since 1990s, when it was considered by P. Giaretta, N. Guarino, J. A. Clarke, C. Hunter and others. In particular, these researches aimed to estimate the economic sustainability of tourism development. However, understanding the complexity of sustainable tourism is vitally important trend for further researches, including these on social, community and environmental outcomes of tourism financing and financing. In particular, innovation in sustainable tourism and their support system are concerned by M. Aminu, A. Z. B. Muhamad Ludin, A. N. Matori, K. Wan Yusof, L. W. Dano, etc [1; 3]. Some topics on crises, sustainable tourism and achieving its critical understanding are identified by D. Weaver, W. Tan, W. Liu, Y. Hu, etc [10]. One of the most significant current discussions in sustainable tourism is its financing and investment, including these process within COVID-19 timeframe. In particular, the financial and investment aspects of development of international tourism are developed by S. Sardak and V. Zhigula [8]. V. Slavoljub and A. Ljiljana considered the primary sources of tourism financing [12]. The COVID-19 impact is studied by R. Fletcher, I. Murray Mas, M. Blázquez-Salom, T. Jamal, C. Budke and others [5; 7].

**The main part of research.**

Tourism is considered as one of three priorities within the Global Development Goals (SDG's). In particular, the tourism is among priorities of SDG 8 (Promoting



sustainable, inclusive and sustainable economic growth, full and productive employment and decent work for everyone), SDG 12 (Sustainable Consumption and Production), SDG 14 (Sustainable use of oceans, seas and marine resources for sustainable development). Thereby, the main task for developing countries should concern the development and implementation of policies to promote sustainable tourism. This will create new jobs, promote local culture and local production [9].

Unfortunately, the current problems related to the global pandemic COVID-2019, forced quarantine and temporary closure of the tourism business reduce financial opportunities and do not contribute to the intensification of investment activities of tourism and recreation enterprises in Ukraine.

As the result of analysis of the World Tourism and Travel Council (WTTC) study on economic development forecasts for this industry for 185 countries and 25 geographical regions of the world, the current research concerns the fact that tourism has a significant impact on the socio-economic development of most countries and regions worldwide because it creates additional jobs for other areas of activity, primarily transport infrastructure, services, processing industry, etc.

As the result of consideration of Ukrainian tourism industry development before the pandemic COVID-19, the following trends are observed and concluded within the Table 1.

*Table 1*

**The economic contribution of Travel & Tourism, 2018–2019\***

Ukraine	2018		2019			
	Absolute contribution (US\$bn/jobs)	Relative Contribution (% share)	Absolute contribution (US\$bn/jobs)	Rating	Relative contribution (% share)	Rating
1. Direct contribution of T&T to GDP	3.06	2.1	3.24	<b>53</b>	2.2	<b>141</b>
2. Total contribution of T&T to GDP	8.60	6.0	8.69	<b>145</b>	5.9	<b>143</b>
3. Direct contribution of T&T to employment	326.70	2.0	342.00	<b>46</b>	2.1	<b>151</b>
4. Total contribution of T&T to employment	1035.0	6.1	1029.00	<b>158</b>	6.2	<b>145</b>
5. Visitor exports T&T	2.17	3.2	2.25	<b>96</b>	3.3	<b>158</b>
6. Capital investment T&T	405.50	1.75	439.40	<b>32</b>	2.3	<b>161</b>

*Source: [11]*

The table data analysis makes it possible to estimate the situation within the Ukrainian tourism industry as the stable one. In particular, the tourism industry direct contribution to Ukrainian GDP (value added from accommodation, recreation, related industries) increased from 3.06 to 3.24 billion USD in 2019. According to the indicator of the absolute value of the total contribution of T&T to GDP formation (in addition to the direct contribution, intersectoral relations, capital investments, government expenditures are taken into account), Ukrainian tourism industry also increased from \$ 8.6 to \$ 8.7 billion. USD. In addition, during 2019, it increased the relative contribution of T&T in job creation from 6.1% to 6.2%, providing 1,029.0 thousand jobs. The international tourists generated a cash flow of \$ 2.25 billion. USD (3.3% of exports) during 2019. In case of T&T capital investment indicator consideration, it increased in absolute terms from \$ 405.5 billion to \$ 440.0 billion. USD and from 1.75% to 2.3% in relative terms in 2019.

Sustainable development of tourism is impossible without sufficient capital investment in the industry. As the result of the distribution of capital investment by type of economic activity analysis from 2016 to 2019 (Table 2), we observe rather insignificant amounts of capital expenditures financing, which are typical for enterprises within the tourism industry from 0.7% in 2016 to 1.15% in 2019.

*Table 2*

**Capital investments of tourism industry representatives during 2016–2019 years\***

<b>Indicator</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>1. Capital investments (total Ukrainian capital investments), million UAH</b>	<b>251154</b>	<b>326164</b>	<b>578047</b>	<b>526342</b>	<b>584449</b>
<b>2. Capital investments in tourism, million UAH</b>	<b>1920,7</b>	<b>2233,7</b>	<b>3062,9</b>	<b>5221,2</b>	<b>6715,2</b>
2.1. Temporary accommodation and catering, million UAH	970,0	1438,1	1591,4	1903,6	2756,5
Temporary accommodation, million UAH	542,8	725,4	904,7	934,6	968,7
Food and beverage service activities, million UAH	427,2	712,7	686,7	969,0	1787,8
2.2. Arts, sports, entertainment and recreation, million UAH	921,4	795,6	1471,5	3317,6	3958,7
<b>3. The share of capital investments mastered by tourism enterprises in Ukraine, %</b>	<b>0,76</b>	<b>0,68</b>	<b>0,53</b>	<b>0,99</b>	<b>1,15</b>
3.1. The share of capital investments mastered by enterprises for temporary accommodation and catering to the general volume in the country, %	0,39	0,44	0,28	0,36	0,47
3.2. The share of mastered capital investments by enterprises in the field of art, entertainment and recreation to the general. volume in the country, %	0,37	0,24	0,25	0,63	0,68

*Source: [4]*

Thus, the above-mentioned data show us some recovery of capital investment by tourism industry representatives during 2016–2019 years.

However, in case of public funding for tourism industry consideration, the share of consolidated budget expenditures over the past 5 years was about 2.5% (Table 3).

*Table 3*

**The share of expenditures on tourism in the total expenditures of the consolidated budget during 2015–2019 years, %\***

Indicator	2015	2016	2017	2018	2019
Total for economic activity in the field of tourism, hotel, sanatorium and resort facilities; preservation of the reserve fund; spiritual and physical development	2,59	2,21	2,51	2,53	2,48
Total for other state functions	97,41	97,79	97,49	97,47	97,52
<b>General</b>	100	100	100	100	100

*Source: [2]*

Unfortunately, in the context of the COVID-2019 pandemic in April 2020, the Ukrainian Government had to reduce public spending, in particular, the expenditures to support the development of tourism in Ukraine. Public funding for the following projects has been canceled, namely: «Opening the tourism industry potential in Ukraine» (240 million UAH) and «Cross-linking the country – a youth mobility project» (500 million UAH).

Considering the current situation in the tourism industry, it is necessary to intensify work to attract additional funding from external sources for the tourism industry further development. One of the possible ways to develop tourism infrastructure is to attract donor funds in the form of grants, namely programs to finance certain projects by national, regional or international funds. For example, in the United States or Australia, tourism grants are awarded at two levels: federal and state. There are also similar national and regional programs in other developed countries. Unfortunately, such development tools are not widespread in Ukraine. The single governmental program, which is similar in some respects to the donor fund supporting grant initiatives, is the State Fund for Regional Development. However, this fund does not prioritize the development of tourism or business in general. It funds other regional initiatives of local communities, including the repair of water mains, hospitals, schools and kindergartens, etc.

Previously, the state allocated funding for the development of tourism within the framework of national regional programs, which included the promotion of the tourist product at the national and international levels. In particular, the state funded participation in exhibitions, presentations at the regional level, seminars for tour

operators and travel agents, for representatives of green tourism. However, in recent years, no funding has been allocated from state funds for the development of tourism.

On our point of view, the EU grants seem to be among the most important tools to finance investment projects for the development of tourism enterprises within the COVID-2019 pandemic crisis. The European Union regularly funds various projects aimed at economic development, including tourism. At the same time, the development of tourism in Ukraine is considered by Europeans as one of their priorities. Therefore, the European Union regularly announces competitions to open the possibilities for funding attraction, including for projects related to tourism development.

Primarily, it is a program of cross-border and trans-border cooperation. Ukraine participates in 4 cross-border cooperation programs within its framework, namely: Black Sea Basin Program; «Ukraine-Romania»; «Ukraine-Poland-Belarus»; «Ukraine-Hungary-Slovakia-Romania».

The Black Sea Basin Program deserves special attention. Its priority is the joint development of entrepreneurship in the field of tourism. Only regions of the Black Sea states directly adjacent to the Black Sea can participate in the program. The list of Black Sea states includes Greece, Moldova, Armenia and Azerbaijan, with the exception of Russia.

Another effective way to attract funding is public-private partnership. Such mechanism is provided for the rational use, protection and reproduction of tourist resources, de-shadowing of tourist activities, balancing public and private interests in tourism and resorts, preservation and effective use of natural areas of resorts and natural healing resources, ensuring availability and transparency of information on tourist resources and sub objects of tourist activity. An important condition for the development of public-private partnership in the field of tourism is the presence of clearly defined interests of the partnership participants, including its final users – tourists.

However, the effectiveness of these measures is possible only with the full withdrawal of Ukrainian quarantine. It is also important to intensify the activities of the State Agency for Tourism Development. It is important to create a favorable investment environment in Ukraine for tourism enterprises that have lost their income due to COVID-2019.

It is reasonable to propose reduction of investment-oriented tax burden, including the following activities: to encourage investment in new projects through tax holidays, tax investment deductions, as well as investment loans. It is reasonable to restore tax holidays for start-ups with foreign investment; to develop the practice of free (preferential) connection of tourist institutions to all types of communications; to restore the zero VAT rate for tourism enterprises that export services. This will reduce the price of services and increase the number of tourists, increase sales of tourist services and additional consumption of goods and services by tourists in excess of

those provided by the tour operator. One more possibility is to introduce a reduced VAT rate for hotels and other accommodation establishments that provide hotel services that have qualified for compliance with a certain category.

**Conclusion.** The quarantine measures caused by COVID-2019 have significantly affected the activities of tour operators worldwide. The prohibition on tourism in a pandemic, as well as the uncertainty of consumers of tourism services after the weakening of quarantine will reduce the financial potential for future investment in the development of the industry. Potential tourism opportunities in Ukraine are endless. However, the lack of budget funding due to inconsistencies in public financial policy in the field of tourism, fragmented government and imperfect legislation, lack of strategies and programs for tourism and resorts, as well as territorial losses and hostilities reduce investment activity of tourism enterprises.

Considering the fact that traditional methods and tools of investment activities financial support do not ensure the efficient and sustainable development of tourism, there is a need to find new mechanisms to attract funds to the industry. It is reasonable to consider EU grants, public-private partnership, intensification of state investment policy in the field of tourism as the most effective instruments for financing the investment development of the tourism sector.

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## 6. Panel discussions

### EDUCATION AND SCIENCE: GLOBAL, NATIONAL AND REGIONAL TRANSFORMATIONS

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#### LEAN MANAGEMENT IN PROVISION OF EFFECTIVE CHANGES IN HEALTHCARE ORGANIZATIONS

*The aim of this article is to present selected ways of developing the management in medical institutions in Poland with the help of Lean Management. The author concentrates on processes of changes in clinical hospitals which include: dealing with special tasks in healthcare system, diversity of tasks, medical technology, diversity of relationships with the surrounding, financing from few different sources, limits of resources (especially public ones). The article leads to a conclusion that Lean Management should be a way of thinking.*

**Keywords:** lean, management, health services, health care units restructuring.

**Relevance of the research topic.** The effective functioning of medical entities depends not only on the course of internal management processes, but also on the flexible adjustment of their activities to the changing environment. The emergence of new health technologies, changing health exposures not yet occurring or occurring to a limited extent, demographic and epidemiological changes in combination with systemic factors force changes in which the use of «lean management» may be particularly useful.

**Formulation of the problem.** The production management system developed and implemented at the Toyota concern in the period after World War II was recognized as a kind of miracle in the area of management systems, enabling the improvement of productivity, quality and efficiency of enterprises. For years, it was introduced to production systems, as well as in health care and many entities operating in various sectors of the economy under the name Lean Management, Lean Production or simply Lean.

The purpose of this article is to indicate selected directions for improving change management in healthcare entities in Poland using the Lean Management concept. Changes in management were presented in the aspect of restructuring activities undertaken in healthcare entities. Particular attention will be focused on change processes in multi-specialized hospitals, which have the following features:

- performing specialized tasks in the field of health protection,
- multi-tasking,
- using highly advanced medical technologies,
- the multiplicity and diversity of relationships with the environment,
- financing from several sources.

**Analysis of recent researches and publications.** Lean in management means eliminating losses and any factors not adding value to a product or service. The key ingredient of Lean is continuous improvement (kaizen). (Niedziółka M., Piasek A., 2014, p. 79–87).

According to Graban M., Lean is a set of tools, management system and philosophy, whose introduction can change the way of organization and management of medicinal entities. «A lean system is a method that allows hospitals to improve the quality of patient care by reducing the number of errors and reducing waiting times» (Graban M., 2014, p. 2).

Permanent pursuit of perfection in the management of manufacturing processes is not without a negative impact on the satisfaction of healthcare system employees. It is often not connected with raising salaries, improving work safety or improving working conditions.

The important aspects of the research of a method of improving change management in healthcare organizations, conceptual approaches to its use were reflected in the works of Bernatek A. (2015), Souza L (2015), Glossmann J., Schliebusch O., Diehl V., Walshe R. (2016) Cholewicka-Goździk K. (2017), Humeniuk V. (2019), Zakharchenko P., Kostenko A., Kungurtseva-Mashchenko T. & Gorbachova I. (2019), and other researchers.

However, the problems of forming an effective health care services of Poland, necessity expanding the possibilities of restoring the health of the population, requires the development of a state policy for health services in the context Lean Management.

**Presenting the main material.** Understanding the Lean Management principle is a condition to avoid misunderstanding its essence. Correct interpretation is associated with its identification with activities aimed at eliminating waste (from Japanese Muda), and not with austerity measures consisting in limiting expenditures while providing value not fully desired for the patient (e.g. limiting the employment of persons in the positions of medical secretaries assisting the work of doctors or people working in the registration of medical entities, resulting in longer queues and patient waiting times, as well as employee dissatisfaction due to excessive workload) (Cholewicka-Goździk 2017, p. 21).



The key concept of Lean Management is the added value of the product or service for the recipient, while generating profit for their producer. Obtaining it requires meeting at least the following conditions:

- the customer (in the case of health protection, individual patient or institutional payer – public or private) is willing to pay for the product,
- the product (health service) has the value desired by the customer (it is not defective, has utility value, corresponds to the health need),
- the manufacturer (medical entity) rationalizes the use of production factors (labor input, expenditure on manufacturing instrumentation, expenditure on infrastructure, proper inventory rotation).

The term «Muda» is combined, among others with: production of defective products, production of products with low utility and low efficiency for the recipient, production of often unnecessary products, inefficient organization of employees' work resulting in so-called apparent actions (not having a real purpose), lack of synchronization in time and space of activities of individual employees or groups of employees (downtime related to time not worked effectively, resulting from non-delivery of products by the previous product manufacturing links).

To sum up, it should be emphasized that the concept of lean management, especially in the management of healthcare organizations, should be clearly understood. Elimination of waste (time, equipment and apparatus, money) should be distinguished from economical and limiting resources of medical organizations that cause disruptions in the course of medical processes, extending patient waiting time, offering defective health services and dissatisfaction of employees with work overload. Lean Management as a concept supporting the implementation of changes is not a way to generate profit at all costs, but is a way to reconcile the demand side with the supply side through the transformation of assets, the way of management, organization, relations with the environment understood not only as a market of health services, but much more widely (legislation, competition, outsourcing, general economic factors).

Techniques leading to the elimination of losses and adapting business results to external expectations should also be adapted to the specifics of healthcare organization entities. Selected techniques include, but are not limited to, techniques that may prove particularly valuable from the perspective of the effectiveness of implementing changes in healthcare organizations. These are among others:

- *Just In Time* or production on time – the use of this tool allows you to eliminate the unjustified expectations of patients, employees from the same or another organizational unit, recipients, suppliers, and as a consequence prevents the loss of contracts and income.
- *Kanban* – is a system of signals used in undertaking individual actions at various stages of product creation (at what point in time the next health service for the patient is needed, in which organizational part of the entity, which personal and

material resources are to be used). The condition of introducing the signal system is to create an undisturbed system of relations between individual groups of employees or organizational units of the therapeutic entity leading to the development of principles of close cooperation and a system of communication between them. A particularly desirable approach to patient management is treating the patient care path as an inseparable whole (successive phases of value creation), which is a condition for determining the cumulative value (final health effect) of individual services (medical procedures) performed for the patient. The condition is cooperation between individual organizational parts of the entity and a departure from treating services performed by individual organizational units as final or detached from the final effect for the patient.

– *Elimination of waste* – areas of waste can be: production of health services that do not correspond to the reported demand, breaks / downtime between the individual stages of the process of creating value (the final health effect) for the recipient, unjustified movement between the stages of creating value (transport of the patient between parts of the hospital or between hospitals), the appearance of defects in the manufacturing process or product (making an incorrect diagnosis based on a faulty performance of a diagnostic test), unjustified generation of inventory, unnecessary movement of employees, equipment and apparatus, documentation and an unfriendly way of delivering products to recipients (failure to comply with the dates and hours of health service). For example – obtaining incorrect results of a patient's diagnostic examination requires correction or repetition, i.e. the consumption of additional material resources and workload, as well as additional control. This, in turn, can cause «downtime» in other parts of the medical organization.

– *5 S (selection, systematics, cleaning, standardization, self-discipline)* – the use of this tool becomes possible to reduce in-hospital infections, which may also result from irregularities in waste storage, non-compliance with occupational hygiene, movement between hospital departments without adequate protection against exposure to infection biological agents.

– *Creating a value stream map (VSM)* – the essence of VSM is to analyze how to produce and deliver the product to the customer, and identify those activities that add value. The activity that creates the value of a patient's medical service is to conduct an interview with the patient by a nurse, as opposed to providing no interview with a patient waiting for direct contact with a doctor who only after entering the office orders or conducts the interview himself.

– *Jidoka* – is a way for employees to respond in the event of problems during the product manufacturing process. Prevents the penetration of the defective product or its parts into the next stages of manufacture and subsequent positions, e.g. in the event of incorrect preparation of the patient for a diagnostic test or surgery, the employee should break the chain of subsequent medical activities that may have a defective «effect» of the medical procedure.

The principles of Lean management in health care were adopted to be called Lean Healthcare. They have been introduced in many healthcare organizations in numerous countries (Souza L., 2015; pp. 121–139). However, experience shows that only part of the Lean Management tools and methods have been used to improve selected areas of activity of health care entities, especially hospitals. Given the specifics of the healthcare sector and operations, Lean Healthcare has a specific interpretation: a medical entity is an entity that produces specific products – most often they are health services; health service is a manufacturing process; the patient, together with the services provided to him which bring specific health effects, is a product. The applications of Lean Healthcare in healthcare organizations presented in the literature show that it is most often focused on improving the quality of health care (increasing the value of the product for the patient), improving access to health services, improving organizational processes and rationalizing costs. Improving access to healthcare understood as shortening the waiting time for health services, streamlining internal processes related to providing patients with services are the factors that allow rationalization of the costs of medical procedures. (Bernatek A., 2015, pp. 67–87).

The effectiveness of Lean Healthcare adaptation in strengthening employee roles in the value creation chain may be conditioned by transferring greater responsibility for the way the work is performed and its effects to individual employees who perceive it as an increased motivation to work (Glossmann J., Schliebusch O., Diehl V., Walshe R. 2016, p. 470–473).

In view of the international experience and Conclusion resulting from the implementation of Lean Healthcare in healthcare entities and the conditions for the functioning of healthcare organizations in Poland, an attempt can be made to indicate directions for improving management in healthcare entities. Particular attention will be focused on specialist hospitals. The starting point for determining the areas of the entity's operations that should become subject to improvement / restructuring is the diagnosis of the entity's activities, including:

- analysis of the economic situation (basic economic values and indicators as well as financial statements); in the conditions of growing financial debt of hospitals in Poland, the scope of analysis should include: financial efficiency ratios – receivables turnover, liabilities turnover, inventory turnover; debt ratios – total debt ratio, equity to liabilities ratio; productivity indicators);

- analysis of the causes of the entity's existing financial situation (impact of system changes on the entity's position);

- analysis of internal causes of organization and management irregularities (scope and structure of resources, degree of their adaptation to conducted activity, allocation of resources in the entity, organization of work processes, mutual relations between medical activities).

**Conclusion.** The Conclusion made as a result of the diagnosis should become the starting point for indicating the directions of improving the management of the

entity. However, creating a uniform list of directions, or «path of change» for all hospitals is not justified because existing profile, technological, organizational and financial differences that generate other problems. Potentially they may include:

- setting priority and other tasks in individual areas of conducted activity (medical, scientific, didactic) and medical specialties as well as individual activities constituting their implementation;

- organizational changes, e.g. laboratory diagnostics combined with a change in the location of diagnostic cells to reduce costs; allocation of archived documents in one «place» in the hospital building, which will allow faster access to information and adaptation of vacant rooms for other purposes;

- functional changes – restructuring of hospital beds in order to adjust the financing bed base (monitoring indicators of average period of stay of patients, waiting time for admission to a ward or clinic, the degree of bed use);

- resource changes: a combination of clinical units enabling consistent policy to intensify the use of medical equipment and apparatus; providing access to the departments' facilities providing health services as part of caring for the local population (eliminating duplication of purchases of the same equipment and apparatus as well as dispersion of equipment increasing operating costs); centralization of the distribution of diagnostic base elements;

- changes in personal resources in the aspect of assigning employees to diagnostic, hospitalization and outpatient tasks; formal assignment of employees to consulting tasks not only within one branch, but also for other organizational units;

- eliminating (by pooling) duplication of the same medical procedures by several hospital organizational units to improve resource management and eliminate unnecessary manufacturing factors;

- determining the centers of responsibility for the management of medical equipment and apparatus (taking over supervision over the management of diagnostic equipment by a separate department, plant, clinic or clinic);

- implementation of new medical technologies enabling more efficient diagnosis of disease entities, which is associated with shortening the waiting time for results and the time from diagnosis to intervention;

- implementation of an integrated IT system facilitating and accelerating the flow of information in the hospital (integrated management of drugs, medical equipment, centralization of material management),

- implementation of integrated management of medical materials, medical consumables and medicines;

- establishment of cost responsibility centers to strengthen supervision and eliminate waste;

- developing the principles of communication between the management and employees in order to explain and motivate, which allows reducing stress and social unrest associated with the economic uncertainty of the entity;

- compliance with the precise implementation of contracts with payers in order to eliminate any financial sanctions, including the termination of contracts; particular attention should be focused on the so-called over-limit benefits;
- property restructuring (e.g. when the hospital operates in several different buildings / rooms distant from each other or the infrastructure is not used due to poor technical condition) to eliminate unnecessary usable space and unnecessary transport, to rationalize maintenance costs and depreciation costs;
- outsourcing of non-medical services.

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## VALUE PRIORITIES IN THE ECONOMIC RELATIONS SYSTEM

*This paper investigated the nature and place of value priorities – civilization values in the economic relations. Priority characteristics have been identified that have a profound impact on the country's economic relations system, which in turn also applies (reflects) of tourist attractions. Key coefficients were found to allow further research into the direction of this paper. The goal and objectives have been achieved.*

**Keywords:** value priorities, economic relations, system of economic relations, national economy, statistical national coefficients

**Relevance of the research topic. Preface.** The development of the Ukrainian economy requires new approaches to the economic activity of all economic entities, formation of new ideas about the role of components that influence the transformation processes. Such an important component of economic activity in the transition economy are value priorities, which largely determine the level of economic activity in the country, the degree of economic development, the rate of economic growth. Without updating the value priorities, it is impossible to overcome the factors of the imbalance of economic development on the way of its transformation into a socially oriented European economy. The problem of value priorities is relatively new in economic theory and is therefore under-researched both in Ukraine and abroad.

**Formulation of the problem. Its relation to important scientific or practical tasks.** Therefore, the economic theory faces the task of defining the essence of value priorities, their functions and tools to evaluate the real situation and provide conditions for updating the value priorities to help accelerate Ukraine's European integration.

**Analysis of recent researches and publications. Selection of previously unresolved parts of the overall work problem.** The notion and essence of the transformation of value priorities in the system of economic relations were engaged in such famous scientists as: M. Weber [1], A. Smith, F. List; Nobel Prize in Economics (2002) Vernon L. Smith [7], R.M. Sheremeta [6]; O. Turchynov, P. Unguryan.; O. Romanenko [2]; etc.

At the same time, today there are no complex deep developments, generalizations and proposals on the role of value priorities, economic culture in the development of economy, which would form the theoretical foundations and methodological approaches to the development of the state strategy for the renewal of value priorities, economic culture as a means of economic growth in the context of Eurointegration. It consists of the study of the nature and place of value priorities in the system of economic relations. In defining the world characteristic trends and offering the newest ones, which will have a fundamental impact on the system of economic relations of the country.

The object of the study is the value priorities of the national economy. The subject of research is theoretical, methodological and institutional-applied principles, practical tools for transformation of value priorities of national economy development.

**Presenting main material.** It's developed a set of scientifically grounded theoretical and practical recommendations, according to the world statistical trends of determining the place of countries in the world economic arena, to find positions of value priorities in the system of economic relations.

*Material and methods.* Theoretical and methodological basis for research should be scientific concepts, theoretical developments of Ukrainian and foreign scientists on the problem of transformation of value priorities of the national economy. The information base of the research is: statistical materials, which allowed to trace the impact of each element of values of the culture of work and culture of management, the development of motivation for productive work and the development of entrepreneurship to update the value priorities, economic culture of workers in Ukraine. These key factors make it possible to carry out further studies according to the direction of this work. The scientific results obtained, which will be obtained during and as a result of the research, are planned to be used at different levels of the state branch of government.

**Results.** According to scientific studies [1, 2, 6, 7], which were started in particular by the classics of economists and sociologists of the 15th century Reformation, it can be argued that the role of value priorities in the system of economic relations is integral. The great example is building such a powerful state as the USA, as well as a less powerful union like the European. The data in its policy was based and still is based on the principles of morality, spirituality, values that remain up to date, and borrowed from different countries of the world, in particular ours [3, 4].

There are a number of world sociological statistical value trends of the present [5] for determining the positioning of countries in the world arena, in particular economic ones, which are correlated with the following indicators:

- happiness index,
- confidence indicator,
- intellectual ratio,
- emotional intelligence,
- heart intelligence (coefficient of love),
- coefficient of spirituality.

According to the above quorum, and based on the formula proposed by British scientists in identifying cause and effect values to determine happiness levels [8], we propose, for further development, our own coefficient of determining the impact on the economy of a democratic country, which is at the stage of testing.

Below is the given testing formula (1) for calculating the complex of intellectuals indicators.

$$w_0 + w_1 = \sum_{j=1}^t \gamma^{t-j} IQ_j + w_2 \sum_{j=1}^t \gamma^{t-j} EQ_j + w_3 \sum_{j=1}^t \gamma^{t-j} LQ_j + w_4 \sum_{j=1}^t \gamma^{t-j} \max(SQ_j - CI_j, 0) + w_5 \sum_{j=1}^t \gamma^{t-j} \max(CI_j - SQ_j, 0) \quad (1)$$

In this formula,  $t$  means the investigated object,  $w_0$  – «normal» level of complex of intellectuals indicators.  $\gamma$  is a coefficient ranging from 0 to 1, decreasing as an object doesn't work on level of it's own set of indicators,  $IQ_j$  is intellectual ratio,  $EQ_j$  is the emotional intelligence,  $LQ_j$  is the heart intelligence (coefficient of love).  $w_4$  reflects happiness index if  $SQ_j$ , whose happiness is «measured» coefficient of spirituality of  $CI_j$ .  $w_5$ , in contrast, reflects the confidence indicator of  $CI_j$ .

*Scientific novelty.* It is to develop a set of scientifically grounded theoretical and practical recommendations, according to the world statistical trends of determining the place of democratic countries in the world economic arena, to find positions of value priorities in the system of economic relations.

**Conclusion.** The essence and place of value priorities in the system of economic relations are investigated. The world characteristic trends are identified, and the newest ones, which have a fundamental impact on the system of economic relations, are proposed, which in turn also applies of tourist attractions. Key coefficients were found to help further research in the direction of this paper.



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## **GOAL SETTING IN INNOVATIVE MANAGEMENT ACTIVITIES IN SECONDARY SCHOOLS**

*The article describes the problems and highlights their solutions in innovative management activities in secondary schools. New possible goals in innovative management of secondary school principals are shown.*

**Key words:** *Innovative management, innovation, innovative activities.*

The concept of a goal in management is associated with the identification of its functional significance. If we consider management from the perspective of Cybernetics, this process is based on receiving feedback, without which neither management nor self-regulation of the cybernetic system is possible, such as the system «administration of an educational institution-pedagogical, school and parent collectives». It is well known that the better the feedback, the better the management process. It is crucial to clarify the purpose of the school administration's management activities.

Creating an optimal management system is associated with a targeted approach to the practice of solving the problems facing modern schools. To solve this problem, we need to clarify the essence of the concept of «goal». In philosophy, we find the following definitions. The goal is:

- a) the final state to which the system aspires and which serves to organize its actions (B. S. Ukraintsev);
- b) possible future state of the object (V. S. Tyukhtin);
- c) the image of the desired future, the achievement of which is subject to human activity; ideal model of the desired future (L. V. Spirkin);
- d) a mental image of what will be done (NL. Trubnikov);
- e) anticipation in the mind of the result on the achievement of directed actions (Philosophical dictionary);
- e) the achievement of certain amendments (J. Salkova).

Considering the Genesis of the goals of modern school management leads us to the idea that the goal of management set for the administration of an educational institution is determined by the needs of society, depends on the spiritual and intellectual potential of society, and consists in achieving certain changes in the results of education. Goal setting in management is related to external and \ internal conditions. To external conditions should include:

- 1) heterogeneity of management objects (teaching staff, student staff, administrative group, parent team, technical staff);

- 2) the status and features of the functioning of an educational institution (Lyceum, gymnasium, school-system, municipal comprehensive school; features of functioning – the work of the institution in the development mode);

- 3) determinism of the content of education by social order:

Internal conditions may include subjective position participants in the innovation process and the acquisition of individual personal experience in innovation. If the goal becomes a motive, an internal incentive becomes for activity, then the nature of this activity changes. In General, the study of goal setting conditions in management should be the subject of a separate study.

We find it interesting to interpret the goal as « anticipation in the mind of the result to achieve which actions are strictly directed, and it should reflect the perspective that is caused by the transfer of the institution to a higher level of development, which is possible on the basis of transfer of the management object to the state of the subject of management activity» [2].

First of all, in our opinion, the target approach is manifested in the requirements for the content of education, which in its essence is a model of social order for the school. This is a goal set from the outside. To achieve this goal, it becomes important to clarify the question of who exactly acts as a social customer.

Any activity, both individual and collective, should always be aimed at achieving certain goals. Psychologists note that the structure of human activity includes actions-processes subordinate to a conscious goal [1]. The goal involves predicting the results of managed educational activities, which is why it has the property of being predictive.

For us, defining a goal means not only predicting the performance of an educational institution, but also identifying new approaches to school management and making optimal management decisions based on it. Thus, we approach the definition of the interaction of the goal set from the outside and the goal set by the subject in the process of activity. In this case, the subject is the teaching staff of an educational institution, which sets a goal, thereby determining the direction and content of its own activities.

The results of numerous psychological and pedagogical studies show that when setting goals, it is necessary to take into account the performance of two functions – regulatory and motivational. The goal can regulate the activity in a specific

professional field, if it is deeply understood and accepted in the personal plan. It can stimulate activity if it is available, understood and meets the interests of participants in the educational process. The predicted results can be achieved if the process of translating the objective meaning of the goal (from the outside) into a subjective meaning is carried out, and its acceptance by the subject of activity.

The complexity of goal setting lies in the significance of the school's goals, which was pointed out by B. C. Ilyin at the time. The scientist spoke about the goals in which «a change in knowledge and skills should be projected in unity with the development of a person, a complex of humanistic qualities: a cultured, educated, morally and politically permanent person...» [2].

Setting a management goal required us to set certain requirements for it. These requirements were based on the recommendations of Yu. K. Babansky [3], which were transformed by us taking into account the specifics of management. Goals should be: 1) quite tight, focusing on a maximum of possibilities of participants of educational process; 2) contribute to the achievement of predictable results; 3) aware of all participants in the educational process so that they become a guide to action; 4) specific-specific 5) flexible, allowing for changes in conditions and opportunities to achieve them.

At the same time, we took into account some of the requirements developed by N. V. Gizatulina. In particular, we felt it necessary to highlight the following requirements: 1) the purpose of each stage of the teaching process must have an end goal; 2) science-based goals for each stage to focus on the idea of levels of the generated quality; 3) the goals can be: actualization, consolidation or generalization of certain States of components, their relationships, qualities in General; 4) in the system of goals in relation to each state of the pedagogical process, parameters of the dominant influence can be identified based on the identified relationships of quality components, their hierarchy and the degree of manifestation of integral-forming functions of components [4].

We have compiled a set of requirements for a goal based on the requirements developed by Yu. K. Babansky and N. V. Gizatulina. The requirements should:

1) take into account the specifics and features of the educational space of the educational institution;

2) be understood by all participants of the educational process and be a guide to action;

3) be specific and focused on achieving optimal results by participants in the educational process;

4) include a system of flexible targets for each stage of the educational process, taking into account changes and opportunities to achieve results.

Obvious is the fact that a sense of purpose contributes to the process 'translating its objective meaning into a subjective meaning, acquiring it social, psychological and

pedagogical significance. Only in this in this case, the management of the educational institution can:

- 1) Orient and take into account the real capabilities of participants in the educational process;
- 2) justify the requirements for the organization of the educational process and its participants;
- 3) be guided by clear criteria that define effectiveness of educational process management and its implementation subjects;
- 4) optimally choose the forms and methods of intra-school control.

Setting a strategic goal that involves getting the forecast result provides for taking into account the specifics of the educational institution, the opportunities of participants in the educational process, and the time allocated for managerial influence. In this regard, we agree with the views of a.m. Saranov, N. K. Sergeev, V. V. Serikov that it is necessary to take into account the principles of the educational institution in the new conditions. Among the most important principles that should be taken into account, we include: 1) implementation of a program-oriented approach to managing the development of education with a characteristic «tree of goals», a system of means to achieve them, and the logic of the process; 2) combination of theoretical and laboratory research of scientists with mass innovation of teachers; 3) combination in unity of the concept of stabilization and innovative search [4].».

Analysis of the content of the National education doctrine, normative documents, opinions of parents, University teachers, interests and needs of students allow us to determine priorities in the management of modern schools within the framework of the strategic goal.

The main task of the Russian educational policy today is to ensure the modern quality of education by preserving its fundamental nature and compliance with current and future trends the needs of the individual, society, and the state are impossible without the development of educational institutions. Therefore, the management of the process of development of an educational institution that leads to improving the quality of education is crucial in the administration's activities.

In our research, we adhere to the point of view of V. M. Polonsky, who believes that the quality of education is «a certain level of knowledge and skills, mental, physical and moral development achieved by graduates of an educational institution in accordance with the planned goals of training and education» [5].

In essence, this means that if the results achieved by students correspond to the set goals, predicted taking into account the potential development zone, then the education they receive is of high quality.

To solve the problem of quality management, it is important to define the goal, means, result and the existing interdependence between them. At the same time, the means are considered as a process of achieving the predicted result. we can say that quality management of education is management by goals and results.»

Therefore, a management system should be created in which the goal acts as a systematizing factor. Therefore, it is legitimate to define the goal of management as the transfer of a managed system from one quality state to another, which is determined by the requirements of Social customers for the quality of students ' education. Change the target settings in the management entail, as a consequence, organizational and managerial innovations.

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## **ACCOUNTING AND AUDIT OF THE EXPENDITURE OF OPERATING ACTIVITY OF ENTERPRISES OF THE RESTAURANT BUSINESS**

*The article investigates the expenditure of operating activities of enterprises of the restaurant business, specifies the features of their occurrence, methods of accounting for costs. The peculiarities of accounting of expenses of the enterprises of the restaurant economy on the basis of production method are revealed. Objects and stages of audit of expenses of operating activity of the restaurants are determined.*

**Keywords:** *restaurant business, accounting, audit, expenses.*

**Relevance of the research topic.** Increased competition in the restaurant services market necessitates a constant improvement in the quality of products and services provided. It is important to create favorable conditions for intensifying the development of the restaurant industry in accordance with international quality standards of its transformation into a highly profitable competitive sphere, which accelerates the socio-economic development of entrepreneurship. The specific nature of the restaurant industry requires adequate control over the efficient and effective management of the restaurant industry, taking into account changes in the external and internal market environment.

**Formulation of the problem.** The use of conservative forms of management, the orientation of the accounting system solely for the production and sale of its own products, accounting for unnecessary costs and writing off excess costs for products, lack of internal control of the production process and the provision of services causes problems in managing the business activities of restaurants. Therefore, for today it is important to develop applied recommendations on the organization and methodology of accounting and audit of expenditure to improve the efficiency and effectiveness of the restaurant industry, determine the prospects for its development in accordance with the chosen strategy.

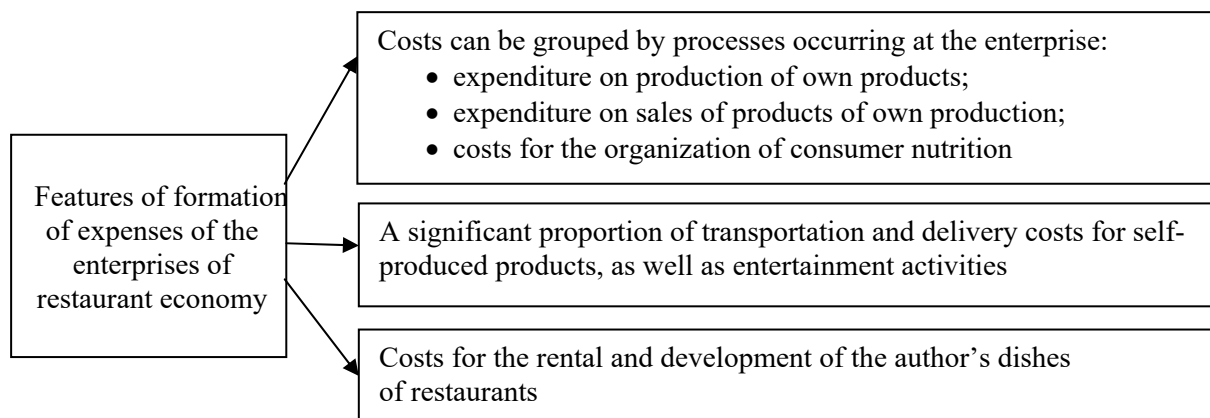
**Analysis of recent research and publications.** Some theoretical, methodological and practical principles of accounting and audit of the expenditure of enterprises of restaurant business are studied in their works by such scientists as: L. Yancheva [8], O. Chumak, I. Andriushchenko [1], O. Hrytsenko [2], T. Kopotiienko [3], A. Yanchev, D. Shekhovtsova [7], Ya. Volkovska [6] and others. Recognizing the significant contribution of scientists, it is necessary to point out the presence of unresolved questions of scientific and applied nature in the part: improvement of internal reporting on accounting of operating expenses of the enterprises of the restaurant industry; improvement of analytical capabilities of factual information on accounting of expenses of the enterprises of the restaurant industry; organization of internal audit of the expenditure; control over the accounting of expenses; identifying ways to increase cost effectiveness.

**Setting objectives.** The purpose of this article is to evaluate the theoretical and practical principles of accounting and audit of the expenditure of operating activity of enterprises of the restaurant business and to provide recommendations for their improvement.

**Presenting main material.** Investigations of the essence of expenditure of operating activity of the enterprises of the restaurant economy were carried out in their scientific work O. Chumak and I. Andriushchenko [1], who under the expenses of the operating activity of the enterprises of the restaurant economy, realized the «cost of production financial results».

Features of activity of the enterprises of the restaurant economy influence the order of occurrence of expenses of operational activity of the enterprises of the restaurant economy. Characteristic for the enterprises of this industry is a considerable volume of transport and procurement costs, costs for delivery of products of own production to clients, etc. Also, the costs of entertaining and servicing can be attributed to the peculiarities of expenses incurred by the restaurants (Fig. 1).

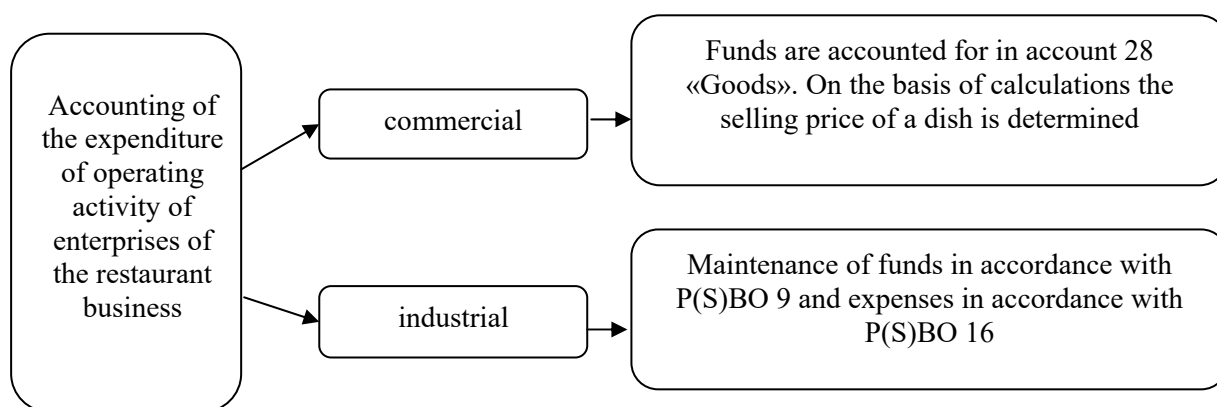




*Fig. 1. Peculiarities of expenses arising from operating activities of restaurant business enterprises*

*Source: developed by the authors based on [8]*

As can be seen from Fig. 1, the peculiarities of formation of costs of restaurant business enterprises are their division depending on the processes into: production costs, sales and consumption organization expenses. This feature is not characteristic of enterprises of other branches of national economy. According to the results of researches it is established that the enterprises of restaurant business can use both trade and production approach to reflect the expenses of operating activities in accounting (Fig. 2).



*Fig. 2. Methods of accounting of expenses of operating activity of the enterprises of restaurant economy*

*Source: developed by the authors based on [4, 5]*

The results of the practical activity of the restaurant industry enterprises indicate that these enterprises mainly use the trade approach. Most cafes and restaurants keep records of raw materials, semi-finished products in warehouses and make subaccounts for 281 «Goods in stock» at sale prices.

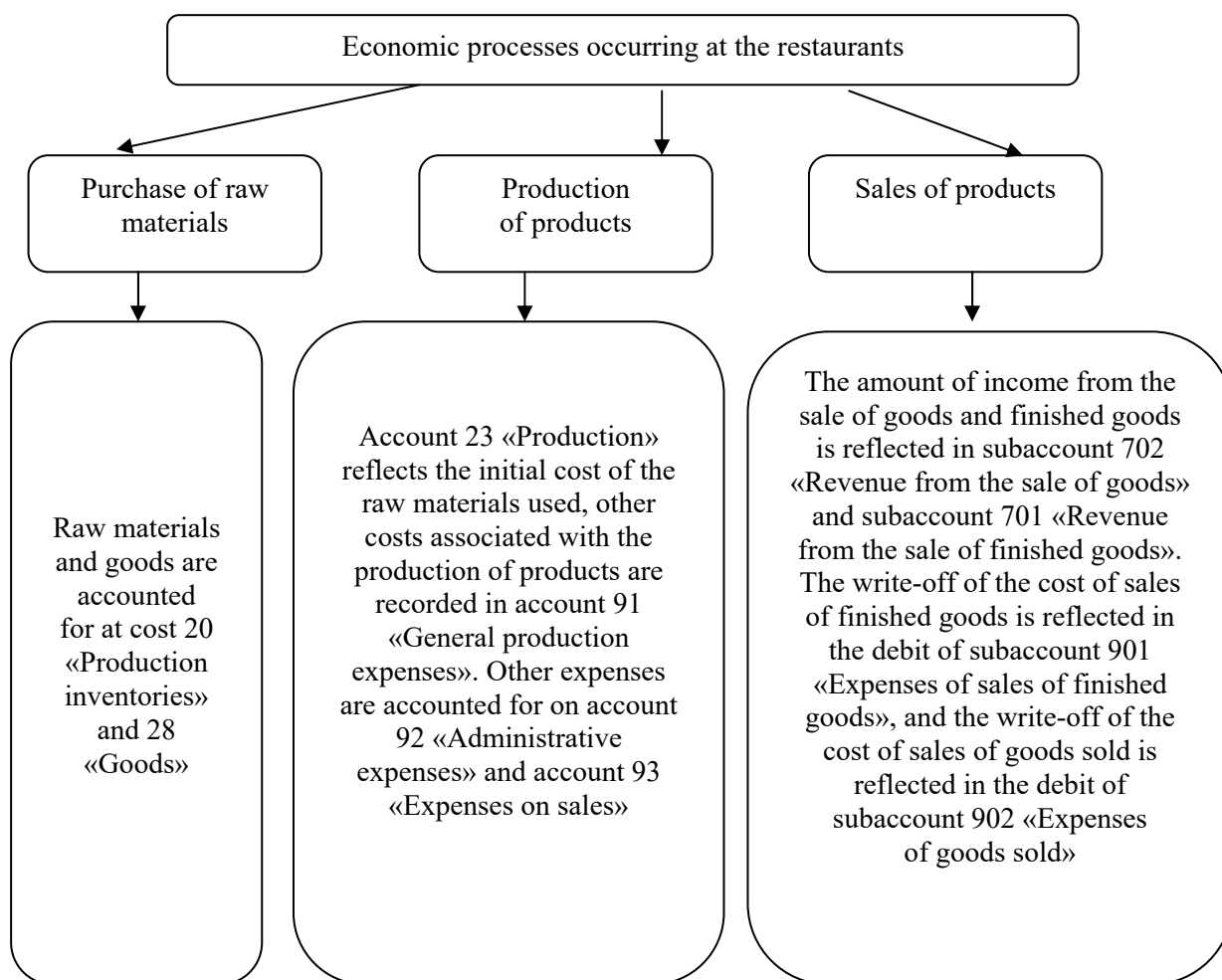
In turn, the process of transferring raw materials to the kitchen is reflected by the following correspondence of the invoices Debit 282 «Goods in trading» Credit 281 «Goods in stock». According to this approach, the enterprises of the restaurant industry do not calculate the cost of the finished product, and therefore the account 23 «Production» is not used. Subaccount 902 «Cost of goods sold» generalizes information about the cost of goods sold and production of own production.

Account 92 «Administrative expenses» reflects the general economic expenses associated with the management and maintenance of the enterprise as a whole. Account 93 «Expenses of sales» reflects the costs associated with the sale (realization, organization of consumption, sale) of products (goods, works, services). On the same account, restaurant businesses also reflect costs directly related to the production of their own products (payroll to production workers; accrual on social measures depreciation of fixed assets, directly to production).

As Hrytsenko O. M. [2] indicate «... this approach is economically incorrect because major production costs cannot be defined as sales or other operating activities». The author considers that this procedure for displaying direct costs is incorrect, since in this case the accounting records are not kept through the account 23 «Production», which does not correspond to its economic content and the nature of direct costs as an element of production cost.

We agree with the opinion of the author, who proposes to use the production method in accounting for the costs of operating activities, and to reflect the cost of raw materials used for production of own production in the account 23 «Production» at the actual cost in terms of cost objects. Under the object of expenditures of the enterprises of the restaurant industry it is advisable to understand the output of finished products as a whole for the enterprise (Fig. 3) [2].

There fore, on account 23 «Production» it is expedient to reflect only the cost of raw materials used by the enterprise for the production of products of its own production. All other costs associated with the production process should be reflected in the account 91 «General production expenses» subaccount 911 «Kitchen costs», since these costs are related to production costs. In turn, the wages of employees engaged in the sale of products of their own production (waiters, other service personnel), as well as other costs (clothing, advertising costs, etc.) should be expensed to the expense of account 93 «Expenses of sales».

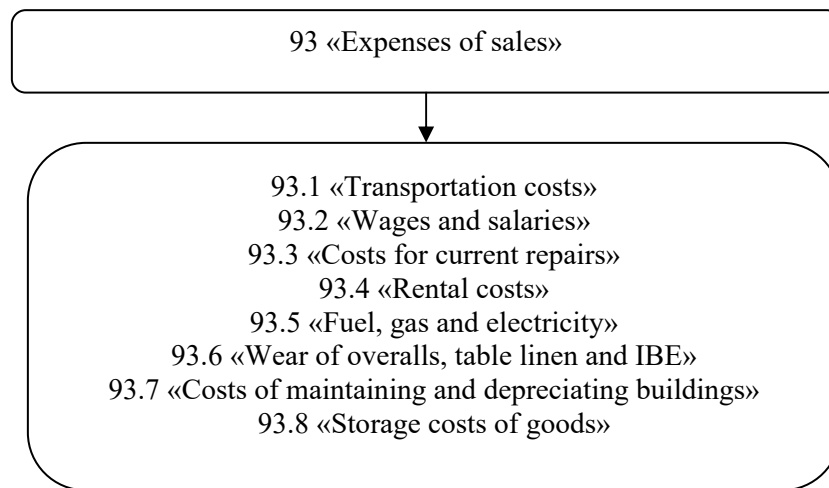


*Fig. 3. Features of accounting of expenses of the enterprises of the restaurant economy on the basis of the production method*

*Source: developed by the authors based on [2]*

In order to provide a more detailed account of these costs, it is advisable for the enterprises of the restaurant industry to maintain appropriate analytical accounts (Fig. 4), which introduction will allow to improve the informativeness of accounting data for the management system.

In general, in our opinion, the production method is more time consuming than the trade method, but it allows to calculate the actual cost of manufactured dishes and confectionery. The practical application of this method will allow users of accounting information to obtain more complete information, as well as the basic provisions of this method do not contradict standards.



*Fig. 4. Analytical accounts for subaccount 93 «Expenses of sales» of the enterprises of restaurant business*

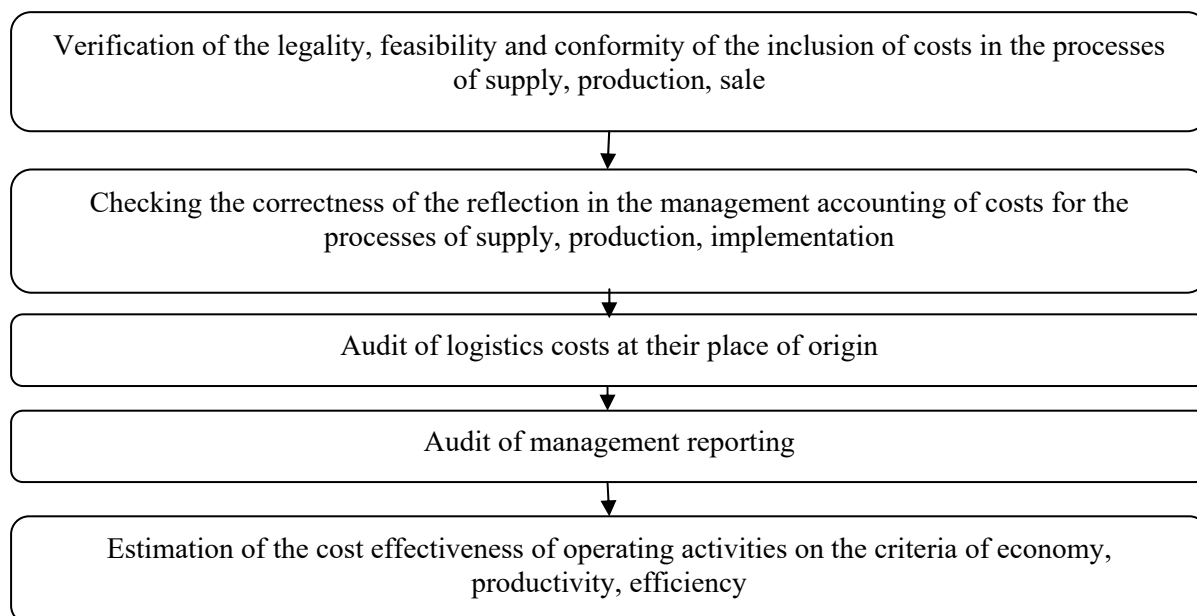
*Source: developed by the authors*

Carrying out an audit of the expenditure of operating activity of enterprises of the restaurant business involves determining the objects of audit:

- processes of purchase of raw materials and purchase goods, production of products, sale and service of visitors to the institution;
- operations with material, manpower, which led to the emergence of costs and their accounting;
- economic results of activity;
- cost of production of own production, administrative costs, sales costs;
- systems of cost management, management accounting, internal control.

Assessing the peculiarities of the activities and formation of expenses of operating activity by the restaurants, the following method of audit of the expenditure of operating activity can be proposed (Fig. 5).

An important task in audit is to solve costing problems, especially forecasting, by designing a future menu as a basis for further costs and then monitoring their implementation. In this case, the most common violations are non-compliance with consumption of raw materials during cooking; manipulation of calculation cards in order to hide the real cost price of finished products, etc.



*Fig. 5. Stages of audit of expenses of operating activity of the enterprises of restaurant economy*

*Source: developed by the authors*

In the process of checking the expenditure of operating activities, it is advisable to summarize the most common violations in the organization and accounting method. The main violations include:

- absence of a separate section in the accounting policy for accounting of the expenditure of operating activity of enterprises of the restaurant business;
- untimely formation of management reports on accounting of expenses;
- attribution of expenses not to the period in which they were actually incurred;
- incorrect allocation of transport and procurement costs and their inclusion in the original cost;
- inclusion in the operating expenses of unused stocks (products, raw materials, IBE);
- incorrect setting of raw material consumption rates according to the developed technological maps for the production of food and raw materials;
- incorrect write-off of deficiencies and losses within the limits of natural loss norms, etc.

A particular problem of cost audit is the definition and organization of the operation of the cost control system in the management system of the restaurant business. The presence of a «shadow» turnover causes the emergence of illegal cash proceeds. Therefore, the management of the restaurant business solves the issue of management as they arise, which practically makes it impossible to establish an effective audit system with its preventive function.

It should be noted that the restaurant business entities form both financial and management reporting in which transactions are recorded for the occurrence of operating expenses. Business executives should be provided with timely and effective information on which to base sound management decisions.

To summarize information on expenditures in restaurant businesses, Journal 5A (Section III A «Activity expenditure», Section III B «Expenditure by Elements») is assigned. The Journal's data is used to compile Form 2 of the financial statements («Income Statement»), which summarizes the actual costs of both the reporting and the previous periods with the breakdown by type of activity and economic elements.

This journal provides information for the formation of financial statements, at the same time, the management of the restaurant industry needs prompt and more detailed information on the costs arising from the processes occurring in the restaurant industry. To this end, we are offered one of the forms of management reporting, «Management Report on Expenses by Activity» (Table 1). It is advisable to formulate these reports on a regular basis, once a month.

*Table 1*

### **Management Report on Expenses by Activity**

Costs of economic processes of operating activities	Expenses of the previous period (thousand UAH)	Expenses of the reporting period (thousand UAH)	% growth
Delivery process	101,1	156,3	54,5
Production process	2767,8	2989,1	7,9
The implementation process	405	467,8	15,5
Management process	230,4	345,6	50
Together	3504,3	3958,8	12,9

*Source: developed by the authors*

This report will provide the necessary information for the analysis and control of costs in the management system and will provide an opportunity to evaluate the efficiency of the use of material, financial and labor resources for each process of operating of the enterprise.

**Conclusion.** Thus, the researches made it possible to establish that the existing practice of accounting of expenses contradicts the norms of the Instruction for the application of the Plan of Accounts, P(S)BO 9 «Funds» and P(S)BO 16 «Expenses». In this connection, the article proposes ways to optimize the accounting of the expenditure of operating activity of enterprises of the restaurant business. In order to improve accounting, recommendations have been made to improve internal reporting that will improve the information base provided by accounting for audit purposes.

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## **VECTOR OF COMPETENCE IN MODERNIZATION OF METHODOICAL SYSTEMS OF TEACHING AT INSTITUTIONS OF POSTGRADUATE EDUCATION**

*The article is dedicated to consideration of applied aspects of teaching of compulsory disciplines in conditions of working with adult audience. An analysis of competences in the methodical system of teaching of the educational discipline «Ukrainian Language for Professional Purposes» at institutions of postgraduate education has been conducted. The necessity of orientation towards the educational paradigm of competences and activity approach to teaching has been substantiated.*

**Keywords:** *competence, methodical system, Ukrainian language for professional purposes, innovativeness, mobility.*

**Relevance of the research topic.** Systemic changes in the content of modern pedagogical education require modernization of educational process within each educational institution. This, in its turn, depends on professional competence of teachers at schools, colleges, universities. There where these educational levels cross, an area of particular responsibility, determinative impact on processes of modernization in the Ukrainian system of education appears. Therefore, it is about the peculiarities of the structure of methodical systems of teaching of compulsory disciplines and specialized courses at institutions of postgraduate education.

**Formulation of the problem.** «The future of each nation directly depends on intellectual development of its representatives and therefore on education, its mobility, innovativeness and being cross-border. The modern educational system is intended to form a specialist who is adapted to the new informational situation, able to orient quickly in professional requirements, change qualification, be motivated to self-educative activity» (Humeniuk, I. & Oliiar, M., 2019, p. 142). In conditions of informatization and technologization of society, the reproductive system of education becomes inefficient, since it lacks motivational and professionally oriented components. There appears an urgent necessity of modernization of intradisciplinary methodical systems of teaching, which are oriented towards such vectors of modern education as the vectors of innovativeness, activity and competence.



The concept «postgraduate pedagogical education» is used on the basis of the definition of V. Shvydun: «... is a component of the system of uninterrupted education of specialists with appropriate professional qualification, which is conducted in specialized higher educational institutions on the basis of free choice of forms of advanced training, the main aim of which is development of professional competences of the personality for adequate usage of innovative pedagogical principles and technology according to the modern requirements» (Shvydun, V., 2013, p. 96).

The legislative framework of the raised problem consists of the following documents: the Law of Ukraine «On Education» (with 2019 changes), «About Professional Development of Workers» (with 2018 changes), the Concept of Development of Pedagogical Education (2018), the Concept of the New Ukrainian School (2016), the National Doctrine for Development of Education in Ukraine in the Twenty-First Century (2002), the Concept of Implementation of Public Policy in the Sphere of Reforming of the Secondary Education «New Ukrainian School» (2017), the Typical Educational Programme for Organizing and Conducting Advanced Training of Pedagogical Staff at Postgraduate Pedagogical Education Institutions (2018), the State Programme «Teacher» (2002).

**Analysis of recent research and publications.** Pedagogical education as a necessary component of uninterrupted professional growth is an object of scientific interest of Ukrainian and foreign researchers, since it determines the level of preparation of specialists in the international labour market, where education throughout life is a guarantee of professional competence.

The most informative, in the context of the topic of this research, are the works of N. Kliasen, I. Rudenko, K. Tkachenko, A. Turchyn, V. Shvydun, S. Synenko and others, which analyse the system of postgraduate pedagogical education in countries of Western Europe. The specificity of activity of pedagogical workers at institutions of postgraduate education is the base of the research and is considered in works of M. Byrko, L. Vovk, Z. Vozghova, I. Ziazun, N. Nychkalo, L. Nikolenko, L. Lukjjanova, V. Prymakova and others. However, applied aspects of teaching of certain educational disciplines in conditions of working with adult audience have not been the object of separate scientific research and need thorough examination.

The aim of the article is the competence-based analysis of the specificity of teaching of the educational discipline «Ukrainian Language for Professional Purposes» at institutions of postgraduate education.

**Presenting main material.** «Ukrainian Language for Professional Purposes» remains the only compulsory language discipline that is studied by students of all fields of knowledge and specialities, including the educational programme «International Hotel and Tourism Business» of the speciality 242 «Tourism», which has a direct connection with the economy of the state and workability of its population. Modern economic scientists claim: «The resort and recreation sphere provides a multifaceted contribution to the formation of the national wealth of the country. On the

one hand, it is the income of producers of resort and recreation services, created workplaces, financial flows of wages, social transfers, taxes, rent; on the other hand, it is investment in human capital, which is associated with social development and health of the nation» (Humeniuk, V., 2018, p. 418).

Consequently, teachers of this course are responsible for formation of a complex of competences that define the competitiveness of a specialist in the labour market. Meanwhile, the content of the discipline is characterized by mobility and universality, as it can be adapted to the context of any speciality. The outlined aspects have conditioned the choice of the course «Ukrainian Language for Professional Purposes» as a basis for analysis of modernization of competences of the methodical system of education.

According to the Typical Educational Programme for Organizing and Conducting Advanced Training of Pedagogical Staff at Postgraduate Pedagogical Education Institutions, teachers of the New Ukrainian School have to master such fundamental competences: professional and pedagogical, social and civil, general cultural, language and communicative, psychological and facilitative, entrepreneurial, informational and digital (Typical Educational Programme for Organizing and Conducting Advanced Training of Pedagogical Staff at Postgraduate Pedagogical Education Institutions, 2018).

On the basis of special scientific research and practical pedagogical activity at higher educational institutions, it can be concluded that the educational discipline «Ukrainian Language for Professional Purposes» directly provides the formation of social and civil, general cultural, language and communicative, entrepreneurial, informational and digital competences. Indirectly (or partially) the content of the course assists students in mastering professional and pedagogical, psychological and facilitative competences.

Teaching directed towards the formation of the social and civil competence is carried out through such contentual aspects of the course as the language legislation and policy in Ukraine, functioning of the Ukrainian language as the state language in the official and business, scientific, publicistic styles, comprehension of global problems of humanity while working with corresponding texts.

The general cultural competence is developed in the process of working with artistic texts (learning the peculiarities of the style, normativity, editing), independent lingual arrangement of ideas and feelings into artistic texts, comprehension of national uniqueness by mastering the richness and expressive opportunities of the Ukrainian language, principles of communicative etiquette, norms of communication between representatives of different generations, sexes and social groups.

Formation of language and communicative competence is the main aim and the indicator of effectiveness of mastering the course «Ukrainian Language for Professional Purposes». This vector of educational activity includes linguistic

(phonological, orthoepic, orthographic, lexical, grammatical, stylistic, phraseological components), sociolinguistic (ethnolinguistic and language culture components), pragmatic (micropragmatic, macropragmatic, megapragmatic components) competences.

Development of bases of the entrepreneurial competence is conducted in such aspects as the abilities of efficient communication, quick solving or avoiding of conflict situations, negotiation skills, the abilities to set and maintain communicative connection, orient in speaking situation, engage in constructive business dialogue, plan and predict, present own projects, etc. (Humeniuk, I., 2019, p. 54).

The informational and digital competence in such contentual aspects of the course «Ukrainian Language for Professional Purposes» as: linguistically and technologically correct arrangement of typed text and turning it into presentational material; rules of conducting a presentation and its voice accompaniment; mastering and following the rules of online etiquette during communication on social networking services, online chats, Internet forums and by electronic mails; development of motivation to scientific search for information and critical thinking; fixing the skills of searching for material by functional markers (names of a work, a website, tags, chronology, bibliography, etc.); usage of appropriate technology during preparation, arrangement and presentation of scientific and educational material, etc. The content of the «Ukrainian Language for Professional Purposes» provides an opportunity to insert its material regarding the «Requirements for Processing of Documents» in the context of working with the DSTU 4163-2003.

Except for the analysed vectors of competence, studying the «Ukrainian Language for Professional Purposes» at institutions of postgraduate education (taking into account the interdisciplinary connections) provides an opportunity to improve the terminological and document competences, since mastering the fundamentals of any speciality is impossible without mastering professional speaking, the elements of which are the document communication and active terminological vocabulary.

**Conclusion.** Improvement of the system of postgraduate education has always been an influential factor of formation of the intellectual potential of the nation, especially when it concerns pedagogical staff, who directly take part in preparation of competitive specialists. Education in Ukraine, which is oriented towards the integration into the European Education Area, is strongly affected by external impacts: globalization, innovativeness and mobility. This, in its turn, defines the directions of reforming the education and modernization of methodical systems of teaching in particular. The conducted analysis of competences in the methodical system of the «Ukrainian Language for Professional Purposes» illustrates the opportunities of intradisciplinary usage of the educational paradigm of competences. Studying the methods and forms of organization of the educational process at institutions of postgraduate education with active result is another necessary step in preparation of competitive specialists and provides prospects for further scientific research.

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## **CULTUROLOGICAL APPROACH IN MODERN TRAINING OF TOURIST SUPPORT SPECIALISTS**

*This article addresses the issue of defining and applying a culturological approach in the modern training of specialists in tourist support, namely tour and excursion guides. It is determined that the problem of searching for methods, means and forms of improving modern culturological training and retraining of specialists of tourist support (guides) to work with tourists is currently relevant in our country and abroad. In the work it is stated that today, culture is the integral foundation of professional training of specialists, namely values and comprehended knowledge, ideas, which have been reflected in art, religion, traditions and human experience. The article defines culturological approach and conditions and features of its use in professional training of future tourist support specialists. It is also stated that in solving the task of professional development of future specialists of tourist support (guides) on the basis of culturological approach, it is necessary to build professional training as a process of introducing a person into the context of human culture, acquiring the ability to live in compliance with demands of a particular culture by individuals, reproduction of its achievements and creation of new spiritual and tangible assets.*

**Keywords:** *tour guide, tourist support specialists, culture, culturological approach, training of specialists.*

**Relevance of research topic.** Every year more and more tourists come to our country to see the UNESCO World Heritage Sites, get acquainted with the Ukrainian culture and traditions, to feel the incredible national flavor. But today, even under favorable socio-economic and socio-political conditions, the development of cultural tourism and tourism for enlightenment is slow, due to many reasons, and this is a rather big problem. One of the factors that inhibit this process is the lack of qualified staff and low level of services provided. The current situation actualizes the problem of effective training and professional development of specialists capable of providing various types of excursion and tourist services at a high cultural level and with significant economic effect.

**Formulation of the problem.** At the moment, despite the fact that there is a large amount of scientific work on the modern problems of professional training and retraining of guides, the ways that provide such level of professional and culturological competence of guides that would enable them to compete successfully in international labor markets remain unclear. Therefore, the problem of finding methods, means and forms of improving modern cultural training and retraining of specialists of tourist support (guides) to work with tourists is currently relevant in our country and abroad.

**Analysis of recent research and publications.** The problem of the culturological approach in education in its various aspects has been addressed by many domestic and foreign scholars. Modern works in this field are devoted to the development of ideas of the school of cultural and historical psychology (L. Vygotsky, A. Luria and others). Concepts of dialogue of cultures were considered by M. Bakhtin, B. Gershunsky, L. Litovsky and others. Among the studies concerning the culturological approach to education, one can distinguish the works of such scientists as I. Kolmogorov, V. Krainik, L. Lukianova and others. These researchers have developed the conceptual foundations of the culturological approach, the principles of constructing the educational process in the context of this approach in terms of education in different training profiles. However, as the analysis of the scientific literature on the subject shows, a number of aspects regarding the application of the culturological approach in training of future specialists of tourist support (guides) require more detailed study.

**Setting objectives.** Given the relevance and identified problems in the sphere of our work, the purpose of the article is to research and apply the culturological approach in modern training of specialists in tourist support (guides).

**Presenting main material.** The tourist and excursion support professional is a tour guide, who is responsible for accompanying tourists along a certain route, familiarizing them with local natural monuments, outstanding people, as well as cult objects of architecture, fundamental masterpieces of culture and art. A qualified tour guide must have a thorough knowledge of historical material, present interesting and fascinating facts, be able to give the trip the necessary emotion and clearly manage excursionist's attention.

Nowadays, almost all over Europe, the requirements to specialists of tourist support (tour guides) are almost the same: higher education (preferably humanitarian); additional specialty training; knowledge of one or more foreign languages; eloquence and clear diction; sociability, openness, friendliness; creativity and a broad outlook; and most importantly, a high level of professional culture.

If the applicants have decided to choose the profession of guide, at present, practically all over the world it is customary to divide it into two separate specialties, namely: guide is a person who organizes excursions and transfers of travelers, accompanying them on a route, informing about its features and deals with filling in

relevant documentation; the guide is a specialist responsible for the cultural component of any excursion – usually a full-time employee of a museum, gallery or other similar organization [5].

At the moment, the content of the professional training of specialists is the culture – values and meaningful knowledge, ideas that have been reflected in art, religion, tradition and human experience. However, in the context of the traditional system of education, there is a narrow understanding of the culturological approach – reducing it to the cultural aspect, the principle of cultural-centricity, which indicates the lack of its methodological justifications and incomplete use of opportunities in this field.

In pedagogical works, enquiries of applied cultural studies, the need for a holistic understanding of the culturological approach in pedagogy is emphasized, when the purpose of education, as a «sphere producing human souls», is the process of human development [1].

Most researchers working on the culturological approach to education see it as their goal in overcoming dehumanizing phenomena in society. The dictionary defines the culturological approach to education as viewing it «through the lens of the concept of culture, i.e. looking at education as a cultural process, carried out in an appropriate cultural educational environment, while all components of the process are filled with human meanings and serve a person who freely expresses his or her individuality, ability to cultural self-development and self-realization in the world of cultural values» [6].

Researchers working on the issue of culturological approach in education, offer the following principles of its construction:

- 1) creation of educational environment as a cultural, dialogical relations between units of educational material;
- 2) formation through entering into the culture of personality, as a theoretical and practical subject;
- 3) emotional saturation of the educational environment;
- 4) the purpose of the culturological approach is to educate a person with a formed system of values, who builds relations with the world on the basis of this system and is competent in the normative area of their professional sphere;
- 5) the study of the relationship between culture (and language as its constituent) and consciousness (inner world) of a person, as a carrier of this culture [2].

It is very important that the material of all the subjects taught during the preparation of tour guides be filled with culturological content. Teachers need not only to convey to the students a set of scientific facts and patterns, but also to show their personal and emotional attitude to the material being taught; to specific scientific and historical figures and facts, to show the inseparable connection of certain events with the cultural and historical context. The point is that the idea of its fundamentalization – the depth and breadth of philosophical, cultural, general and special knowledge – should be the foundations for professional training of a tourist support specialist (guide).

Fundamentalization frees students from being overloaded by educational information. Teaching should be designed in such a way that even highly specialized educational information would be perceived as an integral component of cultural life, which has its legitimate time and place, so that the mastered fragment of scientific knowledge is interwoven into the cultural fabric of the life of the listener and create the conditions for identification and the realization of personal meanings.

A very important condition for implementation of a culturological approach to professional training of guides is their spiritual and moral development. The spiritual potential of a specialist is determined by the degree of their involvement not only in world culture, but also in national cultural traditions. Until recently, ethnic traditions were considered a nearly forbidden topic in our country. Personality was identified within the society, outside the ethnic group. Today, when different national cultural traditions enter the dialogue, their interaction and enrichment occur, this process creates favorable opportunities for the guide of the processes to comprehend internationalization of social life, formation and functioning of human culture [4].

One of the key points in the implementation of the culturological approach is the need to ensure cultural identification of the future guides.

Cultural identification is seen as an awareness of individual's belonging to a particular culture, of accepting one's values as their own, of choosing and pursuing one's cultural lifestyle and behavior. It is an educational process, the essence of which is to establish a similarity between themselves and their native people, valuing human and national culture, the desire to pursue professional activity in the forms of cultural being of the native people and dialogical communication with other peoples and cultures. Cultural identification cannot be imposed from the outside. It is conditioned internally, has a subjective nature and is a product of the development of national identity of the individual [3].

The future specialists of tourist support (guide) acquire cultural identity as they enter the national culture and develop as a citizen, a person of culture and a subject of cultural types of professional activity.

Today, in Ukraine, as a multinational state, the issue of national values is rather elusive and delicate, requiring many factors of interethnic interaction to be taken into account. There are no good or bad cultures. The only acceptable form of their co-existence and interaction is dialogue, which is one of the tools of culturological approach.

Unfortunately, the professional activity of the guide is strictly determined and passive to some extent. This passivity has no place in development of cultural values: there is no culture without free activity. It can be acquired provided the tourist support specialist has freedom of choice and an independent professional development



strategy. Therefore, the system of training of guides should provide a differentiated system of special courses, special seminars, special workshops, electives on various problems of humanitarian knowledge: philosophy and culture, culture of self-realization, culture of international communication and so on.

It should be noted that the culturological approach to professional activity of a tourist support specialist (guide) has a number of nuances, which express the dialectic of this concept. First, professional activity itself is an integral part, phenomenon of culture. Therefore, its development can be ensured only in socio-cultural historical framework. At the same time, the professional activity of a guide is not only a cultural development, but also a process of transmission, transfer of cultural patterns of life and behavior. At the same time, it is very important that this process is carried out in the context of culture, so that its results are not utilitarian knowledge, habits and skills, but also the learned values of culture [4].

As prospects for the implementation of a culturological approach in the professional training of future tourist support specialists (guides), we are considering the formation of a new type of education system – multicultural education. It provides an opportunity to profoundly study and understand diversity of peoples worldwide, to see commonalities in this diversity. Students need to be aware that there are many values in the world, that some of these values are different from their own, that any values lie in the traditions of a particular people and are a natural product of their experience and historical development. It is only through the polylogue with other cultures that one can attain a certain level of self-knowledge, since in the polylogic encounter of many cultures, each of them maintains its unity and open integrity, while enriching the others.

Clearly, in a rather multinational Ukrainian society, multicultural education becomes an integral part of the guide's professional activity, a source and means of their development. It includes cultural, ethnohistorical knowledge, understanding of the importance of cultural pluralism, the ability to distinguish and introduce ideas that reflect the cultural diversity of the world to the content of education.

**Conclusion.** The existing technocratic educational paradigm puts the future tourist support specialist (guide) outside the context of world and national culture. The need to change the paradigm of rational knowledge to the paradigm of the multicultural understanding becomes obvious.

At present, the student's personality and culture come into the focus, while knowledge and skills students are mastering transform and instead of being the objective of training become the means of professional development and self-improvement. The criterion of knowledge as a phenomenon of culture becomes not so much its correspondence to reality, but the harmonization of a given form of knowledge with the general values pertinent to a particular culture.

Culturological approach as a methodology of a new type of education, which suggests looking at the pedagogical process through the prism of culture, that is, its perception as a cultural process, carried out in conformity of cultural and educational environments. All components of this process are filled with human meanings and serve individuals who can freely demonstrate individuality, develop intercultural competence and define themselves in the world of cultural values.

When solving the tasks of professional development of future tourist support specialists (guides) on the basis of culturological approach, it is necessary to build professional training as a process of acquiring the ability to live in compliance with demands of a particular culture by individuals, reproduction of its achievements and creation of new spiritual and tangible assets.

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## **REQUIREMENTS ANALYSIS CONCERNING ENTREPRENEURIAL COMPETENCE OF FUTURE SPECIALISTS IN TOURISM IN THE CONTEXT OF NATIONAL EDUCATIONAL TRANSFORMATIONS**

*The article deals with theoretical aspects and practical results of finding the grounds for choosing directions for the entrepreneurial competence formation. It is established that the professional training of modern tourism specialists should be carried out in moral and ethical, professional and business, communicative directions. It has been made the analysis of the level of formation of the moral and ethical block of the tourism specialist' personality, the level of his professional-business and communicative training; the reasons for students' unpreparedness for active entrepreneurship have been identified. The results of the ranking of educational disciplines and didactic tools that provide the level of entrepreneurial competence formation of future tourism specialists are presented.*

**Keywords:** entrepreneurship, entrepreneurial competence, professional education, professional training, vocational training.

**Relevance of research topic.** The national economy integration into the world economic space necessitates the availability of that specialists' competencies that will allow them to adapt to modern socio-economic conditions quickly, to respond flexibly to the demands of society and to work effectively in a market economy terms. At the same time, traditional management systems, which are still characteristic for national market participants, have proved as outdated and inefficient. Numerous factors in the context of competition (such as the need to attract resources from a variety of sources,

the introduction of an innovative style of economic behavior, the manifestation of autonomy and initiative) were considered as insignificant and ignored until now; but nowadays they have started to influence significantly the production and economic activity of market participants. In terms of market relations, the development of the national market of services and the increase of employment of the population in the country are largely influenced by entrepreneurial activity in the service sector. Despite the fact that the service sector is one of the priority sectors of the Ukrainian economy, the financial and economic status of service providers – the representatives of small and medium-sized businesses has a tendency to deteriorate and requires a persistent search for tools for entrepreneurship and business activity' development.

***Formulation of the problem.*** The results of the analysis of scientific sources and practical experience suggest that: the problematic aspects of the entrepreneurial activity development in the market of services are: the mismatch between the public need for high-quality services in the sphere of tourism business and their existing national level; the public need for service professionals capable of working effectively as business entities. Obviously, this problem in the conditions of aggravation of competition in the markets of educational services and labor is urgent.

#### **Analysis of recent researches and publications.**

The main conceptions which determine the directions of the service sector development in general and the tourism industry in particular, specified in the Law of Ukraine «On Tourism» [2], the Concept of the State Target Program for the Development of Tourism and Resorts for the period up to 2022 [3], the Tourism and Resort Development Strategies for 2026 [8], as well as some regional documents: the Lviv Tourism Industry Development Program for 2016-2022 [6], the Strategies for Activation of the Dnipro Tourism Potential [7], etc. These documents accent attention on the lack of knowledge and business skills and emphasize that tourism is a priority sector of the Ukrainian economy [2], which provides job creation [3] and is a factor of employment based on self-employment [8]. The Tourism and Resorts Development Strategy for 2026 directly emphasizes the problem of encouraging young people to be active, develop innovative products and start a business in this field.

In the last decade, various aspects of the competent tourism specialist training have been studied in pedagogical science: the problems of forming their communicative, general cultural and technological competence during professional training, including with the use of interactive technologies (O. Nesterova, M. Chorna, M. Didukh, K. Kozubenko); the formation of professional competence by means of information and communication technologies (G. Loic); the formation of key competences during the humanities courses studying (N. Bondar); professional culture formation by tools of multimedia technologies (M. Akentyeva, O. Netrebina); information and legal culture formation in the process of professional training (T. Zubekhina, V. Dymochkina). The subjects of the research were: training specialists in tourism by using recreational resources of the Carpathian region (O. Boychak);

professional training of tourism managers for management activities (G. Stolar); their foreign language training in higher education institutions (N. Ivasiv); formation of their readiness for professional interaction with tourist services consumers (O. Dyshko), formation of their readiness for professional self-realization (M. Karpovich, T. Kolesnik), formation of their readiness for excursion activity (S. Litovka), preparation for realization of investment projects in professional activity (L. Gerasimchuk), preparation for a professional activity in the field of social tourism (D. Lyuta). Detailed attention was paid to theoretical and methodological principles of professional training of future specialists in tourism in the field of adaptive tourism (A. Kukhtiy), preparation to tourist and recreational activities (L. Malyk) and to the system of cross-cultural training of future specialists in the tourism industry (V. Sidorov). Special attention should be paid to the study of the features of professional training of future tourism specialists in educational establishments of the USA and Canada (S. Babushko, N. Zhornyak); professional schools of Turkey (M. Malysheva); higher education institutions in New Zealand and Mexico (L. Ermak, L. Balahadze); the universities of France (O. Palamarchuk). Unfortunately, the results of the scientific search did not allow us to find publications that would raise the issues of service sector requirements to the level of entrepreneurial competence of future tourism specialists in the context of national educational transformations.

**Presenting main material.** The analysis of the papers of the above-mentioned researchers revealed the characteristic for the Ukrainian sphere of servicing a inconsistency between the public need for world-class tourism business services and the real national level of their providing; the objective need of society for professionals capable of working effectively as business entities and the lack of research on methodological approaches to improving their professional training process; the increase of professional interest of specialists in their own entrepreneurial competence and insufficient validity of conceptual bases of its formation in the process of professional training. This inconsistency overcoming requires a rethinking of conceptual and methodological approaches to the professional training of future specialists. Therefore, vocational training in the specialty 242 «Tourism», which is now dominated by the traditional approach, should be regarded as a general pedagogical phenomenon with appropriately updated components – purpose, structure, and content. In this case, entrepreneurial competence formation should include gaining entrepreneurial knowledge, the development of entrepreneurial qualities, the formation of entrepreneurial behavior and creation of entrepreneurial culture descriptors.

Vocational training Modernization in order to form entrepreneurial competence within each specific educational institution requires careful preliminary analytical work: 1) studying the psychological qualities of students' personality; 2) identification of directions of work on preparation for business activity; 3) activity programs development; 4) educational content selection; 5) identifying the forms, methods, and tools that can ensure success.

In order to solve these problems, in the process of our study, the leading areas of purposeful activity were identified. The bases for the expert evaluation were two fundamental points – relevance (highlighting the characteristics that are most significant for the modern entrepreneur) and attainment (the possibility for students to acquire these characteristics within the educational process). As a result of the experts' assessment processing, three blocks of characteristics with the highest ranks were identified: moral and ethical (as one block), business and communicative. It helped us create the base for updating the areas of professional training: moral and ethical, professional and business, and communicative.

The level of formation of the moral-ethical block of the tourism specialist's personality was estimated by the method of diagnostics of social-psychological settings in the motivational-needy sphere (by using the test of A. Potemkina) [1]. The results of the analysis allowed to state that 67,1% of students were altruistic oriented along the line «altruism – selfishness»; 16,4% – for selfishness; the other 16,5% did not show a clear orientation. A comparison of students' attitudes on the line «process – result» eloquently indicated the orientation of the majority of students (83,2%) on the result. Determining student attitudes along the line «freedom – power» allowed us to state 100% of students' focus on freedom. Assessment of students' motivation on the line «work – money» did not give an unambiguous orientation: 33,5% were oriented to work; 15,9% – for money; the other 50,6% did not show a clear orientation. In general, we can talk that future tourism specialists potentially have traits of entrepreneurs with the very low motivation of mercantile intentions.

The level of communication preparation was revealed by the students' self-estimation of their presentation skills. The study showed that these skills grow from junior to senior years. 50,6% of freshmen and 71,4% of elder undergraduates consider themselves capable of provoking in the audience interest in their own words and actions; 48,5% of freshmen and 85,7% of elder undergraduates consider themselves capable to use non-verbal means effectively.

The level of professional and business training was determined by the results of students' self-assessment and by using a questionnaire of their teachers. Analysis of students' self-esteem results showed that 91,1% of future tourism specialists consider entrepreneurial competence as an important component of professional competence, and 79,8% feel a clearly formed need to gain entrepreneurial experience during the learning process. The results of the teachers survey show that 100% of the respondents consider students to be ready for independent professional activity after graduation, but 83,4% of the teachers consider new specialists to be unprepared for independent entrepreneurial activity. The rating of the reasons for such unpreparedness is as follows:

- extra theorization of knowledge during the learning process – 100%;
- lack of practical readiness of teachers for preparing students for entrepreneurship – 83,1%;

- weak correlation between the theoretical and practical components of the training or its absence – 68,1%;
- lack of practical component of preparing students for entrepreneurship – 67,3%;
- lack of communication between students and entrepreneurs during the educational process – 66,7%;
- absence in the educational process of analysis of real business problems and creating the ways of their solution – 65,9%;
- absence of a holistic interdisciplinary picture of preparing students for entrepreneurship – 33,8%;
- lack of professional readiness of teachers for preparing students for entrepreneurship – 16,4%;
- lack of readiness of teachers to use forms and methods of interactive interaction in the educational process – 15,2%.

At the same time, 83,4% of teachers emphasize the primary need for the student's personality development through entrepreneurship, 50,9% consider providing students with knowledge as the main goal of the educational process, and 49,1% consider the organization of effective practical training for entrepreneurship as the main goal of the educational process. The opinion of the students in this regard is somewhat different: 70,4% believe that entrepreneurial competence can be formed in different classes; 65,1% think that entrepreneurial competence can be formed through participation in competitions, championships, and other business-themed events.

Also, students and teachers have different thoughts about the rating of courses and disciplines that provide entrepreneurial competence formation. For example, 94,7% of students and only 48,3% of teachers consider «The marketing» as compulsory for entrepreneurial competence development. Such classes as «The basics of entrepreneurship» (91,3%), «The tourism economics» (85,0%), and «The management» (85,1%) have the biggest value among students. Teachers mostly choose «The basics of entrepreneurship» (51,9%), «The information systems and technologies» (49,8%), «The management» (48,3%). Both sides emphasize the important role of the discipline named «The accounting». Teachers have a tendency to consider as the most valuable in the curriculum the disciplines with a purely pragmatic direction («The business law» and «The business planning»). At the same time for students, it is the list of disciplines that provide their professional and personal development («The fundamentals of leadership» and «The discipline and ethics of the entrepreneur»). Among the didactic tools, the use of which provides the level of entrepreneurial competence of future tourism specialists are contextual education, training, workshop and project method.

As a result, agreeing with V. Lozovetska and others, we state the following. Each specific educational institution should create conditions for gaining by the future tourism specialists six types of experience: 1) cognitive; 2) experience of effective practical activity; 3) experience of social interaction; 4) moral and ethical experience; 5) spiritual and ecological experience; 6) the experience of reflecting consciousness [4]. The solution to this problem requires the introduction of specific forms of interaction between teachers and students into vocational training [5].

**Conclusion.** Summarizing the study results, we conclude that the preparation of young people for entrepreneurship should be carried out in the context of professional training and requires the use of appropriate methods. The level of entrepreneurial competence formation of future tourism specialists depends on the forms and methods which are used during vocational training. This makes it possible to create appropriate organizational, scientific, methodological and socio-psychological conditions for professional preparation. The factors that ensure the effectiveness of the entrepreneurial competence formation are optimization of the content of vocational education on an entrepreneurial background; implementation of the world experience of using modern technologies and methods of students' preparation for entrepreneurship; professional and psychological-pedagogical training of teachers in this field. Achieving the level of entrepreneurial competence formation implies a significant change in both the substantive and procedural component of the educational process: the forms of organization of students' educational activities should correspond to the forms of their future professional and social activity.

Definitely, it is impossible to cover all of the aspects of the above-mentioned issue in the paper. So, further scientific explorations will be linked with the development of a system of indicators of future tourism specialist's entrepreneurial competence and the criteria for their evaluation.

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## **THE METHODOLOGY OF ACCOMPLISHING OF ASSESSMENT OF EFFICIENCY OF REGIONAL INVESTMENT POLITICS OF THE AGRICULTURE FORMATION**

*The methodic approaches to the estimation of the efficiency of regional investment politics of the agriculture formation were determined. The algorithm of determination of the estimation of efficiency of the regional investment politics influence on the development of agriculture of Ukraine was suggested.*

**Keywords:** investments, investment politics, region, efficiency, agriculture.

**Relevance of the research topic.** There is no common approach concerning the determination of the factors, which have the biggest influence on the formation and usage of the investment potential of the agriculture. The scholars offer different methodologies of determination of the estimation of investment appeal of the sector, but not accounted are regional peculiarities, natural, ecological and other significant components of the investment potential, which considerably influence the competitiveness of the agrarian sphere (Tanklevs'ka, N., Kyrylov, YU, Zaytseva, O., Kovbasyuk, O.)

**Formulation of the problem.** The aim and goals of investment politics have to be real, have strategic perspective, be oriented to more rational usage of financial-economic, social, natural-resource and industrial opportunities while meeting current and long-term challenges of the social-economic development.

**Analysis of recent researches and publications.** To the determination of efficiency of the investment politics influence on the development of agriculture were dedicated many scientific works of such prominent scholars as: V.T. Andriychuk,

S.O. Hutkevych, M.V. Zubetsj, M.I. Kisilj, M.J. Kodensjka, P.T. Sabluk, V.P. Sytnyk and others. Taking into account particular relevance of investment resources in the development of separate branches and the improvement of their investment appeal, V.M. Grynjova, V.O. Kojuda, T.I. Lepejko, O.P. Kojuda offered to estimate the investment potential, applying the level of perceptivity that displays the significance of field in economy, sustainability of the industry to the decline of production, security of prospects of growth of its own financial resources and degrees of state support of the development of the branch.

While the assessment of investment appeal of the branch V.I. Poljshakov and N.V. Tkachenko recommend to estimate market factors, technological factors, the level of competitiveness, raw base, social level of the branch development, barriers of input and output of the enterprise in the industry. But the Conclusion made by them relate mostly to economic and social problems. There is no modern methodology, which could give an opportunity to estimate the efficiency of agrarian investment politics depending on the cumulative impact of economic, social and ecological factors, which makes the implementation of rational management of investment processes impossible in the agrarian sector of economy.

**Problem statement.** There is the necessity in determination and justifying methodical approaches to comprehensive assessment of efficiency of investment politics in the agriculture.

**Presenting main material.** The harmony of influence of regional investment politics of the agriculture development on the formation of economic, social and ecological potentials will determine its effectiveness (performance). Based on the fact that the formation of investment potentials takes place on the background of threats and opportunities, and their physical indexes of measurement have different meanings and need the transfer to one-dimensional, the estimation of efficiency of regional investment politics of the agriculture development requires such sequence of tasks performance: the analysis of economic, social and ecological state of the branch; the transfer to physical meanings of indexes of investment potentials in standardization; the division of investment potential to «stimulants», namely those that stimulate the development of agriculture and «destimulants», which throughout many years reduce their activity and are the threat for the agriculture development. The average meanings of these indexes (points) during the years of research are lower than those which were on the initial stage of researches (2010); the rating assessment of the influence of investment politics of the agriculture development on every factor of economic, social and ecological development; the determination of integral assessments of the efficiency of investment politics influence on the formation of investment potential and investment climate in the agriculture.

Taking into account the above mentioned, the assessment of the efficiency of regional investment politics influence on the agriculture development will be carried out on the base of build algorithm (fig. 1), and also the combination of methodic of the

rating assessment of investment potential of the branch, methodic SWOT – the analysis (for detection of opportunities of the formation of investment potential and the reduction of the level of threats) and mathematically – the geometric model of determination of integral assessments of the efficiency of regional investment politics influence on the formation of investment potential and appeal of investment climate of the agriculture. The rating assessment of every factor – is its complex characteristics, which is carried out by the analysis of components of economic, social and ecological state of the branch and can be estimated, using actual standardized meanings of every separate factor by ten points scale (Borovik, L.V.).

At the first stage of our research we will apply the methodic of rating assessment of investment potential of the branch and investment threats, it provides the formation of the system of indexes according to the main directions of mission of agrarian investment politics; the mathematical processing of estimating factorial indexes; the formation of scale of determination of rating estimation of every factor of assessment; evaluation of factorial indexes for every year and for the whole term of research. While conducting of the rating assessment we will use only quantitative statistical indexes, which give the opportunity to apply the method of standardization, suggested by V.E. Shvets.

Each index of standardized meaning will be estimated as low, medium and high in accordance to the determined parameters and points, which will be received by the results of conducted analytical calculations. By the analogical method, namely the method of standardization, the assessment of investment risks will be accomplished.

The point of this method consists in that at first the arithmetic mean of factorial index is found –  $\bar{x}$ , and further the root-mean-square deviation of index is determined –  $(x_i - \bar{x})^2$ , where  $x_i$  – the actual meaning of  $i$ -factorial index (in our case the meaning of one of investment potentials). Afterwards the standardized deviation of index of the formation of investment potential usage is calculated according to the formula:

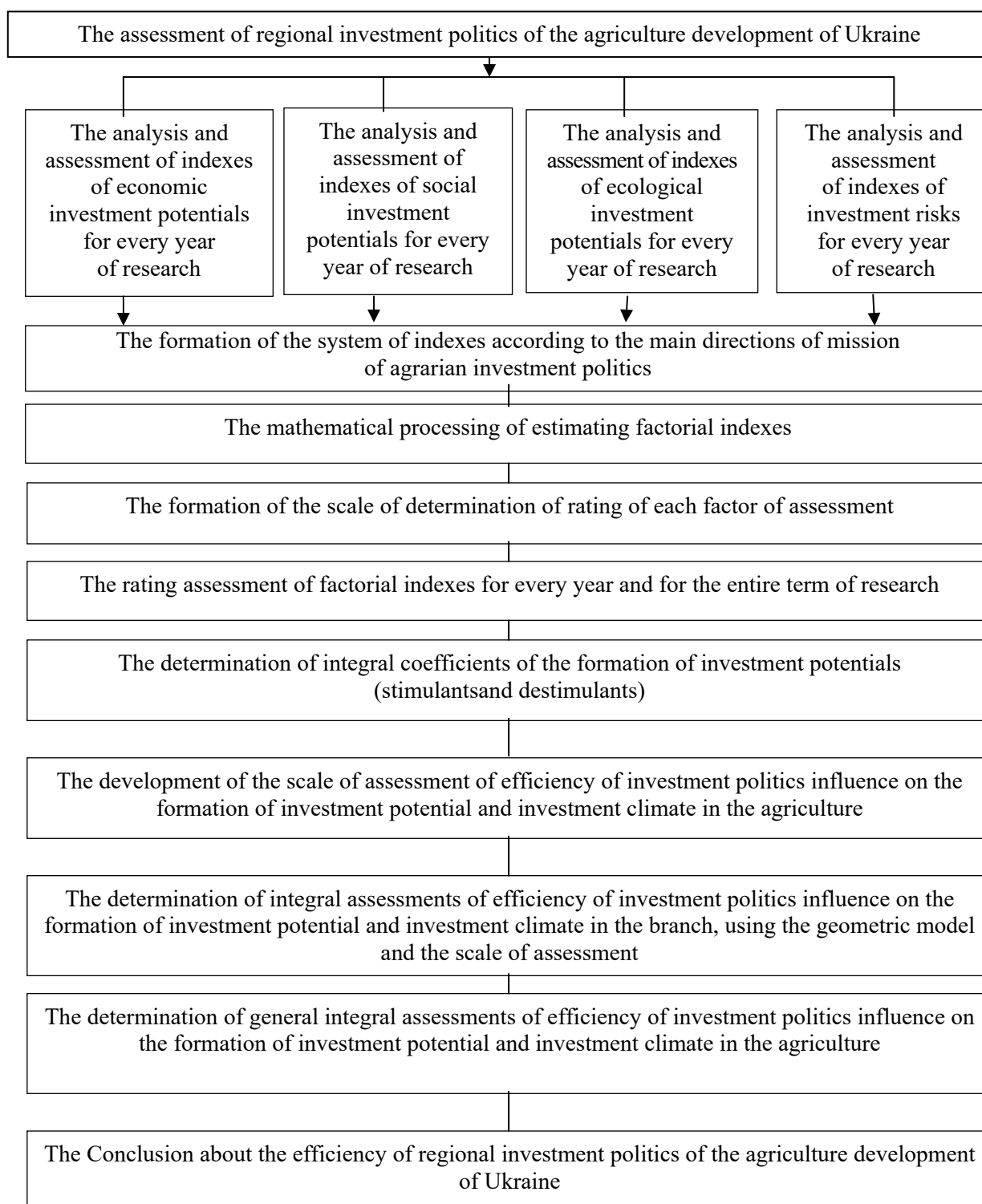
$$S = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n}}, \quad (2.1)$$

where  $S$  – the standardized deviation of index;

$n$  – the quantity of researched objects (potentials).

While determining the standardized meaning of  $i$ -factorial index ( $x^1_i$ ), it is necessary to use the formula:

$$x^1_i = \frac{X_i}{S}. \quad (2.2)$$



*Fig. 1. The algorithm of determination of assessment of efficiency of regional investment politics influence on the agriculture development of Ukraine*

*\*Developed by the author*

Substituting the formula (2.1) in the formula (2.2) we will receive the final formula for determination of the standardized meaning of  $i$ -factorial index of the formation (usage) of investment potential:

$$X_i^1 = \frac{x_i}{\sqrt{\frac{\sum (x_i - \bar{x})^2}{n}}}. \quad (2.3)$$

The meaning of analytical index for each separate factor of the formation (usage) of investment potential will be determined as the arithmetic mean of standardized factorial indexes. Here with, the weight of indexes will not be considered, which is going to enable to prioritize and introduce to the calculations those indexes, which are necessary for the conduction of research

After accomplishing of the assessment of formation of investment potential and reduction of the threat level, we will determine the efficiency of formation of economic, social and ecological potentials of the branch in the background of real opportunities and threats of the agriculture development. We will determine the efficiency of formation of investment potential of the branch, using the methodic SWOT – the analysis, which can be applied either on the level of separate regions or branches, creating the appropriate matrix (L.V. Petina, T.G. Vermienko). Carrying out the analysis of efficiency of formation of investment potential of the agriculture we will characterize strong points (strength), weak points (weaknesses), possibilities (opportunities) and threats (threats).

The obtained results of research give an opportunity to determine the efficiency of formation of economic, social and ecological investment potentials of the agriculture according to the formula:

$$C_{eff} = \sum^n I_n : \sum^n I_3,$$

where  $C_{eff}$  – the coefficient of efficiency of the formation of investment potentials of the branch;

$\sum^n I_n$  – the sum of points of factorial indexes of investment potentials (stimulants) of the branch;

$\sum^n I_3$  – the sum of points of indexes of investment threats (destimulants) of the branch.

The parameters of assessment of the efficiency of formation of investment potential of the branch have to be:

- high level ( $K_{in} > 1$ );
- medium level ( $K_{in} = 1$ );
- low level ( $K_{in} < 1$ ).

At the second phase of research accomplishing, using the geometrical model and the scale of estimation, we will determine the integral assessment of the level of efficiency of the regional investment politics influence on the formation of the investment potential and investment climate of the branch in such sequence:

1. We will determine the integral coefficients of economic, social and ecological investment potentials [stimulants and destimulants (threats):

$$C = \sqrt{Pp}, \quad (2.4)$$

where  $C$  – the integral coefficient of factorial potential;

$Pp$  – the index of rating assessment of factorial potentials.

2. We will accomplish the assessment of efficiency of investment politics influence on the formation of social, economic and ecological factorial potentials [stimulants and destimulants (threats):

$$I_{eff.} = \frac{\sqrt{CP_1 \times CP_2 \times \dots \times CP_n}}{CT_1 \times CT_2 \times \dots \times CT_n}, \quad (2.5)$$

where  $I_{eff.}$  – the integral index of the assessment of efficiency of investment politics influence on the formation of, separately, economic, social and ecological potentials;

$CP$  – the coefficient of investment potentials – stimulants;

$CT$  – the coefficient of investment potentials – destimulants (threats).

3. The average meaning of integral index of efficiency of investment politics influence on the formation of investment potential of the agriculture will be determined according to the formula:

$$Ic_{eff.} = \sqrt[3]{Iec_{eff.} \times Isoc_{eff.} \times Iecol_{eff.}}, \quad (2.6)$$

where  $Ic_{eff.}$  – the average integral index of efficiency of investment politics influence on the formation of investment potential;

$Iec_{eff.}$  – the integral index of economic efficiency;

$Isoc_{eff.}$  – the integral index of social efficiency;

$Iecol_{eff.}$  – the integral index of ecologic efficiency.

4. The average meaning of integral index of the influence of regional investment politics of the agriculture development on the reduction of investment threats will be determined according to the formula:

$$Ia.t. = \sqrt[3]{Iec.t. \times Isoc.t. \times Iecol.t.}, \quad (2.7)$$

where *Ia.t.* – the average integral index of investment politics influence on the reduction of investment threats;

*Iec.t.* – the integral index of economic threats;

*Isoc.t.* – the integral index of social threats;

*Iecol.t.* – the integral index of ecologic threats.

5. The significant index of assessment of efficiency of investment politics of regional development of the agriculture is the level of the formation of investment climate. Taking into account that on the formation of investment climate influence the cumulative investment potential of economic, social and ecological factors (stimulants) and ecological threats (destimulants), we will determine this index according to the formula:

$$IC = \sqrt{Ic.eff.} - \sqrt{Ic.t.}, \quad (2.8)$$

where *Ic* – the integral index of the formation of investment climate;

*Ic.eff.* – the average integral index of investment politics influence on the formation of investment potential;

*Ic.t.* – the average integral index of investment politics influence on the level of investment threats.

The level of the efficiency of regional investment politics influence on the formation of investment appealing climate in the agriculture during 2010–2017 we will determine according to such scale of assessment (1):

*Table 1*

**The scale of assessment of the level of efficiency of regional investment politics influence on the formation of investment appealing climate in the agriculture**

N/o	The level of efficiency	The average meaning of integral index ( <i>Ic.eff.</i> )
1.	High	> 0,80
2.	Medium	0,60–0,79
3.	Low	0,41–0,59
4.	Crisis	0,40 <

The level of efficiency of the formation of appealing investment climate is determined by:



a) high level – the integral index of the formation of investment appealing climate indicates to the reduction of the level of threats to minimal level and the growth of investment potential of the branch, which ensures high tempos of production, high level of profitability of agricultural output, competitiveness of enterprises and social standards;

b) medium level – is such a level of investment appeal of investment climate, which enables to satisfy the manufacturers' needs in investments for more than half and to ensure the steadiness of growing agriculture development of country regions, to intensify investment activity in rural area;

c) low level – is characterized by insignificant investments in the agriculture development, low competitiveness of agrarian output, insignificant capital investments in the land, low tempos of production;

d) crisis level – is characterized by insignificant volumes of floating assets of agrarian enterprises, by low level of their crediting, by the reduction of volumes of foreign investment of the agriculture, by low profitability and competitiveness of industrial structures, by low level of social standards, by considerable percentage of work force from the rural area.

6. Accomplishing separately the assessment of investment politics influence on the formation of investment potential (*Ig.eff.*) and investment climate (*IC*), we will carry out their general integral assessment:

$$I_{eff.i.i.} = \sqrt{I_{g.eff.} \cdot IC}, \quad (2.9)$$

where *I<sub>eff.i.i.</sub>* – the integral index of assessment of efficiency of investment politics;

*I<sub>g.eff.</sub>* – the average meaning of integral index of the formation of investment potential of the branch;

*IC* – the integral index of assessment of the formation of investment climate.

The parameters of the assessment of efficiency of investment politics have to be:

- high level (>1);
- medium level (=1);
- low level (<1).

Thus methodic-methodological sequence enables to estimate the influence of regional investment politics on the formation of investment potential and appealing investment climate in the agriculture gradually, to estimate the level of increase of social standards of population of the rural areas and to conduct the integral assessment of influence of regional investment politics on the development of agriculture, which according to the data of general Conclusion, can be effective or ineffective.

**Conclusion.** The suggested methodological and methodic approaches to the assessment of efficiency of regional investment politics of the agriculture development are based on the principles, which characterize the growth of branch and are

determined by the totality of economic, social and ecological factors with consideration of threats and opportunities. The methods, which will be used in the process of research, enable to estimate the influence of investment politics on the formation of investment potentials of the branch gradually, the reduction of investment threats and to accomplish the integral assessment of efficiency of the implementation of state investment politics of the agriculture development, which is going to allow to make the general conclusion to its efficiency of influence on the development of agrarian branch.

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## **SOME «TRAPS» OF HUMAN CAPITAL DEVELOPMENT UNDER THE CONDITIONS OF GLOBAL SOCIAL TRANSFORMATIONS**

*The article is devoted to the designation of «traps» in the development of human capital. It is shown that the influence of globalization gives rise to contradictory transformational changes in societies that form negative effects and hidden «traps». Faced with them, the development of human capital becomes ineffective, slows down, exerting a negative impact on economic and social processes in society. On the basis of conceptual approaches to the interpretation of human capital, its structure and factor determination, as well as analysis of statistical data, the following main «traps» are highlighted: low wages, low motivation for work, the loss of higher education status of an investment tool in human capital, inequality, poverty and qualification inflation. The deep connection of economic processes of human capital development with education as a process and a social institution is shown.*

**Keywords:** *human capital, education, transformation, «traps», poverty*

**Relevance of research topic.** The modern world is a unity of modernization, transformation, reformation processes, accounting and understanding of which is of theoretical and practical importance today. An analysis of the situation indicates that the changes cover the entire social system, all types of social relations. And it is precisely thanks to these two factors that the idea of the practical use of the transformational paradigm, which not only makes it possible to comprehend the ongoing processes, but also to find optimal solutions in the framework of the strategies of social institutions and social actors, has become increasingly widespread.

The problems of modern social transformations are problems that are comprehensive. And the key subsystems in this regard are no exception. All the key subsystems of society – political, economic, educational, social, legal, etc., are such subsystems that are directly affected by the flow of social changes and thereby come to the need to adjust their own development strategies.

It is important to understand that the target aspects of the activity of social subsystems are aimed at progress in the development of the social system and its key components, as well as improving the efficiency of their functioning. One of these components is human capital, which is seen as some kind of tool for the functioning of society, the characteristics of which are often used to answer the question of successes or losses of certain countries. «Today, human capital is a decisive factor in ensuring the competitiveness of the national economy, economic and social development... Lack of the attention to human capital development leads to significant public expenditures, which damages people's well-being, limits opportunities for sustainable growth and management effectiveness» [9, c. 53].

Speaking about transformations, one should remember the interconnectedness of the ongoing changes: the transformations of the end-to-end global parameters of social systems inevitably give rise to end-to-end social problems, which together determine the inconsistency of transformational processes in modern global conditions. As a result, it becomes obvious that transformations give rise to various effects that are contradictory and form «traps» that make it difficult to achieve positive transformational effects.

**Formulation of the problem.** Under the conditions of such social transformations, a number of contradictions are formed that require their study and solution. Among them is the contradiction between the innovative dynamic development of society and the negative latent consequences of this process. In this aspect we can talk about the problem of the development of human capital by modern means and the situation of a large number of «traps» that turn out to be components of this development. As a result, the problem lies in the objective need for the further development of human capital using globalization and transformational mechanisms and the lack of understanding of the means to minimize the problems and negative consequences that accompany this process, which are largely related to the local features of the life of modern societies.

**Analysis of recent researches and publications.** The phenomenon of human capital is one of those that have deep scientific prerequisites for analysis in the past and a modern interpretation. Thus, the active development of the theory of human capital is characteristic of the late 50s and early 60s of the 20th century (J. Mincer [19], L. Tourow, B. Weisbrod, M. Fisher, W. Bowen, T. Schulz [20], G. Becker [16; 17], L. Hansen, J. Clark and others). It should be noted that the leadership in substantive interpretations during this period belongs to economic emphasis, which is an important marker for modern research on the «traps» of the development of human capital.

Important research questions at that time were also issues of factor determination of the processes of development of human capital and its components. This aspect is also important for understanding the possible mechanisms for avoiding «traps» in the development of human capital.

The sociological approach to the analysis of human capital was formed under the influence of the works of such scientists as L. Hanifeng, J. Homans, J. Jacobs, G. Lowry, R. Putnam, M. Skiff, R. Burt, P. Bourdieu, J. Coleman [5], N. Lin, M. Woolcock, A. Portes, J. Sensenbrenner and others. They examined human capital in a wide field of social interactions and institutional influences.

Since the second half of the twentieth century, the problems of the development of human capital have been actively included in the field of scientific developments of domestic scientists. Among the researchers of this issue, one can name the following scientists: V. Antonyuk, L. Beztelesna, V. Bliznyuk, D. Goddess, O. Grishnova [2], M. Dolishny, G. Yevtushenko, T. Kir\_yan, A. Kolot, T. Kostishina, V. Kutsenko, E. Libanova [8], V. Lisak, S. Mocherny, V. Onikienko, A. Pokrytan, V. Primak, E. Prushkovsky, L. Semiv, M. Semikina, M. Sokolik, I. Soroka, G. Tarasenko, S. Tyutyunnikova, A. Chukhno and others. The publications of these scientists provide a detailed description of human capital, highlighted its main components. The questions of influence of crisis manifestations on the human capital is the zone of respect O. Brintsevo, L. Galkiv, D. Melnichuk, N. Paraluti, T. Housechildt and in.

An analysis of the publications of these and other authors allows us to conclude that in the development of researchers there are several main aspects of analysis: the essence of human capital, its components, influence factors and the resulting effect. However, the issues of hidden barriers and latent effects on the path of human capital development processes in the context of globalization remain only slightly affected.

**Setting objectives.** The purpose of the article is to characterize the main «traps» of the development of human capital in the context of glocalization.

**Presenting main material.** Human capital, as analysis shows [10; 12], is a complex phenomenon whose connotations have two main accents – economic and sociological. These accents initially determine its essence and pay attention to the key institutional aspects of its analysis.

To understand the «traps» that are constructed in society in the process of development of human capital, it is necessary to turn to the conceptual foundations of each of these aspects. So, T. Schulz argued that «the concept of capital stems from the presence of something really existing that has the economic ability to provide services in the future that have a certain cost...» [20, p. 48]. J. Kendrick defined the category «capital» as «the ability for a certain period of time to create a product and income, including non-market forms of income» [4, p. 31]. Such definitions can be found of many economists.

It is evident in the analysis of the economic connotation of the human capital is an emphasis on economic benefits, which can be considered both on a micro- and

macro-scale. In the first case, we are talking about micro-subjects of economic activity (individuals), and in the second, macro-subjects. In the macroeconomic aspect, the human capital is seen as an element of national bugging.

Studies of the impact of human capital on national wealth have shown that in the 20th century, the accumulation of human capital outstripped the rate of accumulation of physical capital. Thanks to this fact investments in people began to be regarded as a source of economic growth, and no less important than «ordinary» investments.

However, the economic effects of the development of human capital are always social. That is why Becker believed that human capital is everyone's stock of knowledge, skills, motivation [16; 17]. Investments in it can be education, the accumulation of production experience, health protection, geographical mobility, information search.

Coexistence in the concept of human capital of economic and social aspects is reflected in the parameters of its measurement. That is why a broader integrated indicator of human capital assessment is a human development index.

Human Development Index (HDI, until 2013 «Human potential Development Index») – an integral indicator which calculated to measure living standards, literacy, education and longevity as the main characteristics of the human potential of a given territory.

Even at first glance, the fact of the inextricability of the economic and social components of human capital is obvious. It's allows us to assume the existence of «traps» in the development of human capital of three types: economic, social and mixed. In favor of the latter are says the classical works of scientists. So, in his work «The Production of Human Capital and The Lifestyle of Earnings: Variations on a Theme» (1994) [19] J. Mincer estimated the contribution of education and the duration of labor activity to human capital. Based on US statistics of the 1980s, J. Mincer obtained the dependencies of human capital efficiency on the number of years of general education, professional training, and the age of the employee. In his work, there is a fairly obvious result: workers with higher education and higher qualifications have higher incomes and a higher level of accumulation of human capital [19].

In general «3 types of indicators are taken into account when calculating the index of human development: life expectancy – estimates longevity; the level of literacy of the country's population (average number of years spent on training) and expected length of study; standard of living» [18]. Thus, by measuring the human development index through these indicators, scientists focus on direct and indirect economic indicators and educational parameters. In the context of our study, this also draws attention to potential zones of «traps» in the development of human capital. However, an important point in the scientific study of these aspects is its factor determination.

Human capital is a phenomenon that is influenced by culture, education, and state politics. In addition, «if there are institutional changes in the country, then the whole socio-political system changes, the thread of traditions breaks, the usual way of life is destroyed, the conditions of cultural and social reproduction change» [9, p. 58], it directly contributes to the destabilization of human capital development processes and the formation of «traps» in this area.

A thorough analysis in this direction is presented in the monograph of Ukrainian scientists «Human Development in Ukraine: Minimizing Social Risks» [8]. Its authors emphasize that the social realities of today are characterized by increased risks associated with economic downturns, demographics, political crises and the imperfection of management decisions. These risks do not bypass any social group and affect the overall level of human development.

Thus, human capital at substantive, structural and factor levels is seen as the unity of economic and social parameters that determine the leading areas of our search for «traps» in its development.

In economic aspect, first of all, we can talk about structural and professional imbalances, asymmetries, institutional «traps», which are most often relevant for countries, where the education sector develops autonomously from the manufacturer, and the benefits of citizens differ significantly from the requirements of the labor market.

Very relevant in this perspective is the «trap» of low salary. It disproves the widespread claim that earnings correlate with educational level. «The number of economically inactive people with higher education aged 15–70 years in 2018 in Ukraine amounted to 3.6 million people, every third of whom fulfilled their household duties. A large part of the above category of people were unemployed persons of working age who stopped their active job search because they lost hope of finding it (desperate), and those who did not know where and how to look for a job and were convinced of the lack of required work. Thus, the level of economic inactivity of persons aged 15–70 years with full higher, basic higher and incomplete higher education during 2014–2019 was in the range of 21.8–23.6%; 42.0–47.7% and 31.6–32.9% respectively. In the favorable conditions these individuals could realize their educational potential in the labor market» [3].

After obtaining a visa-free regime, qualified Ukrainian specialists have the opportunity to get a high-paying job in the EU countries. This is due to the fact that in the OECD countries, adults with higher education can count on incomes that are 46% higher than the incomes of adults with secondary education. The OECD average is 57%. Salaries of people with master's or doctoral degrees in Latvia are 64% higher than those with secondary education. In turn, in the OECD average, the difference between the salaries of masters or doctoral students and those with secondary education is 91% [15].

Moreover, in the EU, the unemployment rate for people with low levels of education in 2018 was 12.5%, and for people with higher education – 3.9%. The gap in unemployment rates for these two education levels in the EU has widened from 2002 to 2018 from 5.8 percentage points (pp) to 8.6 pp. Among the EU Member States, this gap was particularly noticeable in 2018 in Slovakia (24.8 pp), Lithuania (16.4 pp) and Latvia (13.3 pp), while the gap was the narrowest in Cyprus and Portugal (both 2.2 pp)» [15].

Thus, the «trap» of wages is one of those that, with the positive tendencies of Ukraine's integration into Europe, reduce the country's human capital.

The «trap» of low pay in Ukraine, in turn, determines the «trap» of low motivation. Low motivation does not contribute to further vocational training or retraining, but this is due to objective reasons. First, new professions are emerging, most of which did not exist 50 years ago. «According to the World Bank's Skills for Contemporary Ukraine survey, almost 70% of firms surveyed confirmed that graduates of general (including higher) and vocational education did not have practical skills or current knowledge; more than 58% reported lack of types and levels of skills required by employers; 55% – actual knowledge» [14].

Secondly, the time lag for changing technologies and radical technological changes in social production is reduced, which also requires the adaptation of a person to new conditions and correspondence to his new professions.

Third is the excessive demand for «easy» higher education. Globalization processes have taken the higher education monopoly on knowledge. It is no longer regarded as expert knowledge today. Therefore, having a higher education does not mean high qualification.

As a consequence of the above traps, there is a risk of loss of higher education as a tool of investing in human capital and increasing of individual competitiveness.

Such a symbiosis of factors contributes to the production of low-quality human capital, which becomes a risk factor for both individual and socio-economic development of the state.

Another group of «traps» in the formation and development of human capital is linked to inequality in society. Lines of inequality are quite diverse, but in the context of considering the «traps» of human capital development, an important marker is the standard of living of the population. And here we can talk about the phenomenon of poverty.

It is well known that poverty is «a characteristic of the economic situation of an individual or a social group, in which they cannot satisfy a certain range of minimum needs necessary for life, preservation of working ability, and procreation» [13]. On the one hand, such a broad definition already contains «traps» for using it in practice. After all, this raises the question of the nature and extent of minimum needs, as well as in understanding the category of «life». One thing is obvious – many sectors of the vital activity of social entities fit into these broad and relative categories for use. One



of them is educational strategies, which are considered today as a social «elevator» with all its «breakdowns» and «stops».

For example, in Ukraine poverty very often indicates sufficiently educated and qualified employee. This situation is explained by the low cost of labor. The salaries of the majority of employees do not perform stimulating, motivational or reproductive functions. «In Ukraine as a whole, the share of wages in the income of the population is about 40%, while in some regions it is barely reaching 30%. In October 2018, the average salary of full-time employees in Ukraine amounted to UAH 9218, which is 2.2 times the actual subsistence minimum in October 2018, calculated by the Ministry of Social Policy for able-bodied persons, including the amount of mandatory payments, and 2.5 times the minimum wage (3723 UAH). In Ukraine, there remains a significant proportion of workers whose monthly wages do not exceed the statutory minimum level. Thus, in December 2017, 6.6% of employees received wages up to 3200 UAH, 20.7% – in the amount of 3200 to 4000 UAH (the minimum wage during this period was 3200 UAH, the actual living wage for employees – 3189 UAH – *authors' note*). The minimum wage was practically coincided with the actual subsistence level [11].

Thus, one of the manifestations of the «trap» of inequality is poverty, which, given the level of wages, also applies to highly skilled workers.

Another manifestation of the «trap» of inequality in the development of human capital in Ukraine is qualifying inflation. «When many people with diplomas appear in an area where higher education is unnecessary, the employer starts raising rates. The education of a potential employee is depreciated. They were required additional degrees or diplomas» [9, p. 60]. As a result, finding a job becomes more difficult. R. Collins said in his study, «Mass education as a victim of technological development»: «... a waiter or a bartender with a college degree is quite commonplace, isn't it?» Seventy years ago, no one in the United States could have thought this possible. Today, there are so many people with diplomas that a solid restaurant or bar can afford to say that we will not even consider those who have no college education...» [6].

As a result, this «trap» of human capital development is manifested in the fact that increasing the overall level of education and increasing the number of years of education lead to more competition for jobs and their overall under-supply for differentiated levels of education. Thus more and more people receive higher levels of education, qualification requirements also increase.

As in the case of human capital in general, in the analysis of the «traps» of poverty attention should be paid to the factors influencing it. This can be key to identifying these types of «traps» and overcoming them.

As the researchers note, «poverty is the result of diverse and interrelated causes that are grouped into the following groups:

- economic (unemployment, low wages, low labor productivity, uncompetitiveness of the industry),
- socio-medical (disability, old age, high incidence),
- demographic (single-parent families, a large number of dependents in the family),
- socio-economic (low level of social guarantees),
- educational qualifications (low level of education, insufficient professional training),
- political (military conflicts, forced migration),
- regional-geographical (uneven development of regions)» [1, p. 10].

Obviously, education in this interpretation is considered as a possible cause of poverty. And here one of the «traps» arises, since analytical reports often mention poverty as a limiter of access to quality education, and, therefore, a determinant of its low level.

Without a doubt, education, and especially high-quality education, is the value of any society, however, active discussions are still ongoing about the essence of this phenomenon. It is recognized that quality education is a category that inherently reflects various aspects of the educational process – philosophical, social, pedagogical, political and legal, demographic, economic, etc. This concept integrates the properties and characteristics of the educational process and their results that satisfy educational needs all subjects – from society as a whole – to the individual.

For us this may mean first of all the relativity of the use of the categories «quality education» and «poverty» in combination with each other, as well as the recognition of the fact of their mutual determination. The recognition of such a fact, in our opinion, is fundamentally important from both a theoretical and a practical point of view. Indeed, often the programmatic provisions of access to quality education turn into slogans because of a lack of understanding of the requirements for meeting the conditions of quality education. Here we are talking about the material and technical side, and about the general cultural, worldview, social, etc. After all, inclusion in a quality education implies a willingness to develop with it, which leads us to another «trap» of the problem under consideration – not only access is necessary, but also willingness (potential, compliance) to «be» in it. And here we should talk not only about formal indicators of poverty as limiters of access to quality education (although they cannot be ignored, they still play a serious role in solving this circle of problems), but also the state of consciousness of social actors, their attitudes and goals. After all, there are studies showing that it is precisely the lack of ambition of parents in relation to their children that can cause the rejection of high-quality educational practice [see, for example, 7]. Therefore, the problem of the impact of poverty on access to quality education can be considered as integrated with a number of other factors.

**Conclusion.** Thus, human capital is one of the effective and multifaceted tools for developing countries. The volume of social and human capital in a country is regarded as an indicator of the quality of life and sustainability of the economy. The analysis has shown that in the conceptual parameters of the essence, structure and functions of human capital there are two main emphases: economic and sociological. This allows to distinguish economic, social and mixed «traps» of human capital development. It is obvious that they are interconnected. That is why the issues of overcoming human capital development problems must be complex. Education plays in these processes an important role.

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## **CURRENT TRENDS IN THE DEVELOPMENT OF SOCIAL AND LABOR SPHERE IN UKRAINE**

*The paper examines the state of the social and labor sphere in Ukraine in 2004–2019. The Index of the state of the social and labor sphere is proposed, which will ensure timely tracking of the dynamics of its key parameters: average monthly wages; level of economic activity; the share of the population employed in the informal sector of the economy in the total number of the employed population; the share of workers who carry out work in conditions that do not meet sanitary and hygienic standards in the number of full-time employees. It is determined that the last 15 years have been quite complicated for Ukraine, it can even be argued that the crisis phenomena in all spheres of life were of a permanent nature. Asymmetries in the social and labor sphere of Ukraine do not provide sufficient opportunities for the productive use of human capital, while not providing sufficient resources for its reproduction. This leads to an increase in the migration processes, especially to the EU countries.*

**Key words:** social and labor sphere, monitoring, economic losses, integration of labor markets.

**Relevance of research topic.** The question of the productive use of human capital as one of the most powerful factors of economic growth in the 21st century is traditionally one of the most urgent. The processes of formation of both labor potential and development, use and preservation of human capital, we propose to consider the three-way system «education-health care, social and labor sphere». Within this system, the social and labor sphere provides productive use and financial resources for the processes of reproduction of human capital, the educational system – the processes of transfer of knowledge from generation to generation, the formation of the intellectual component of society, and the health care system – maintaining health and efficiency at proper level. Therefore, there is a logical question whether the current Ukraine

is moving in the socio-economic development and whether there is now progress in human development. Is there an expansion of opportunities for the productive use of human capital, its development and preservation? In this study attention is focused on the processes that take place in the social and labor sphere in Ukraine, analyzes the dynamics of key indicators and asymmetries, which lead to a decrease in the efficiency of the use of human capital, and the deepening of the processes of digitization in this area.

Therefore, the **purpose of this paper** is to study the state of the social and labor sphere in Ukraine, as well as to develop the Index of the state of the social and labor sphere, which will ensure timely tracking of the dynamics of its key parameters.

### **Formulation of the problem.**

In the context of development the Index of the state of the social and labor sphere, the following three aspects are crucial: the definition of the list of indicators that will be used as the basis for the calculation of the index, the base year for which the normalization of indicators is taking place and their subsequent change, as well as the method of calculation of the integral indicator from taking into account factors-stimulators and factors-de-stimulators.

Given the possibility of obtaining reliable and comparable data, as well as objective socio-economic conditions in the economy of Ukraine, as a basis it was select 2004. Then there was a certain improvement in the socio-economic situation in Ukraine, a certain expansion of the human capacity in the socio- the labor sphere. Thus, according to the proposed methodology of calculation, the dynamics of indicators of the social and labor sphere is researched in comparison with 2004; accordingly the achieved values of this year are the normalization of indicators. We propose to calculate the index of the state of the social and labor sphere as average geometric, taking into account the need to ensure adequate consideration of the influence of all indicators on the dynamics of the integral indicator. The proposed index combines the following indicators: average monthly wage, euro (stimulator); level of economic activity, % (stimulator); the share of population employed in the informal sector of the economy in the total number of employed population, % (de-stimulator); the share of workers who carry out work activities in conditions not complying with sanitary and hygiene standards, % to the number of registered staff (de-stimulator). In order to ensure comparability with other European countries, the average monthly salary in Ukraine is calculated in euro in accordance with the hryvnia rate in the period under investigation. It should be noted that the majority of employees of the informal sector of the economy are engaged in agriculture, hunting, forestry; fishing, fish farming. That is, they perform mostly simple, unskilled labor, which does not require the purposeful formation and accumulation of human capital.

Consequently, the proposed Index of the state of the social and labor sphere ( $I_{SLS}$ ) is calculated according to the following formula:

$$I_{SLS} = \sqrt[4]{I_W \times I_{EA} \times \frac{1}{I_{NE}} \times \frac{1}{I_{HC}}},$$

where  $I_W$  – basic growth rates of wages;

$I_{EA}$  – basic growth rates of economic activity;

$I_{NE}$  – is the basic growth rate of the population employed in the informal sector of the economy in the total number of the employed population;

$I_{HC}$  – is the basic growth rate of the share of workers who carry out work in conditions that do not meet sanitary and hygienic standards in the number of full-time employees. The last two indicators are de-stimulators and have an inverse effect on the dynamics of the Index of the state of the social and labor sphere.

### **Analysis of recent researches and publications**

Current changes in the social and labour sphere and, accordingly, the development of researches in this area, occur in accordance with such global trends as digitalization, globalization processes, the integration of national labor markets and educational services. Experts of the «New Economy and Society Center» (World Economic Forum, 2018) conducted an on-line survey of companies and identified trends in the workforce for 2018–2022, most of which are directly related to the spread of information technology: rotation, change of geography of production, distribution and target chains; change in the types of employment under the influence of information technology; automation of business processes, reduction of the total number of working hours performed by people; employment transformation (the emergence and disappearance of occupations, jobs, increased demand for professions, which involve increased use of technologies – training automation specialists, experts in the analysis of large data, experts in process automation, information security analysts, user experience and human resources – designers interactions with machines, robotics engineers and blockers specialists), rapid obsolete skills and increased training needs for workers with the most greater risk of technological change. In addition, the study found that the driver of change that has a positive impact on business growth is four technological advances: widespread high-speed mobile Internet; Artificial Intelligence; widespread use of large analytical data; and «cloud» technologies.

The processes of transformation of the social and labor sphere in the new, digital economy investigated by Bell (1973), Wallerstein (2004), Castel (2002), Kolot (2015), Lyashenko (2018) et al.

The issues of transformation of the social and labor sphere and its monitoring are also indicated by other authors. Kassi and Lehdonvirta (2016) studied the labour markets are thought to be in the midst of a dramatic transformation, where standard employment is increasingly supplemented or substituted by temporary work mediated by online platforms. Significant changes in the global labor market and the spread of gig employment is also evidenced by the dynamics of the Online Labour Index, a new economic indicator that provides the online gig economy equivalent on conventional labour market statistics. It measures the utilization of online labour across countries and occupations by tracking the number of projects and tasks posted on online gig platforms in near-real time. As of December 2018 compared to December 2016, Online Labour Index increased by + 19.6 percentage points, in some periods it was 139.8 (May 2017). It should be noted that the index is normalized so that 100 index points on the y-axis represents the daily average number of new projects in May 2016 (The iLabour Project, 2020). This indicates significant changes in the global labor market that must be considered now.

Thus, for the monitoring of the state of the social and labor sphere, it is important to construct an integral index that would take into account not only common indicators such as wages or economic activity, but also the problematic aspects of functioning of this market, such as the spread of informal employment, an increase in the proportion of workers who carry out work in harmful conditions. Important is also the consideration of modern trends, such as the gradual increase in the level of digitization of the economy.

### **Presenting main material**

The study of the dynamics of the state of the social and labor sphere in accordance with the current trends in the labor market, was conducted in response to the evolutionary processes that were inherent to it. Speaking about the changes that have taken place in this field in Ukraine from the beginning of the 21st century, it is worth emphasizing firstly, the following trends (table 1).

*Table 1*

### **Changes that took place in the social and labor sphere in Ukraine from the beginning of the XXI century to the present**

Period	Trends in the social and labor sphere
2000–2007	Gradual economic growth and improved labor market performance: an increase in average wages and the emergence of new vacancies due to the gradual increase in the volume of service delivery and production of goods
2008–2009	Reducing opportunities for productive employment, rising unemployment against the background of the economic crisis



Period	Trends in the social and labor sphere
2010–2013	Partial recovery of the economy after the crisis, gradual improvement of the labor market situation. The gradual emergence of new professions and the modification of existing ones under the influence of the digitalization of the economy
2014–2017	Political, military, socio-economic crisis, which caused not only the reduction of macroeconomic indicators, but also a significant deterioration of the situation on the national labor market, the strengthening of migration trends. More and more Ukrainian workers most often in the age of 26–45 are temporarily or permanently employed in EU countries, mainly in Poland, Germany, Czech Republic and Italy. In these circumstances, the tendencies of digitization and intellectualization of labor and new opportunities can't be fully realized in the social and labor sphere
from 2018 to present	Further introduction of digital technologies in all spheres of life. Gradual, albeit very slow economic growth. High levels of political instability and unpredictability

For Ukraine, the gradual spread of global trends is quite typical against the backdrop of a powerful national context, the main component of which is the strong influence of the crisis phenomena in the economy that is most strongly manifested from 2014 to present.

Crisis phenomena in the social and labor sphere cause the spread of such violations by employers (Kolot, 2012): dismissal for tendentious reasons (repeated failure to perform labor duties, inconsistency of competencies of the employee with existing requirements based on the results of attestation); coercion to release on his own volition instead of dismissal for a reduction in the number or state with payment of compensation; change in the terms of the employment contract (reduction of wages, reduction of expenses for creation of safe working conditions, re-appointment of an employment contract with a termless one); failure to pay or untimely payment of wages; incomplete calculation at the time of dismissal; the introduction of atypical working time schedules that meet the needs of employers; work above normal without pay or compensation.

In times of crisis for the country, a noticeable decrease in the indicators-stimulators and the growth of indicators-destimulators (table 2).

Thus, the average wage is down by -25.1% in 2009 compared to 2008 and -21.8% in 2015 compared to 2014; a decrease in employment by -3,7 percentage points in 2014 compared with 2013. And accordingly, under the influence of the crisis phenomena in the economy, in 2014, as compared to 2013, the share of the population employed in the informal sector of the economy in the general the number of the employed population by +3,6 percentage points.

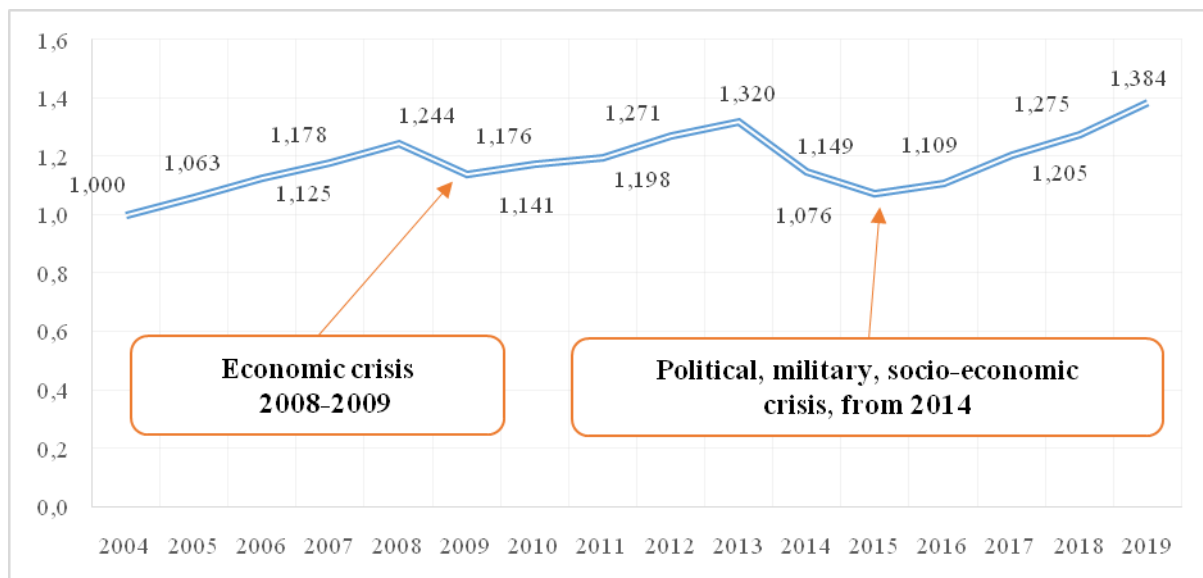
### Dynamics of indicators of social and labor sphere in Ukraine in 2004–2019

Year	Average monthly salary, euro / month	Employment rate of the population aged 15–70 years, %	The share of the population employed in the informal sector of the economy in the total number of employed population, %	The share of workers who carry out work in conditions not complying with sanitary standards, % to the number of registered staff
2004	89,3	56,7	19,2	26,9
2005	126,1	57,7	21,3	27,4
2006	164,3	57,9	22,3	27,5
2007	195,3	58,7	22,3	27,5
2008	234,3	59,3	21,8	27,5
2009	175,4	57,7	22,1	27,8
2010	213,6	58,5	24,2	27,8
2011	238,7	59,2	24,5	28,9
2012	296,1	59,7	24,1	28,9
2013	309,3	60,3	21,5	29,5
2014	221,4	56,6	25,1	29,5
2015	173,1	56,7	26,2	28,9
2016	183,2	56,3	24,3	28,9
2017	236,8	56,1	22,9	28,4
2018	276,0	57,1	21,6	28,4
2019	362,6	59,3	21,3	28,4

*Source: State Statistics Service of Ukraine (2020).*

The dynamics of the Index of the state of the socio-labor sphere is rather vividly reflects the impact of crisis phenomena on the sphere of labor, their cyclicity (Fig. 1).

The last 15 years have been quite complicated for Ukraine, it can even be argued that the crisis phenomena in all spheres of life were of a permanent nature.



*Fig. 1. Dynamics of the Index of the state of the socio-labor sphere in 2004–2019*

## Conclusion

Existing asymmetries in the social and labor sphere of Ukraine do not provide sufficient opportunities for the productive use of human capital, while not providing sufficient resources for its reproduction. This leads to an increase in the migration processes to other countries, especially the countries of the European Union such as Poland, Germany, Czech Republic.

In this context, it is obvious that for the labor markets of Ukraine, Poland, Germany and the Czech Republic there will be widespread integration, which is associated with objective reasons such as close geographic location, close socio-economic and cultural ties, the possibility of building cooperation in the social and labor sphere on mutually beneficial grounds. However, for this purpose, many measures have yet to be taken to harmonize Ukrainian legislation with the legal norms of the EU countries, ensuring the maximum level of unity in socio-economic and cultural matters.

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## **EXTENDING THE OUTLOOK OF THE FUTURE TEACHER WITH THE HELP OF MUSEUM MEANS**

*The article shows the possibilities of using museum-pedagogical information in the content of future teachers' professional training. The ways of introduction of the museum-pedagogical component in the context of the main types of activities of students in higher education with consideration of the pedagogical specialty are proposed and their effectiveness is determined.*

**Keywords:** *outlook, museum, museum pedagogy, museum information, professional training of future teachers.*

### **Relevance of research topic.**

The training of a highly qualified teacher is a problem not only for the higher pedagogical school but also for the society and the state as a whole. Each country is interested in preparing a galaxy of new education teachers who would be able to provide not only a quantitative fulfillment of compulsory education tasks but also raise the level of education and culture of its citizens.

Modern society sees the role of education in the comprehensive development of the individual, one of the important characteristics of which is a broad outlook. This is especially true of the teacher, who should be a role model for his students, a man of encyclopedic knowledge, which he is constantly updating and improving. In addition, the teacher directly affects the level of development of their students, as well as their outlook.

### **Formulation of the problem.**

One of the resources for improving the professional training of future educators, both in content and in results, may be the use of museum facilities, because «a museum is a unique space saturated with a high power of informational and emotional interaction, built on the principles of dialogue of cultures separated in time and space. Due to its intrinsic traits, it has exceptional potential for influencing the individual, shaping his or her outlook and spirituality» (Stolyarov, 2004).

### **Analysis of recent researches and publications.**

Well-known Ukrainian theorists and practitioners of pedagogical education (O. Bondarevskaya, V. Galuzynsky, M. Grinyova, M. Yevtukh, E. Zakharchenko, I. Ziazun, I. Prokopenko, L. Khomich, and other scientists) point to the numerous advantages of forming new generations of educators in the cultural environment, including the museum. They emphasize the development of the general and pedagogical culture of future teachers, as the basis of professional self-assertion and self-realization of the future specialist.

For the modern stage of educational development, the revival of the tradition of working with children and young people on the basis of museum collections in accordance with age and educational needs has become noticeable. There is an active development of museum pedagogy – a «pedagogical discipline that studies ways of developing a humanistic worldview based on spiritual values, as well as the specifics of the intellectual, ethical and aesthetic development of the individual in the process of museum communication» (Udovichenko, 2017).

It is reasonable to think that the museum environment, filled with deep value content, deserves widespread use in educational practice, including the educational environment of a pedagogical institution of higher education. Some studies at the scientific level proved the effectiveness of the use of museums in the process of professional education of future educators: E. Hooper-Greenhill (2007) presented the modernist experience of foreign scientists conducting training sessions with schoolchildren and students in the museum environment; O. Karamanov (2014) presented as an alternative to the classroom-teaching system, an educational space that promotes the involvement of museums in the processes of continuous integration of knowledge, stimulates the development of the tourism industry and leisure, alters the psychological setting of the individual in the learning process as an important factor in their own development; N. Karapuzova, Y. Pavlenko (2018) substantiated the effectiveness of the use of museums of pedagogical profile in the professional training of future elementary school teachers; I. Melnychuk (2017) analyzed the method of using museum pedagogy in the professional training of future teachers of natural sciences.

Despite the aforementioned scientific and theoretical achievements, in practice museum funds are not yet sufficiently used in the professional training of future teachers. It requires focused, systematic and consistent work on the use of museum potential for the professional development of future teachers, including the broadening of their outlook.

The purpose of the publication is to analyze the possible ways of introducing museum information into the content of future teachers' professional training and to determine the effectiveness of the museum-pedagogical component in the context of the student's main activities while studying at a pedagogical institution of higher education.

### **Presenting main material.**

The Dictionary of Ukrainian Language (2018) gives such definition of the concept of «outlook» – the volume, breadth of ideas, knowledge, interests. The breadth of a person's outlook, therefore, depends on the level of mastery of literacy, education, and upbringing, which undoubtedly affects the value orientations and behavior of the person in the future.

Object-by-nature, a museum environment filled with deep value content and specially adapted for perception by different categories of educational recipients, deserves widespread use in educational practice, including the pure and educational space of vocational and pedagogical education.

The advantages of expanding the outlook of future educators in the museum environment, in comparison with the traditional one, seem to us obvious: since different types of professional competences a student acquires not only in the study of academic disciplines, not only in the process of interpersonal communication, but also due to the influence of the subject world, which is away from the subject world.

Immersion of the pedagogical profession into the world of culture is easy and especially easy in the museum, where there are unique opportunities to influence all the diversity of feelings. It is as a result of such a combination that adequate cultural identification of the individual, transformation of cultural customs and formation of moral attitudes occurs. Thus the museum becomes a platform for dialogue of epochs, cultures, peoples, and the future educator – the active participant of these processes, thus expanding its outlook.

Traditionally, for all pedagogical disciplines, common subject-oriented sources of content are defined: current normative documents, classical and modern pedagogical theories, concepts, domestic and foreign pedagogical journalism, works of eminent representatives of education and school, as well as electronic resources, electronic platforms, (Sadovaya, 2016, p. 52].

That is, the printed word is the most common and at the same time abstract means of conveying information and mastering educational content.

The method of transmission and capture of museum information is quite specific. It is concentrated in a kind of museum environment. Its main information and resource unit is the museum object – a phenomenon that has the characteristics of uniqueness and historicity, which can be considered as a cultural object in general, as the primary source of scientific knowledge and as a special effective means of pedagogical influence.

Information potential of a museum object is formed by the synthesis of sociological, semiotic, psychological and applied models of communication. At the same time it is both material and spiritual carrier of various data on the shape, color, size, weight, origin, methods of manufacture, features of life, the owner of the object, the tradition, beliefs and even feelings of people, etc.

V. Sabov (2015), comparing the traditional way of transforming information (letter-reading) with the so-called «museum» (using real things and exposition messages, illustrations), emphasizes the advantages of the latter. The author emphasizes that museum objects are a special kind of sources where information is encoded differently than in written documents; «As a monument of history and culture, a museum object is always directly involved in the historical process, being part of it, giving meaningful first-hand information.»

In our opinion, the use of museum-pedagogical information in the content of future teachers' professional training should be carried out in the context of the content of the main activities in higher education (educational, scientific, educational), take into account the specialties and specialization, which is mastered by the student.

Thus, during the study of different academic disciplines and during the classroom, independent work, students perform the task of working on museum collections; Teachers build the content of lectures, seminars, practicals and laboratory classes using museum exposition (or individual museum items) as a means of identifying and interpreting the content of professional disciplines.

In the context of research activities, the implementation of research tasks on the materials of museums is envisaged; selection of materials for abstracts, coursework, diploma papers, articles, reports in museum collections and during search expeditions; participation in scientific conferences, student groups working at museums or discovering museum-pedagogical topics.

Undertaking educational activities in the museum environment for the purpose of professional-psychological, patriotic, ethical, aesthetic, moral, spiritual, ecological, national upbringing of students, of course, has high efficiency and is marked not only by a fruitful but also fascinating manifestation of university life.

Particularly positive is the introduction of free choice of students – modern and progressive – «Museum Pedagogy» into the curriculum of future teachers of the discipline (at the Korolenko National Pedagogical University of Poltava, taught since 2017–2018 on the speciality of «Primary Education» (V. G. Korolenko PNP, 2017). This discipline helps future primary school teachers to understand the importance of museum influence on harmonic development of children of primary school age, reveals the theoretical and methodological principles of museum and educational activities in schools and highlights the museum and excursion opportunities of the hometown.

Experimentally, it has been proven that the use of the museum component contributes to the improvement of the professional training of future teachers as a whole, and in particular the widening of the students' outlook.

The basis of the experimental base was the museum complex of the Poltava National Pedagogical University named after V. G. Korolenko. Independent museums of Poltava city, separate museums of educational establishments of I–III degrees of Poltava and electronic museum communications were also used during the experiment.

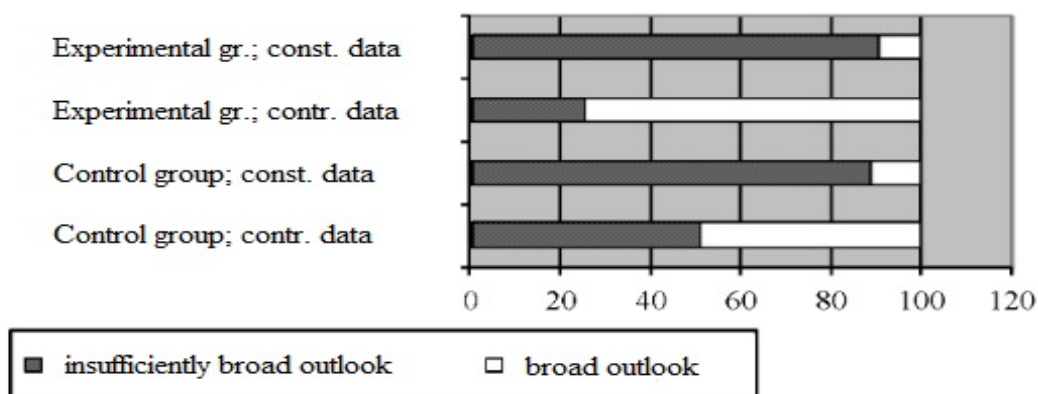


The experiment involved the introduction of a system of use of the museum component in the professional training of future teachers through the implementation of specially developed technology, which is complex in nature and requires constant step-by-step implementation of pedagogically expedient measures (forms, methods and techniques) in the classroom and extracurricular work. In particular, there were explanatory discussions aimed at understanding the role of museums in their personal and professional development; future teachers were involved in a variety of activities in the museum environment, which required a research and creative search position. For example, in the course of studying general pedagogical disciplines and professional techniques, teachers, together with museum educators, conducted a series of museum excursions, during which future teachers were involved in discussing the exposition, stimulating judging of all new things they saw and learned.

Due to the overwhelmingly strong interest of the experimental group students in the achievements of national and world culture, in our opinion, it is natural to expand their horizons. This indicator was established with the help of a specially designed questionnaire, where students were asked 100 questions regarding ideas, concepts, facts about outstanding personalities, objects and phenomena of nature, cultural life that can be learned, especially in museums.

The data obtained in the course of the research indicate that the outlook of future teachers of the experimental group has significantly expanded in the museums. Thus, at the final stage of the study there were 9.7% of students who were able to score more than 60 points during the survey, and at the control level – 74.8%. The control group also experienced positive changes in this indicator, but the increase is much smaller than in the experimental group – 37.8% versus 65.1%.

The graphical representation of the dynamics of the latitude of the horizon according to the results of the study is presented by the method of constructing the histogram in Figure 1.



*Fig. 1. Dynamics of the latitude of students of experimental and control groups during the study.*

As the diagnostic results show, the students of the experimental group were more aware of the historical figures of their native land. This indicates the future teachers' preparedness for self-development and their own outlook.

**Conclusion.** Thus, the introduction of a museum component in the structure of future teachers' professional training will provide an extension of students' outlook and promote their spiritual self-improvement, formation of intellectual and cultural potential as the highest value of society.

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### **STUDENTS' TRAINING TOWARD NOSTALGIC TOURISM ORGANIZATION (THE STUDY PROJECT IMPLEMENTATION EXPERIENCE)**

*Nostalgic tourism is a promising trend of tourism industry, which has significant economic, cultural, international importance for the development of Ukraine. However, its potential is not completely used particularly because of poor training of tourism managers. Thus, it creates the need to design special educational programs for managers ready to work with this category of tourists. While conducting the research, we relied on experimental methods (surveys, modeling, contextual approach), as well as the methods of educational process (design technology, role-playing, trainings, summaries of multilingual text excursions etc.).*

*The article represents the experience of study project implementation «Ivano-Frankivsk: Polish nostalgia» with graduate students of tourism department of Vasyl Stefanyk Precarpathian National University (Ivano-Frankivsk, Ukraine). It consisted*

*of two parts: predictive (84 students and 25 managers of travel companies were interviewed to identify nostalgic understanding of tourism and willingness to work on its development) and educational- organizational. In the development of tourist routes, the conceptual idea was realized: to show Ivano-Frankivsk as a unique example of an ethnic cross-border with a tolerant symbiosis of different cultures, as Ukrainians, Poles, Jews, Armenians, Germans, representatives of other nationalities have lived here for centuries. The technological content of programs along with the nostalgic trips for tourists from Poland were described, which consisted of theoretical-scientific, educational-technological and practical -approbational blocks showing cognitive, educational, ideological importance of nostalgic tourism both for the training of future tourism managers and for various categories of foreign and domestic tourists. According to the results of the research experiment, a number of principals of theoretical, practical and organizational character, which may become the subject of scientific discourse, have been formulated.*

**Key words:** *training of tourism managers, a study project, nostalgic tourism, sightseeing training, methodology of study projects.*

**Introduction.** Tourism is a promising area of economic and cultural development of Ukraine. Although today it forms less than 1% of its GDP, according to the search engine TripAdvisor, the interest in our country is growing, particularly among the citizens of the US, UK, Germany, Poland and other countries. Therefore, analysts say that the activity in the tourism market of Ukraine might quickly rise by 80%, and mainly cultural tourism is considered very promising (Vnutrenniy mir).

Ukraine's tourism potential is inhibited by objective (a difficult military, political, social and economic situation) and subjective factors, including the inability of tour operators to create quality product. It creates the need to improve the training of future tourism managers in higher educational institutions (HEIs) based on innovative technologies.

One of the most promising types of tourism is nostalgic due to such factors. First, it has a large base of potential customers, because based on four waves of immigration in the late XIX – early XXI century Ukrainian Diaspora was formed in Europe and America, which currently has about 13–15 million people – natives of Ukraine and their descendants. We can count on domestic tourists as well, who are interested in national culture as potential participants of this type of tourism. Second, Ukraine has powerful recreational resources (authentic monuments of culture, national traditions, etc.), which require skilled backing in the tourism market.

The research of nostalgic tourism phenomenon was intensified in the late XX – early XXI century. Ukrainian scientists A. Vilczynski, L. Kyrlyuk productively developed terminology of the given type of tourism. V. Kyfyak, M. Kliap, S. Malov paid their attention to its types and classification. Scientific and practical aspects of its development in the country and its particular regions were subject of study by

P. Putsentylo, F. Shandor, L. Shevnina etc. Foreign scientists G. Berrisford, H. Hodgson are famous for their works, which reflect the diversity of approaches to determining the objectives, content of nostalgic trips. A. Leon, G. Malinowski, G. Dann (Dann G., 1994), D. Russell (Russell D., 2008), (Jarratt D., & Gammon S., 2016) studied motives of such travels. A. Fernham, J. Veverka (Veverka J.), P. Robinson (Robinson P., 2015), C. Routledge (Routledge C., 2016), and some others were interested in their structure, number of participants and other organizational problems. Analysis of the studies of the given problem showed that the problem of special preparation of students in relation to nostalgic tourism hasn't actually been developed.

Specified and other factors led to the organization of the study- research project «Ivano-Frankivsk: Polish nostalgia» with graduate students (18 people) of Tourism Department of Vasyl Stefanyk Precarpathian National University (PNU) while conducting the course of «Nostalgic tourism of Precarpathian region». Thus, we were guided by such motives. First, the territory of modern Ivano-Frankivsk region was part of Poland during several centuries. As a result many monuments of Polish culture have been preserved here. Ivano-Frankivsk maintains close economic and cultural relations with Poland, which is home to tens of thousands of Poles (born in Western Ukraine) and Ukrainians, who went there in the late XX – early XXI century for various reasons. Customer base of nostalgic tourism is also made up of their descendants, members of business tourism and other categories of tourists interested in national culture. Second, while studying at the University, the graduate students gained basic knowledge of the Polish language and specialized subjects, which created the necessary basis for the implementation of the given project.

The paper **aims to** present the experience of implementation of the study project «Ivano-Frankivsk: Polish nostalgia» that can be used in the organization of nostalgic tourism in Ukrainian and foreign universities, and to determine the prospects of practical development and theoretical understanding of this area of tourism.

**The task** of the research is to assume that the efficiency of future tourism managers' training in Ukrainian Universities will be promoted by the use of innovative methods while creating multilingual tourist projects, which stimulate their job research, develop initiative, creativity, self-discipline, communication, raise the overall level of professional training.

**Research methods.** The methodology of research-experimental work is divided into two main components (stages): diagnostic and educational- technological. Diagnostic experiment was conducted in January 2016 among 84 students of fifth-year of study in Tourism Department of Vasyl Stefanyk Precarpathian National University and 25 managers of travel companies in Ivano-Frankivsk. Thus, two questionnaires were created, which were to reveal the understanding of nostalgic tourism and willingness and understanding of the prospects for its development. Half the managers had no special education, but considered themselves to be competent to organize tourism activities.

The questionnaire included one «open» and six «closed» questions. Responses to «closed» questions were assessed on a 5-point scale (5 – «high», 4 – «enough», 3 – «average», 2 – «low», 1 – «inadequate characteristics»), and the results were assessed and compared by the method of relative frequencies described by V. Sidorenko and N. Tverezovska (Tverezovska N. T., 2013, 370–377). The received data suggest the objective results of the initial experiment.

Educational- technological component provided the organization of the project based on modeling techniques, contextual approach, linguistic training projects and other methods and techniques. Their principles were developed by national and foreign scientists.

Modeling technology (Miheev V. I., 2006) is aimed at creating a model (an analogue) to serve as an intermediary between the subject (student / teacher) and object of the study. It recreates real natural environment to create tourism product and provides the relationship between the objectives, content, organization and definition of its ultimate quality. We used the following types of models: predictive (specification of objectives, distribution of resources to achieve them); conceptual (action program based on informative analysis); instrumental (methods and means of implementation).

Contextual approach (Verbytskyi A. A., 2004) provided consistent transformation of content of general and professional disciplines («Culture», «Foreign Languages», «Excursions» and others) into the subject of professional activity. It meant the approach of professional training of future managers to the realities of the tourist market through self-improvement.

Methodology of the study project activity was used in two ways. The first one relates to its general theoretical and practical principles (Kolesnikova I. A. 2008), which in accordance with the objectives of our experiment involves the formation of skills to independently and creatively plan the work and make decisions; accumulate, organize, analyze, correlate information; support one's position; combine individual and team forms of work; create and present the «final product»; evaluate oneself and others. The following types of study projects were tested: search, information, research, practice-oriented, role-playing.

The second aspect relates to the methods of students' training to create multilingual tourism products, mainly thematic tours (Chufarlicheva A. Y., 2010; Ivanova I. M., 2016). It includes: a) building knowledge and skills to interpret texts in the form of logical-semantic analysis of sources in accordance with the objectives, content, structure and other dimensions of tourism products; b) taking into account stylistic and genre features and characteristics (audience, purpose, organization, style and presentation of texts).

**Research Results and Their Discussion.** The main material of the study reflects the state of willingness and preparation of future managers and tourism

employees to work on the development of nostalgic tourism and the content of the study project to prepare students to carry it out.

Analysis of responses to the questionnaire what nostalgic tourism is showed a vague idea about this phenomenon. Mainly, 45% of the students and 64% of the managers actually identified it with ethnographic tourism; 48% and 24% respectively linked it to traveling of foreigners, mostly former immigrants to their homeland to visit relatives, the graves of ancestors; and 7% and 12% could not give a clear answer.

The respondents showed a low level of self-evaluation to be prepared to organize nostalgic tourism: students – 27%, managers – 32%. The reasons for this situation is lack of cognitive (understanding the essence, the importance of this type of tourism) and motivational components' development since only 21% of the students and 17 % of the managers could identify the perspectives for its development in Ivano-Frankivsk region. At the same time they preferred other different proposed types of tourism: historical-cultural (67%), folklore-ethnographic and eventful (51% and 44%), health (42%), business (38%), gastronomic (27%).

Such reflections are due to the respondents' evaluation of tourism resource base in Ivano-Frankivsk region (architecture, landscapes, spa resorts, traditions, museums), which are not linked with nostalgic tourism. They claimed that its main participants were usually senior citizens who left their native land, and in some cases their descendants.

54% of the students and 74% of the managers showed a high level of communicative component to be prepared to organize nostalgic tourism basically due to their orientation on Ukrainian-speaking participants. However, they admitted to having a low level of training to conduct tours in English and Polish languages (students – 17%; 24%; managers – 10%), although they understood the need to possess such professional knowledge and skills (34% and 42% respectively). Significant differences in the cognitive activity of the students (14%) and managers (46%) reflect the need to expand knowledge about the prospects of nostalgic tourism development and to increase language professional competence to conduct tours with its participants.

The results of prognostic experiment allow the following interim Conclusion: a) both groups of respondents expressed a low level of training to develop nostalgic tourism, which was due to misinterpretation of its nature, resource base, potential customers and prospects of the development in comparison with other types of tourism; b) despite the mutual low level of training to conduct excursions in foreign languages, the managers considering their experience and understanding the prospects of tourism development revealed deeper understanding and willingness for further professional development.

These results were taken into account while organizing the second phase of research- experimental work realized in the form of the training project «Ivano-Frankivsk: Polish nostalgia». It consisted of three parts: a) scientific-theoretical (four classes); b) scientific-technological (six classes); c) practical approbation (three

classes, excursions). Each of them had their tasks, stages, methods of implementation. Additionally, consultations and various kinds of individual work were performed.

Scientific-theoretical block was designed to form students' insight into the nature, potential and other characteristics of nostalgic tourism. The following methods were used: search-heuristic, content-analysis, «brainstorming», «case method», discussions.

The students themselves searched for the answers to factual and problematic questions such as: when did the concept of «nostalgic tourism» derive, what are some scientific approaches to understanding the essence of nostalgic tourism, what are some common and different views on nostalgic tourism among foreign and Ukrainian scientists, what is the difference / similarity in terms of «ethnic tourism», «nostalgic tourism», «cultural tourism», who are potential participants of nostalgic tourism, what factors stimulate and inhibit the development of nostalgic tourism, what motives encourage people to participate in these tours and so on. To prepare answers to them the graduates had to work 4–5 publications from the list of reference literature and to find 3–4 articles on this topic themselves. Four classes were granted for the discussion and development of the theoretical part of the study project. On the first one there was a discussion on understanding the essence of nostalgic tourism, which was identified with the ethnic or inbound tourism; with travels to places that preserved authentic models of ethnic culture and so on. The students also discussed questions if nostalgic tourism can be included in international or domestic tourist flows; its structure of participants and others. The aim of the second class was to develop a consolidated position on the understanding of the basic aspects of nostalgic tourism. The results of mini-research were made. Thus, based on etymological analysis the student Iryna Pavliv showed that ethnic (from Greek ἔθνος – tribe, people) and nostalgic (from Greek nostos – returning home, algos – pain) types of tourism have different objectives because the main motives of nostalgic travels are longing for home, the desire to visit the place where the person was born, their parents, to know the ethnic roots.

During the next two classes the theoretical part of the study project was being developed. The edited materials of the above presentations formed its basis. Nostalgic tourism is defined as a separate type of tourist trips that had ideologically-cognitive tasks, and were motivated by sensitive-emotional experiences and willingness to form their own ethnic identity, becoming part of the authentic culture of the people returning to places associated with important events of life. The factors, categories of participants, resource provision of nostalgic tourism were defined as well as the possibilities to combine it with other types of tourism and its influence on shaping the image of the country, preservation of cultural heritage, improving the infrastructure and so on.

Having observed the work of students, we can say that they completely independently and «surprisingly» for themselves discovered this powerful trend of tourist activities and realized its great prospects.



The basis of practical – technological part of the study project was to develop five Polish-speaking thematic excursions around Ivano-Frankivsk. Some minigroups of 3–4 people were created, which used different methods, forms, means of work.

While improving their knowledge and skills in Polish, organizing excursions and other professional disciplines, students worked on technologies of designing tourist routes. In particular, the method of planning walking excursions by J. Veverka (Veverka J.) was adapted to the conditions of the development of nostalgic tourism in Ukraine, which allows to effectively represent the cultural heritage of small towns through original practically oriented technology of their conduct.

While developing tourist routes, our conceptual idea was realized: to represent Ivano-Frankivsk as a unique example of ethnic crossroads with tolerant symbiosis of different cultures, because Ukrainians, Poles, Jews, Armenians, Germans and other nationalities lived here together for centuries. This approach contributes to intercultural dialogue with foreign tourists, as well as raising students' interest and respect for cultural values and heritage of their own nation and other peoples.

In accordance with our «matrix», tours were to: a) begin with a review of the history of the city of XVII–XVIII centuries, when its owners were Polish magnates Potocki; b) represent monuments of Polish culture along with Ukrainian, Jewish, German ones and certify their current functionality; c) use the infrastructure of the city for a comfortable stay of guests; d) offer a flexible portfolio of a tour- guide that focuses on the interests of tourists. At the same time tours were designed: a) tailor-made fulfilling personal wishes of tourists; b) complex, which combined nostalgic tourism with festival, health, gastro and other types of tourism.

As an example, the following excursions are worth noting: «Sacred places of Ivano-Frankivsk» (involves visiting 7–12 the most famous sacred buildings of the city: the Collegiate church of XVII (now the Art Museum), Jesuit church (1729, now the Cathedral of St. Resurrection of Ukrainian Greek-Catholic church), the church of the Jesuits and the House of clergy (1895), the church of St. Joseph (1927), Armenian church (1762) and others.); «Stanislav architecture of XVIII – XX centuries.» (allows to see 10–15 old buildings); «Wandering the streets of Ivano-Frankivsk» (represents the building history, administrative and civil monuments of XIX – early XX century), and others.

The sightseeing program «Polish necropolis» makes way to the Memorial park to explore the tombs of famous Polish figures: a poet, member of the Polish uprising of 1831 Mauritius Goslavskiy (opened in 1875, the monument is the oldest in the cemetery and repeatedly restored); Stanislaviv's community leader Sigmund Mrachkovskiy (a seven-meter tombstone is the highest in the cemetery); Jozefa Dzvonkovska, an interpreter, Ivan Franko's «second love»; remnants of tombstones with artistic value; a memorable sign to the Polish people who died in 1914–1919; Ukrainian military graves and cultural figures.

The proposed sightseeing tours offer the main tourist attractions of Ivano-Frankivsk: the City Hall (the first version was built in 1666); Potocki Palace with the gates (1662–1682); Mickiewicz Square, where the monument to the writer is located (1898), and the Regional Philharmonic theatre (1891); remnants of the fortress (end of the XVII century), etc. What about eateries we preferred the restaurant-antique «Spindle», the interior of which is decorated with antiques and postcards of the early twentieth century.

Individual classes played an important role to prepare excursions in the Polish language. To improve the linguistic competence of the students different principles, methods and techniques were used. Thus, the principle of visuality provided analysis and selection of the most interesting textual materials, pictures, photographs that reflect the original appearance of houses and buildings of the city; charts and maps for planning itineraries and so on. Methodical guidelines by I. Ivanova and A. Chufarlicheva, which are built on the principles of projecting technology, helped to master the skills of handling specific lexical units for the compilation of excursions, which revealed clearly and vividly the content of historical and cultural events.

The third practical-approbational stage of the study project included classroom lessons and excursions for Polish tourists. The first part was based on the methodology of business games and professional trainings that allow students to simulate sightseeing activities through the presentation of educational projects; develop the skills of professional communication through acting out different communicative situations and so on. The students' discussion of their results was accompanied by debates and mutual criticism of hypotheses and proposals that promoted the formation of new knowledge, ideas and experiences of professional activity.

Students conducted tours for different categories of Polish tourists: students and scientists who were invited to Ivano-Frankivsk by PNU; participants of folk festivals, who were mostly immigrants from western Ukraine, as well as their descendants and others. Four individual tours around Ivano-Frankivsk region to places where they were born or their relatives live were organized.

Implementation of the study project encourages to discuss a number of questions concerning the interpretation of nostalgic tourism and improvement of future managers' training toward its organization. The first issue is related to the fact that the Ukrainian tourism science gives a narrow interpretation of this concept as a kind of tourist services designed especially for elderly people, usually former immigrants seeking to visit their motherland. Meanwhile tourism experts and managers of the Western countries give a broader definition of nostalgic tourism. In particular, G. Hodgson, the chairman of the North-East Tourism Advisory Council of England explains a progressive trend in recent years why the British prefer to travel within their own country because of the desire to experience «authentic atmosphere». This involves visiting rural pubs, familiarization with the local architecture and environment, tasting local food, drinks and so on. Summarizing this situation, his

colleague G. Berresford said: «This is a very rewarding experience to revive our country, because it is clear that once you do it, you want to do it all over again» (Site of Newspaper Financial Times).

The results of the survey, which involved 500 people, and which was conducted by a senior professor of psychology at University College of London A. Fernham, show a very interesting trend of nostalgic tourism development. He found out that their trips were motivated by the desire to return to the place of their childhood (27,7%), to where they lived and studied in early years (21,5%), had a honeymoon (5,8%), had an unforgettable romantic affair (5,5%), spent their vacation (4,4%), got married (4,4%) (Site of Tour Operator Travel Mole).

Thus, functional features of nostalgic tourism are extremely wide and it can become a powerful trend of domestic travels and involve different types of people. This idea should be formed in future tourism managers.

The second problem brought to the discussion is the fact that Ukrainian scientists mainly focused on the formation of the English-speaking professional competence of future tourism managers (I. Ivanov, A. Chufarlicheva, L. Shevnina), so in fact no strategies of studying in other languages were researched. Implementing of our research project overcomes this situation and on the example of the prepared textual materials for excursions proves the effectiveness of parallel training in the two languages – Ukrainian and Polish. This widens their practical application because, it is quite possible that tourists from Poland, who were born in Ukraine, will be willing to listen to the tour in their native language, whereas their descendants – in the Polish. This approach is appropriate because future tourism managers also form the skills of conveying specific textual information from Ukrainian into any other foreign language, taking into account its specific vocabulary (borrowings, historicisms, ethnographisms).

**Conclusion.** In line with the results of the research experiment we can formulate a number of theses of scientific-theoretical and practical-organizational nature, which may become the subject of a scientific discourse. First, in the further development of scientific-theoretical basis of nostalgic tourism we offer to regard it as a separate type of travels, which is closely connected with other types of tourism. It has a big base of potential customers, which is not limited only by residents of certain areas and their descendants, but also comprises those seeking to know the authentic culture of their and other nations, wanting to visit places that bring back memories of important events of the past.

Second side is such a reflection of nostalgic tourism requires specific approaches to the methods of its organization. It must take into account not only the needs of individual groups of tourists, but also offer tailor-made tours according to personal wishes of customers who, for example, want to combine a visit to a «place of nostalgia» or their relatives with better acquaintance of the culture and life of the region, ethnic group and so on. So, on the one hand, nostalgic tourism excursions

should be flexible, «mobile» compared with other types of tourism, on the other hand, it is expedient to combine them with eventful, gastronomic and other types of tourism, which intensify emotional excitement and make cultural authenticity of the region distinct.

Third, the conducted experiment proves the effectiveness of applying different kinds of study projects to prepare future tourism managers, which gauge their independence, responsibility, creativity, ability to work in groups and individually, willingness to constant research and improvement.

Fourth, the students' reports on the results of excursions and tours held for foreigners have proved the efficiency of the borrowings: on the one hand, tourists not only cheerfully responded to words, names related to housing, food, beverages, cultural phenomena borrowed from their language, but also asked to explain their specific substantial meaning in the Ukrainian language. On the other hand, the Polish tourists with genuine amazement learned about the spread of Ukrainian words (soup, dumplings, hopak, Kobzar, etc.) within their language lexicon.

Fifth, the problem of the formation of foreign language professional competence is usually studied by scientists-linguodidactics. Under these conditions, the content of training of specialists for professional activities in various fields (education, tourism, law, economics, etc.) is «formal informative material» to implement merely linguodidactic scientific-research tasks, so they are more or less focused on professional training in other fields. So the solution to such problems requires consolidation of efforts of different disciplines.

Sixth, we state a strong educational, cognitive, ideological impact of nostalgic tourism that forms in students love and respect for the culture of their and other nations, and their conscious need for professional self-improvement; in foreign tourists – the recognition of cultural values and sense of respect for Ukraine; in tourists from different regions of Ukraine – a sense of inner unity and awareness of common national roots.

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## **EDUCATIONAL TOURISM: SOCIO-CULTURAL ADAPTATION STRATEGIES OF INTERNATIONAL STUDENTS IN UKRAINE**

*The article deals with the main stages of educational tourism research, identifies and substantiates the key problems of sociocultural adaptation of international students in Ukraine. The strategies of sociocultural adaptation of international students in the educational and cultural environment of the institution of higher education are considered on the example of Kharkiv State Academy of Culture (KhSAC) and Kharkiv State University of Food Technology and Trade (KSUFTT). They are aimed at the development of positive motivation concerning active inclusion of international students in the process of forming their own interethnic tolerance and learning. The series of measures within the framework of the strategies for sociocultural adaptation contributed to deepening of social knowledge of international students regarding intercultural interaction in non-traditional educational and cultural environment of Ukrainian higher educational institutions, assimilation of social values of non-traditional educational and cultural environment, and sociocultural space of Ukraine.*

**Keywords:** educational tourism, foreign student, higher education, regulatory base, strategy.

**Relevance of the research topic.** Since the second half of the twentieth century, educational tourism began to develop in Europe, primarily, specific forms of student educational tourism. The pace of this trend development has been steadily increasing, and in 2004, the World Tourism Organization (WTO) drew attention to the necessity of developing educational tourism industry using the benefits of a wide range of education and use of available methods [30].

Modern young generation want to acquire new knowledge for successful personal realization in the context of dominating information technologies and global dynamic changes. Therefore, integration of national education into the world education system and training of new-type professionals who possess the fundamentals of intercultural communication and language tools is becoming a top priority in the training of modern specialists. Intense interaction of various cultures, active exchange of material and spiritual values, globalization processes in the modern society actualize the problem of the dialogue of cultures, which is a reflection of actual forms of sociocultural interaction. Foreign culture is an important component of the basic personality culture because it influences the assimilation of a certain system of knowledge, norms, values, and enables proper functioning of an individual in a society.

Universities abroad are particularly popular among young people because besides education, living abroad is a huge experience that may be useful in general.

Due to the rapid development of educational tourism, a number of problems requiring solution arise. Primarily, it is the necessity to study the process of education, training and development of an individual in the context of humanitarian and social functions of international educational tourism, cultural shock phenomena, adaptation mechanisms etc. Scientists are recording a decline in the level of human adaptation to changes in the natural and social environment [22, 137–44], so it is difficult to overestimate adaptive role of educational tourism, which offers effective mechanisms and means of physical, psychological and intellectual adaptation of an individual. The subjects of educational tourism (educational tourists) are foreign students who come to the country to obtain high quality education.

Higher education of Ukraine faces the task of modernizing the process of teaching international students, creating modern background for the formation of professional competence of future specialists for foreign countries, social development of an international student personality, improving the quality of vocational education, which will contribute to the competitiveness of Ukrainian international higher education services. Successful sociocultural adaptation of foreign students in a new educational and cultural environment of a higher education institution in the country of study becomes one of the conditions for the realization of this task.

**Formulation of the problem.** According to the official statistics presented by the Ministry of Education and Science of Ukraine (2018), about 75.605 international students from 154 countries of the world studied at the universities of Ukraine [24].

Ukraine is a European country, and therefore, European standards and values are fully reflected in educational programs of Ukrainian educational institutions. In Ukraine, there are higher educational institutions, which were created more than 200 years ago. They have a wealth of experience in providing educational services to international students. Most of the universities as well as foreign students are located in Kharkiv. Rather popular are the universities of Kyiv, Sumy, Lviv, and Odessa.

Effectiveness and attractiveness of vocational training for foreign students largely depend on the emotional and psychological satisfaction of the educational process, on the effectiveness of mastering the language of study as a means of communication and mastering the profession. As a result, the search for innovative methods used in professional training of foreign students, the development of new learning technologies, and identification of the main directions of sociocultural adaptation of international students are an urgent scientific problem.

The *purpose* of the research is to highlight the strategies of sociocultural adaptation of international students in Ukraine within the framework of educational tourism (based on the example of Kharkiv State Academy of Culture and Kharkiv State University of Food Technology and Trade).

#### **Analysis of recent researches and publications.**

International student travels and issues affecting these students have long been a topic for research in the academic community. The first research of the 1950s mainly concerned psychological issues relating to life abroad and adaptation problems that students face [26]. Numerous studies of this period focused on the detrimental influence of the new culture on educational tourists [2; 14]. Therefore, A. Bandura (1977) proposed the theory of social education, and G. Hofstede (1984) began studying cultural novelty and adjusting cultural distance that arises during the relocation from one cultural environment to another. In his opinion, the greater is the cultural difference between the country of origin and the country of residence, the greater is the difficulty in adaptation experienced by a person [4]. The inappropriateness of social behavior that is considered reasonable at home and unacceptable in the country of study causes some concern for students and can be an obstacle to proper adaptation.

J. Fan and J. Wanous pointed out that essentially there were two adaptation surroundings: adaptation-organizational and cultural [10]. Ward and Kennedy emphasize the ability to interact effectively with the host culture [28]. Much of the previous studies, in the context of intercultural studies, analyzed culture as a cause of maladaptation, not as an effect [15; 23]. Somekh and Lewin in detail described adaptation forms for displaced persons and students [19]. In subsequent studies, the paradigm of cultural perseverance began to be questioned [1; 9; 29].

Subsequent research reflected changes in cognitive paradigms from the positivist medical model to an interpretivist approach that included analysis of studying culture and development of coping skills. An example of such research is the



work of Zhou and others [31], who analyzed changes in psychological theory that included the ABC Triad (influence, behavior, and cognition) of cultural adaptation. This model of studying culture led to training and preparation of individuals for traveling abroad. The works of Ward and Kennedy (Sociocultural Adjustment Scale) [25; 27], Farnham (Language Competence) [11], Ward and Searle (Cultural Stability) are of particular interest in researching acculturation [18]. However, there is still no single theory, which could synthesize relevant research regarding students' acculturation processes.

Now the main direction of research in this area is to identify technological features for the organization of educational tours and analyze the tendency to understand tourism as a specific form of education [6; 12; 13].

The study of educational tourism has not yet received much attention in modern research in Ukraine. There are few works concerning international educational tourists traveling to Ukraine for further study [16]. Scientists study individual processes and stages of social and professional formation of international students, mostly their adaptation, considering it as social [7;8], intercultural [5], and sociocultural [20].

International students, unlike Ukrainian students, face the necessity to immerse themselves in both new knowledge (vocational education) and new culture (acculturation) [3]. Foreigners should acquire not only professional skills, but also master the culture of the host country that attracts them to the spiritual wealth of the ethnos in the country of their study. It becomes the key to the formation of creative personality, the development of such professionally important personality traits as tolerance and respect for other cultures [21, p.13]. That is why in their scientific works, researchers of the problems of international students' multicultural education [17; 32] emphasize the importance of forming in foreign students not only professional, but also social, general cultural values and qualities, which can be interpreted as intercultural in relation to foreign students.

**Presenting main material.** Currently, the number of international students is one of the largest in modern history. Educational tourists are the persons who voluntarily and temporarily reside abroad in order to participate in a study exchange with the intention of returning to their country when they reach the purpose of their journey. These tourist students migrate from one cultural context to another for a relatively long time (from 6 months to 5 years).

During the last decade, Ukraine has begun accepting a large number of students from overseas universities who are attracted by the language, favorable economic and climatic conditions and prestige of Ukrainian universities. International students have to deal with a psychological phenomenon called acculturation, the process of psychological and cultural changes that results from intercultural contact.

The stay of foreign students in the Ukrainian sociocultural space presupposes situations governed by the norms of two cultures, i.e., there arise situations of cultural crossing, in which the communicative act receives interpretation from the positions of

two cultures. The perception and assimilation of a foreign culture helps educational tourists to understand their role as subjects of the dialogue of cultures, develops skills of self-determination and self-realization in the field of intercultural interaction. Contemporary sociocultural situation, in which the personality of a foreign student is found on the border of cultures, requires him to carry on dialogues, understand, and respect the other person for «cultural identity». Taking into account that foreign students find themselves in a new culture as fully formed personalities (average age of foreign students is 20–25 years), bearers of their own cultural values and stereotypes, during their socialization, should be based on fundamental provisions of the dialogue of cultures concept. This concept is primarily realized in the educational and cultural environment of a higher educational institution, since education as a sociocultural phenomenon is a factor of socialization and sociocultural adaptation of an individual and is carried out not only as a process of knowledge transfer, but as a means of cultural values transmission.

Instrumental methodological principles used in defining strategies for sociocultural adaptation of foreign students as educational tourists, are general scientific approaches:

- cultural – to clarify the essence of intercultural communication and peculiarities of sociocultural adaptation to the information society;
- axiological – to take into account the system of value orientations of a personality living in the conditions of alien culture;
- acmeological – to specify the conditions of optimal professional and social development of a young person.

Sociocultural adaptation of international students in the system of Ukrainian higher education is a characteristic of their psychological and social readiness to integrate into the new society and culture of the host country, above all to educational and cultural environment of a higher education institution. At the same time, international students accept a certain way of life, occupation, culture of the society, new for them. If this does not happen, international students are forced to leave the country and return to their mother country without realizing the purpose of their arrival in Ukraine – without receiving higher education.

Despite the fact that the number of such students is not significant (15–20%), it occurs in the modern educational process with simultaneous maintenance of the most important life principles, habits, lifestyle and image of a chosen profession in a student's home country, since limited stay in Ukraine necessitates saving the results of socialization acquired at home. The dialogue of cultures creates spiritual space for new values and worldview orientations, enhances various forms of cooperation, anticipates freedom and self-determination of an individual.

Sociocultural adaptation implies adaptation of international students to the educational process and new sociocultural reality. The main task of the representatives from higher educational institutions is to protect international students from the

destructive influence of sociocultural space of Ukraine and educational-cultural environment of the institutions of higher learning. Socio-pedagogical protection of international students provides for guaranteeing them full social development in the conditions of new educational-cultural environment and culture, performs compensatory function, since it compensates international students for the absence of family, friends, habitual sociocultural environment. That is why it is very important to carry out adaptation training, special courses, and cultural assimilators for them.

Sociocultural adaptation of international students relates to overcoming «cultural shock», adaptation to the requirements of Ukrainian higher education. The purpose of sociocultural adaptation of international students is to form the ability to navigate in a new educational-cultural environment of a higher educational institution and sociocultural space of Ukraine, to develop adaptation and motivational potential. Its tasks are:

- to ensure active adaptation of international students to the conditions of new educational and cultural environment of a higher educational institution that is unconventional for them;
- to become resilient to the influence of the new environment;
- to meet emotional, cognitive and social needs of international students;
- to create preconditions for productive social interaction of foreign students with the representatives of educational and cultural environment of a higher educational institution;
- to form motivational background of educational and professional activity of foreign students in educational and cultural environment of a higher educational institution;
- to organize social and pedagogical protection for international students.

In the process of sociocultural adaptation, students acquire basic social values of the new society in comparison with those acquired at home, and form positive motives for their educational and sociocultural activities. Staying in an unusual society, alien culture, and the necessity to participate actively in the educational process are stressful factors for foreign students that impede successful learning and life organization. The problems encountered by foreign students in a new educational and cultural environment are especially acute at this particular time that causes personal conflicts, psychological disorders, leads to depression and frustration. Ignorance of the language of instruction makes communication in a new educational and cultural environment more difficult that requires considerable attention from the faculty and staff of the structural units responsible for foreign students training.

For the implementation of constant intercultural exchange of the representatives of the Ukrainian sociocultural space, in particular Ukrainian students, the Center for Intercultural Communication and Social Integration of Foreign Students was founded at Kharkiv State Academy of Culture, and International Academic Association was opened in Kharkiv State University of Food Technology and Trade. Their activities are

directed towards the implementation of strategies for sociocultural adaptation of international students:

- improvement of educational and cultural environment as a medium of foreign students' self-realization;
- providing social and pedagogical protection, social and pedagogical assistance and support to foreign students in order to overcome «cultural shock» and their successful sociocultural adaptation,
- arrangement of socio-educational conditions for creative social and cultural cooperation;
- coordination of socio-educational influences of educational and cultural environments.

Sociocultural adaptation of international students to the conditions of new educational and cultural environment of KhSAC and KSUFTT as well as to the sociocultural space of the country optimizes interaction of foreign students with this environment. Accordingly, the following forms of work are used for the implementation of the strategies for sociocultural adaptation of international students at these institutions of higher learning:

- virtual tours, workshops, exhibitions; virtual acquaintance with the future profession;
- conducting interactive lessons «Let's get acquainted»;
- writing an essay «Why I came to Ukraine»;
- preparation of photo and video reports «How I see Ukraine», «The city where I study», «My University»;
- preparation of video reports and presentations about their country, hometown, cultural traditions of the native country of foreign students; excursions, evenings, holidays, tea parties;
- acquaintance of foreign students with the administration, faculty, staff, corporate culture and infrastructure of a higher educational establishment.

Development of foreign students' valuable attitude to the Ukrainian culture and society was facilitated by such events as literary and artistic evenings: «Meet – Ukraine», «Song traditions of Slobozhanshchyna»; «Spiritual Landmarks of Ukrainian Literature»; theatrical educational events «Ukrainian Evenings», «Ukrainian Christmas», «Pancake Week», «Easter in Ukraine»; conducting master classes «Mysteries of Ukrainian cuisine», «Rag doll», «Wonders of Ukrainian embroidery», «Opishnya ceramics», «Ukrainian Easter egg», presentations «National cuisines», «Dialogue in the kitchen», virtual tours and exhibitions. The purpose of numerous activities is to provide emotional comfort in the educational and cultural environment of the educational space, and to make international students aware of the need for self-organization of their life path. Virtual tours and presentations «My future profession» helped to form valuable attitude to their place in the educational and cultural environment of the higher educational institution and their future profession.

Also with the involvement of psychologists at this stage fairytale therapy «Write your fairy tale», art therapy (isotherapy «Shape your emotions», «Draw your dream», music therapy «World of Ukrainian music», dance therapy «I know how to dance»), psychological counseling concerning personal problems of international students. These measures helped to provide them with emotional comfort in the educational and cultural environment, successfully overcome «cultural shock».

Excursions, visits to museums, theaters, exhibitions, concerts, cultural events, and fairs were organized to implement the strategy of sociocultural adaptation of foreign students, related to the coordination of socio-educational influences of the educational and cultural environment of KhSAC, KSUFTT and sociocultural space of Ukraine, city and region, as well as excursions to interesting places in Ukraine. In particular, they visited Kharkiv theaters: first of all, Kharkiv Academic Opera and Ballet Theater and Taras Shevchenko Ukrainian Drama Theater, Puppet Theater, Kharkiv Regional Philharmonic. The most popular among the students are the excursions «Sightseeing tour around Kharkiv», «Theatrical Kharkiv», «Gardens and parks of Kharkiv», «Temples of Kharkiv», «Kharkiv architectural», «History of Kharkiv streets», «Krasnokutsky Dendropark» and «Parkhomov Museum of History and Art», «Skovorodinovka», «Marshal Konev's Height», «Ancient Estates of Kharkiv Region», «Historical and Archaeological Museum «Verkhniy Saltiv», «V.V. Dokuchaev Dendropark of Kharkiv National Agrarian University». These activities helped international students to better navigate the sociocultural space of the place of their study, contributed to the expansion of knowledge about the traditions and customs of Ukrainian culture, made it possible to gain social and personal experience.

The tours to Svyatogirsk, Izium, Chuguev, Poltava, Lviv, Odessa, Chernihiv, and Kiev took place, as well as thematic excursions «Opishnansky ceramics», «Petrykivsky painting», «Gogolevo and Dykan'ka», «Sofiyivka – love park», «Museum of Folk Architecture Pirogovo», «Buksky Canyon», «Akhtyrka – Trostyanets», «Legends of Zaporizhzhya Sich», «Khortytsia Island», «Living Kharkiv region», Hunting farm «Rakytne», «Lyubotyn – the territory of the lakes», «Zmyyv – the city of legends», «Slobozhane wedding», «Trails of the ancestors of the Dvorychanshchyna». The students attended ethnographic festivals «Pechenehi Field», «Wedding in Malynivka», «Maslyana in Skovorodynivka», festival of song and ritual folklore «Kupala Today, Tomorrow Ivan», such events as «Great Slobozhansky Fair», «City Day». These measures were aimed at expanding the sociocultural outlook of international students, forming their valuable attitude to the Ukrainian culture and Ukrainian people, ensuring emotional comfort not only in the educational and cultural environment of the institutions of higher learning, but also in the sociocultural space of Ukraine.

Excursions to Kharkiv museums were also constantly arranged for students to the History Museum, Art Museum and Art Gallery, S. Vasylykivskyi Museum, K.I. Shulzhenko Kharkiv Museum of Famous People, Museum of Nature, «Lilac» Art Gallery, «AVEC» Gallery of Visual Arts, «Maestro» Exhibition Gallery, «Landau-Center», «Ermilov-Center», Museum of Slobozhanshchyna Folk Art, «Ukrainian Sloboda» Ethnographic Museum, Kharkiv Literary Museum, etc. These activities were aimed at the development of knowledge about Ukrainian culture, forming students' positive attitude towards Ukraine, ensuring their emotional comfort in the sociocultural space of Ukraine.

International students, participating in cultural and artistic events held in the city, got the opportunity to be involved in both traditional and contemporary Ukrainian culture. Their knowledge was enriched with new and interesting information about traditions, customs of the Ukrainian culture, norms of behavior in the Ukrainian society, formed valuable attitude to the Ukrainian culture, developed social activity connected with mastering the traditions and norms of the Ukrainian culture.

**Conclusion.** Therefore, the educational tourism sector can be a major educational paradigm, increasing the value of the population raising the level of education and creating new economic opportunities.

In the context of modern international education development, educational tourism is a topical direction for both the tourism industry and internationalization of higher education. Negative phenomena concerning educational tourists (international students), which occur both in the sociocultural space of Ukraine as a country of study, and in the educational and cultural environment of a higher educational institution, make it necessary to enhance social and educational influences on this category of student youth, solving the problems (linguistic, academic, informational, organizational, personal, sociocultural) that they have to overcome in a new educational environment and sociocultural space of Ukraine, and improve the strategies of sociocultural adaptation of international students.

The strategies of sociocultural adaptation of international students into the educational and cultural environment of the institution of higher education, considered on the example of Kharkiv State Academy of Culture, and Kharkiv State University of Food Technology and Trade are aimed at the development of positive motivation regarding their active inclusion in the process of forming their own interethnic tolerance and mastering the core values of a new society and a new culture. A number of measures within the framework of the strategies of sociocultural adaptation facilitate the deepening of social knowledge of foreign students on intercultural exchange in non-traditional educational and cultural environment of the Ukrainian institutions of higher learning, assimilation of social values of the non-traditional educational and cultural environment and sociocultural space of Ukraine as a country of their study.

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*Наукове електронне видання*

**ТУРИЗМ ХХІ СТОЛІТТЯ:  
ГЛОБАЛЬНІ ВИКЛИКИ ТА ЦИВІЛІЗАЦІЙНІ  
ЦІННОСТІ**

**МАТЕРІАЛИ ІІ МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ  
КОНФЕРЕНЦІЇ**

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