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CREATIVE TECHNOLOGIES OF BRANDING OF TOURIST DESTINATIONS IN THE CONDITIONS OF STRATEGIC PARTNERSHIP

Abstract. The brand is one of the leading elements in shaping the image of the destination. It should be noted that in recent years all regions of Ukraine have paid attention to the development of tourism. To do this, they develop their internal policies, approve strategies, and extort additional funds from their local councils. Tourism requires a concerted effort. It should be understood that each city in terms of tourism should work in synergy as a single integrated system. Authorities, educational institutions, residents, who are united by common goals and aimed at achieving a global goal, understand that the tourist attractiveness of the city depends on each of them.

In the south, on a par with Odessa, Kherson and Mykolayiv rely on tourism [1].

Ukraine is big and diverse. This year we are focusing on *gastronomic tourism* and *cultural tourism*. Ukraine has something to be proud of in the direction of Food and Wine - the number of concept restaurants has grown, new farms and wineries have appeared [2].

But we have *medical tourism*, Chernobyl, entertainment and *ecotourism* [2].

Marketing of tourist destinations can be defined as a management process in which the governing bodies of the destination and business [1]:

- determine the target groups of tourists (current and potential);
- establish communication with them in order to determine the impact on their desires, needs, motivation, preferences, relationships associated with travel decisions;
- form and adapt a tourist product in accordance with the needs of tourists and to achieve their maximum satisfaction.

What will a tourist actually buy? Why would he come to us? Tourists do not buy an expensive hotel, good beaches, modern buildings, and the feeling - the possibility of self-realization, intercultural enrichment, strengthening family relationships, improving health and more. People are attracted not by the characteristics of the destination, but by their functional ability to meet certain needs. A person travels only when he realizes that the destination is able to meet an important need for him.

In the economic-managerial approach, a tourist destination is considered as a specific economic space, a set of market relations that provides intensive production and consumption of tourist services, while the tourist destination is analyzed as an object of management, management system that combines diverse commercial and non-commercial activities. Marketers consider the development of the destination in terms

of supply of tourism products, which should meet the current demand of tourists from different target segments.

In foreign science, the idea of tourist systems began to develop in the 70's of XX century. In 1972, S.A. Gunn [3] put forward the concept of a "fundamental tourism system", which includes five subsystems: tourists, transport, attractions, facilities and information management [3]. However, the work of N. Leiper (1979) [4] became widely known, where he used the term "tourist destination" to denote "a certain geographical area that is attractive to travelers, which simultaneously forms and satisfies tourist demand." This model of the tourist system includes four basic geographical elements: the region that generates tourist flows (the environment of permanent residence of tourists, where tourist trips begin and end), the tourist destination, the transit region and the external environment. Later, such elements as tourists and the tourist industry were added to the tourist system, which S.M. Hall (2006) [5] took into account in the model of geographical elements of the tourist system.

Marketing approach by foreign representatives of this group of views and concepts on the tourist destination are the works of R. Kotler, D. Buhalis, S. Gunn, J. Ritchie, G. Crouch and others [6]. According to these authors, a tourist destination is defined as a tourist product. In this sense, the product is a tourist area, region. The basis for the formation of such a product is the tourist and recreational resources that give it a certain consumer value. From the point of view of marketing, destinations are an integrated complex marketing product, which is offered and consumed by tourists, depending on the peculiarities of the region.

F. Kotler identified a special concept of marketing - the marketing of places of rest, which aims to attract vacationers and tourists to resorts, cities and countries [6]. The destination marketing model includes the following main characteristics: personal and social motivating factors; incentives to travel; qualitative and marketing characteristics of the tourist product of the destination.

If we imagine the destination as a complex tourist product, which includes attractions, infrastructure (accommodation, restaurants, transport, etc.), related services (trade, banks, communications, health care, law enforcement, etc.), the crucial role in choosing a tourist plays such a component as *attraction*.

Attraction (from the Latin *attrahere*) - attraction, attractiveness, the ability to draw attention, to arouse interest in anything.

Since a tourist destination can be considered as a geographical area, tourist product or (and) object of strategic management, it is advisable to consider the following *model of interpretation of the evolution cycle of the tourist region*, which is based on product concepts of the evolutionary cycle of the tourist region. This concept was developed by the American RV Butler (2006) [7] is still of practical importance in making strategic decisions in managing the development of individual regions, localities, tourism centers.

Given the close connection of tourist destinations with regional development, it is very important to take into account in management the criterion associated with sustainable development of the territory, namely - the presence in the region of the concept of sustainable development, initiative or working groups. Then the system of

functions will be focused on perspectives, instead of on modern realities of system of regional management, showing directions of its development.

The link between cultural heritage and tourism may depend on a range of tourism services involved in many of the processes that tourists take about which destination they choose and how best to use it. Before visiting their destination, their decisions are made through information, booking and purchase systems; during their visit, through the services of receiving tourists and other services designed to ensure that their experience remains unforgettable; upon return, thanks to initiatives aimed at building loyalty to the destination.

This growing integration of tourism offerings is balanced by the simultaneous and progressive assertion of a specific type of tourism demand - cultural tourism. In this case, access to the tangible and intangible cultural heritage of the territory is the only, or at least the main reason, why visitors first choose a destination and then take advantage of what it has to offer.

“The creative economy has both commercial and cultural value,” say UN [8] trade and development experts (UNCTAD). The development of the creative economy is directly related to the quality of human capital concentrated in a particular territory.

Economist and author of the term "creative class" Richard Florida noted in his book "The Creative Class: People Who Create the Future" in 2005 [8] that one of the key factors in the development of the creative segment is place. Cities are turning into a favorable infrastructure, in which new connections are established, new networks of contacts are established and a fundamentally new mixture of them is formed. “The most valuable characteristics of cities were not basic services or economic opportunities, but the objects of the city's social infrastructure, its benevolence and beauty,” wrote Florida [8].

“There is less and less doubt that the prospects for the global economy depend on creative and innovative projects, as well as the ability of cities and regions to create a favorable environment for such initiatives to be implemented,” note the creators of the Creative Capital of Global Cities Index from PwC and the fund Calvert 22 [9].

How is creativity related to global economic development? A new study, the Global Creativity Index 2015 [9], by the Martin Prosperity Institute, presents a new model of economic development. The *model was named "3T"* (Talent, Technology and Tolerance) [9]. The study says that in a knowledge economy where consumption and production are based on intellectual capital, 3T criteria and creativity in general are closely related to economic and social development.



Рис.1 Global Creativity Index [9]

For the past decade, the creative economy, as stated by a group of experts from the World Economic Forum in Davos [10], as well as experts from the World Economic Forum (2019) [10] in the report "Flexible Governance for the Creative Economy" noted the importance of progressive regulation - more adaptive, people-centered... This is due to two factors: the development of technology lowers the threshold for entering the creative business, and the cross-border opportunities of the Internet allow attracting a huge number of customers.

Support for the creative sector, in fact, boils down to the synchronous development of five components [10]:

- 1) policy development and advocacy, professional networks and associations;
- 2) strengthening organizational capacity, including through special education and lifelong learning;
- 3) the work of incubators and accelerators;
- 4) creation of clusters and hubs;
- 5) internationalization (that is, focus on global markets and the global creative scene).

The UK remains an example of the development of all five infrastructural components of the creative sector for almost twenty years, with the New program "Create UK - sector development strategy until 2020" [10].

Here, for the first time, they conducted a study of the potential of the creative sector - the so-called "mapping" or mapping - and formed a government development program, which included the creation of support agencies, the provision of premises on favorable terms, grants and affordable loans, the extension of the institution of business angels [10] (private investors who invest their own funds in unusual and promising projects).

The most important issue now for achieving this goal is the formation of demand for the products of the creative industries. In addition to this, Ukrainian creative products need help in the language adaptation of products, and the attraction of major international industry events to the country.

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ОСОБЛИВОСТІ ВИКОРИСТАННЯ СТОРІТЕЛІНГУ ПІД ЧАС ВИКЛАДАННЯ ФАХОВИХ ДИСЦИПЛІН ДЛЯ БАКАЛАВРІВ ІНФОРМАЦІЙНОЇ, БІБЛІОТЕЧНОЇ ТА АРХІВНОЇ СПРАВИ

В умовах інформаційного суспільства традиційне навчання, що передбачає спілкування викладача і студента, сутність якого зводиться до передачі знань студентам; контролю викладача за якістю та успішністю засвоєння знань поступово втрачає свій сенс. Виникає проблема використання сучасних форм і методів організації навчальної діяльності студентів, які б підвищували якість підготовки студентів.

Майбутні бакалаври, фахівці з інформаційної, бібліотечної та архівної справи дедалі більше розширюють діапазон виконання власних професійних функцій, зокрема тих, що пов'язані з створенням та обробленням інформаційних потоків, їх аналізом, орієнтуванням у динамічному документообігу, забезпеченням ефективної суб'єктної взаємодії. Якість виконання зазначених функціональних обов'язків майбутніми фахівцями залежить від рівня їхньої підготовки у вищому навчальному закладі, зокрема фахових знань, особистісних якостей, навичок комунікативної культури тощо.

Сторітелінг нині є актуальним інструментом передавання інформації, формою організації пізнавальної діяльності у процесі якої створюються умови для всебічного розвитку особистості студента та впливовим методом досягнення результатів діяльності.

Аналіз останніх досліджень і публікацій засвідчує, що в Україні дослідження методу сторітелінгу розпочато порівняно нещодавно і нині це