

**Ministry of Education and Science of Ukraine
Kyiv National University of Trade and Economics
(Kyiv, Ukraine)
Uzhgorod Institute of Trade and Economics KNUTE
Prešov University (Prushev, Slovak Republic)
World Gastronomy Institute Northern European (Denmark)
Turiba University (Riga, Latvia)
Professional Education Academy «Mercury», NGO (Slovak Republic)
Public Association “Ukrainian Culinary Union» (Kyiv, Ukraine)**

II International scientific and practical conference

TOURISM OF THE XXI CENTURY: GLOBAL CHALLENGES AND CIVILIZATION VALUES

April 8 - 10, 2020

**Sanatorium «Kvitka Polonyny»
Zakarpattia Oblast (Ukraine)**

Dear colleagues!

We invite scholars, educators, representatives of authorities and business to take part in the discussion of strategic ways of tourism development in the 21st century

Conference working languages: Ukrainian, English.

Participation forms: direct, distance.

PANEL DISCUSSIONS

- Hospitality and Tourism 4.0: concepts, strategies, forecasts
- Creative branding technologies for tourist destinations
- Impressions Economics: Travel, Trips and Events
- Restaurant technology: national authenticity and global trends
- Tolerance of strategic partnership of education, business, public institutions
- Education and science: global, national and regional transformations

Check-in - April 8, 2020 from 09:00 to 10:00 by the address: 89325,
v. Solochyn, Svalyava district, Zakarpattia region, Ukraine, sanatorium
«Kvitka Polonyy» *

** Estimated time: check in after 01.00 (check out until 23.00)*

The beginning of the conference – is April 8, 2020 (12:00).

Conference working languages: Ukrainian, English.

Abstracts are in English only.

Each publication will be assigned a DOI. It is planned to publish a collection of conference materials, which will be sent for indexation in the international scientific database Web of Science. In case of refusal of indexation, the materials may be published in the scientific journals “HERALD of Kyiv National University of Trade and Economics”, “Foreign Trade: Economy, Finance, Law” and the international scientific and practical journal “Commodities And Markets”, which are included in the List of Scientific Professional Editions of Ukraine (category "B").

Poorly prepared materials with facts of plagiarism will not be accepted in violation of the rules of print requirements.

An electronic version of the conference program will be available on the KNUTE website.

ABSTRACT REQUIREMENTS

Abstracts should be sent to the e-mail address: **confer_knteu2020@ukr.net**. The abstract files must contain the name and initials of the conference participant, with discussion platform (for example, Vasilenko_O_platform_2).

The total number of pages is 6 full pages, font - Times New Roman, font size - 14 pt, interspaced - 1,5), paragraph - 1,25 cm; margins: the upper - 20 mm, the bottom - 25 mm, the right - 25 mm, the left - 25 mm; MS Word must be used to write abstracts (* .doc). Pages are not numbered, word transfer is not allowed.

In the upper right corner of the first page the UDC, the surname and initials of the author (co-authors), scientific and academic degrees are indicated. The name of the higher educational institution, city, country is at next line below. Below are ORCID, ResearchID (the name is the active hyperlink to the profile). After one space at the center of the page, the title of the report is in capital letters, and at another space, the text. It is necessary to distinguish between "-" and "-" characters in the text, and initials and surnames should be made with non-breaking spaces: Ctrl + Shift + space.

The text of the article should be arranged in the following scheme (in bold): abstract in the language of the article; keywords (no more than 5) relevance of the research topic; formulation of the problem; analysis of recent research and publications; setting objectives; presenting main material; conclusions and references. References should be published no later than the last five years (recommended).

Figures, tables are printed by a built-in Microsoft Word editor. The name of the drawing is printed in bold and placed below the drawing in the center. All drawings should be grouped as a single object.

Example of design: Figure 1 - Sources of deficit financing. The word "Table" is indicated once on the left above the first part of the table (with a paragraph indent). Design example: Table 1 - Classification of financial resources. Table text font size is 2 points smaller than the main font. Formulas are executed using the Formula Editor (an internal formula editor in Microsoft Word for Windows).

After the text, a list of used sources is given in alphabetical order at intervals. The citation should be done in accordance with the APA style. Automated link design using resources:

Citation Machine (<http://www.citationmachine.net/apa/cite-a-book>)
<http://www.bibme.org/apa/book-citation/manual>

The author is responsible for the content of the materials.

After submitting the materials (abstracts, articles) and receiving the response about their acceptance, it is necessary to send a scanned (photographed) copy of the receipt for the payment of the organizational fee (and a printed abstract if it is necessary) to the email **confer_knteu2020@ukr.net** (the file name in the English language, respectively to the surname and initials of a conference participant, the word "Receipt" indicating the section (discussion platform) (for example, Vasilenko Olena_ Receipt _2).

ORGANIZATIONAL FEE AND APPLICATION OF PARTICIPANTS OF THE CONFERENCE

Publication fee is used to cover part of the costs related to preparation and holding of the conference:

200 UAH – registration fee for participants with distance form of participation;

250 UAH – registration fee for participants with direct form of participation;

After submission of abstracts and consideration of their compliance with the requirements and content of the conference, you will be sent an invitation with the requisites for payment. Abstracts will be accepted for publication if a receipt copy of the payment document meets with the form of participation and publication.

Participant registration form

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Examples of references

UDC 338.48.6

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GLOBAL IMPERATIVES OF TOURIST DESTINATION BRAND FORMATION

Abstract. The article discusses economic prerequisites for the formation of a brand of tourist direction, which depend on the socio-economic, cultural and political influence of the territory, investment attractiveness, foreign trade and development of export-oriented tourism model are presented.

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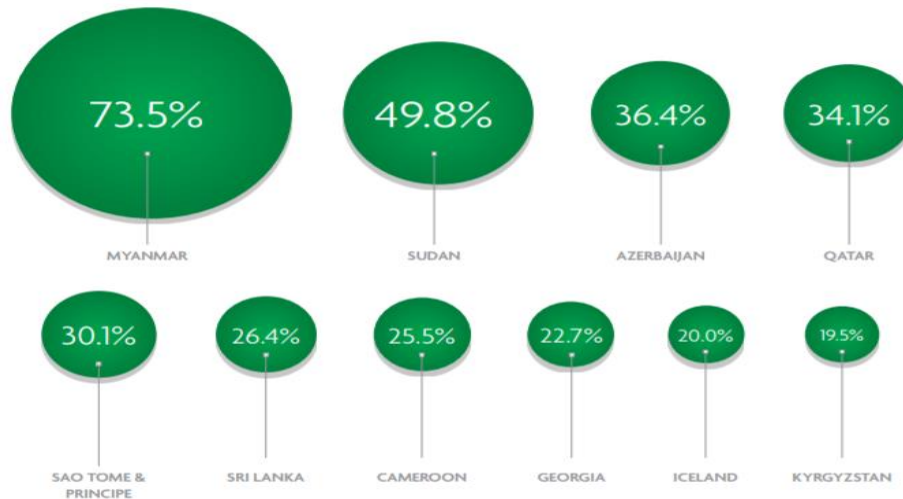
Keywords: brand, territory multiplicity, tourist destination, tourist attraction, global imperatives

Relevance of research topic.

The desire of peoples to establish links among themselves marked the beginning of integration.

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(figure 1.1)



Source: *World Travel and Tourism Council: Travel and Tourism Global Economic Impact and Issues 2018 – March 2018 Figure 1.1. Visitor exports, (%) (World Travel and Tourism Council: Travel & Tourism Global Economic Impact & Issues 2018 – March 2018)*

Formulation of the problem. Globalization, as a major trend in the process of transformation of social development, has led not only to a global mega environment, but also to high competition for profitable markets, resources, investors and skilled labor.

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Analysis of recent researches and publications.

Studies of various aspects of territory branding have been reflected in publications and research. In particular, during the evolution of theory, three theoretical approaches (rational, emotional and social) were formed in the format of which the conceptual essence of the brand is evolving.

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Presenting main material. The global imperative for the formation of a destination tourism brand is the need to successfully promote the national tourism

product. Ukraine exports and imports of tourism services, which creates a real precondition for forming a brand of territories in order to strengthen competitive positions in the growth of tourists, investments, strengthen integration ties and more.

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Conclusion. Justifying the systematic nature of the imperatives of world tourism brands, it should be noted that this process should be regulated by state institutions and public organizations, which have the functions of developing the state's tourism policy and developing mechanisms for its implementation.

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References

1. Anholt, S. (2006). Public diplomacy and place branding: where's the link? Place Branding, Vol.2(4), pp.271-275.
2. Hankinson, G. (2005), "Destination brand images: a business tourism perspective", Journal of Service Marketing, Vol. 19, n°1, pp. 24-32.
3. Weibing, ZHAO and Xingqun, L.I. (2007) Globalization of Tourism and Third World Tourism Development. A Political Economy Perspective, Retrieved from: <http://egeoscien.neigae.ac.cn/fileup/PDF/20060303.pdf>
4. World Travel and Tourism Council: Travel & Tourism Global Economic Impact & Issues 2018 – March 2018. All rights reserved. Retrieved from <https://www.wttc.org/-/media/files/reports/economic-impact-research/2018-documents/global-economic-impact-and-issues-2018.pdf>

ГЛОБАЛЬНІ ІМПЕРАТИВИ ФОРМУВАННЯ БРЕНДУ ТУРИСТИЧНОЇ ДЕСТИНАЦІЇ

Анотація. У статті розглядаються економічні передумови формування бренду туристичної дестинації, які залежать

The Organizing Committee ask participants to send application forms and materials prepared for the conference to e-mail **confer_knteu2020@ukr.net** by **March 9, 2020.**

Addresses and contacts of the conference organizing committee:
Ukraine, 02156, Kyiv, 19, Kyoto str., A-548; e-mail:
confer_knteu2020@ukr.net.

For additional information, contact the organizing committee of the conference:
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