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STATE REGULATION OF UKRAINIAN TOURIST BRAND

The system of state regulation of the Ukrainian tourist brand as a form of improvement of the innovation and investment climate in the country is explored. The tourism sphere in Ukraine and in the world is analyzed, modern tendencies and directions of development in tourism are defined. The system of main sub-sectors of state regulation of the Ukrainian tourist brand has been formed, namely, ecological-medical tourism (directed on improving the personality), mental tourism (directed on studying the mentality and identity of the Ukrainian population), author's tourism (directed on new ways of development), social tourism (directed on the social aspects of personality development).

Keywords: state regulation, tourist brand, tourism.

1. INTRODUCTION

Tourism is a multidisciplinary industry with a huge system of supporting spheres of the economy, which works efficiently only through coordination between all its links. Therefore, this sphere requires powerful mechanisms of state regulation based on the current achievements of developed countries in tourism, the real needs of the Ukrainian population and the possibilities of Ukrainian resource potential.

The ideal system of state regulation of the tourism industry does not exist, but the world experience gives understanding that both excessive control and uncontrolledness do not provide significant success in the development of the economy. Thus, there is a need to find the optimal form of state regulation of tourism activity, which is based on the formation of the Ukrainian tourism brand by the state, which will become the heart and engine of innovation and investment processes of Ukraine's development.

The issues of the organization of the system of state regulation and research of the development of the tourist complex are devoted to the works of such leading Ukrainian and foreign scientists as O. Bilotyl, R. Crotti, N. Daminova, S. Dombrovska, V. Goblik, A. Karapetyan, N. Kulyushina, R. Ligidov, O. Melnychenko, T. Misrahi, A. Pomaza-Ponomarenko, V. Shvedun, S. Sisoeva and others. Their works are aimed at generalizing and using Ukrainian and international experience in the field of tourism and finding ways to implement effective state solutions for economic development and society.

At the same time, the issues of state regulation of the Ukrainian tourist brand remain as a form of improvement in the country's innovation and investment climate.

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The purpose of the article is to study the state regulation of the Ukrainian tourist brand. The objectives of the study are to analyze the tourism industry in Ukraine and the world, to identify current trends in tourism and directions for its development.

2. LITERATURE REVIEW

Ukraine occupies a prominent place in the world in terms of the level of natural and historical and cultural potential. In the sphere of tourism, the national traditions and modern trends co-operate organically. However, the development of tourism should be considered in conjunction with skilful state regulation and targeted strategic policy of power structures.

State regulation of tourism is viewed as a combination of forms and methods of targeted influence of the authorities on the development of this sphere and the creation of conditions for their effective cooperation with the private sector through administrative, organizational, economic, legal and environmental mechanisms (Bilotyl, 2015).

For the objective assessment of the validity of state regulation of tourism activity and the importance of this area for the economy, one must consider the economic effect of tourism in different countries and the measures implemented by the governments of the states. In some countries, tourism revenues make up more than 50% of GDP. For example, such island states as Macao (89,5%), Antigua and Barbuda (75,8%), Anguilla (71%), Aruba (70%), Maldives (61,3%), Seychelles (54,5%) and the Bahamas (53,6%). Less exotic and more developed countries, of course, receive less income from tourism, but it is much more powerful in absolute terms. Leading in this list are the United States, which annually earn about 110 billion dollars in tourists. Every year, 35 million tourists visit the Time Square, about 31 million play casinos in Las Vegas. According to the rating of the World Tourism Organization (WTO), the United States – the second after France to attend the country in the world. Every year the USA employs about 80 million tourists.

Regarding measures taken by the states to support and develop the tourism industry, one should highlight the policy of Uzbekistan, which plans to establish the Tourism Brand Ambassador (Ambassador of foreign countries), which is now actively using the leaders of the world tourism industry – France, Spain, the USA, China, India . The government of this country provides that the ambassadors of tourism in Uzbekistan abroad will be representatives of political, business, cultural and sports circles.

In addition, the introduction of a plastic card, which will operate throughout the country and will give foreigners an opportunity to buy goods and pay discounted services, will be another progressive measure. Another event is the creation of the UzReport World TV channel, which provides tourists with information about the country in foreign languages (at the level of National Geographic, Discovery, Viasat History TV channels).

Also, within the framework of tourism development, Uzbekistan launches a system of electronic E-Visa visas for foreigners (submission of documents and questionnaires via the Internet network in a short time), which allows to depart from the outdated procedure with queues at the embassy. The state policy will be directed at checking all tourist accommodation facilities in accordance with new state standards. Among other measures should be the creation of a system of incentives for manufacturers of souvenirs. Craftsmen and souvenir producers are offered privileges when marking their own products by the tourist brand of the country or its individual regions (Daminova, 2018).

For example, the authorities of Belarus since 2018 provided the possibility of visa-free entry into the territory of the tourist and recreational zone „Brest”, visa-free stay for guests

of the country on the territory of Grodno and the whole Grodno region was introduced for a period of up to 10 days. In these tourist zones, the number of checkpoints for visa-free entry for tourist purposes of foreign citizens increases.

Financial levers in the development of tourism activities applied by the US authorities. The Government of the country implemented the Program for the promotion of farmer markets and local food products, which makes it possible to use government grants for up to 15 million dollars. for promotional purposes of agro-tourism. It should be noted that in the US the history is not so attractive to foreign tourists, as familiarity with the achievements of modern American culture. If, for example, Italy's average tourist is a masterpiece of ancient Rome and the Renaissance, then the United States is «Hollywood» and «Disneyland», New York and Las Vegas. No trip to the United States can be considered complete without photos of the skyscrapers of New York and Chicago, the Golden Gate Bridge in San Francisco and the Beverly Hills palm trees.

The local government of the United States holds annual festivals or sporting events that attract the attention of many tourists and become a calling card of cities. For example, the Balloon Festival in Albuquerque, New Mexico, and the Indianapolis Ring Road in Indianapolis have gained worldwide popularity. In Nevada City, California, tourists gather at the International Teddy Bear Congress, and in Punc tatin, Pennsylvania, the Day of the Maids is celebrated, due to the same movie (Tourism in the USA. 2017).

Various measures of state regulation are applied by the Government of Finland. For example, the market for tourist services is provided with high guarantees of property rights in the country, the ratification of international projects for the development of trade in goods and services, environmentally-oriented legislation and the promotion of its implementation in practice, protection of representatives of flora and fauna, high level of security of internal police units, observance high standards of sanitary and epidemiological standards, high level of development of port, railway and motor transport infrastructure (Crotti, Misrahi, 2017).

Ukraine is concentrating its efforts on attracting tourists from India and the PRC through electronic visas and stopover days. These countries are to be a priority for attracting tourists to 2018. In 2017, the flow from these countries increased by 40%. An important aspect of tourism development is security. The organization International SOS, dealing with the safety of travelers from all over the world and providing them with urgent medical care, has created a map of the most dangerous countries for tourists in 2018. Such countries are Syria, Libya, Yemen, Somalia, Iraq, Afghanistan, Guinea-Bissau, Burundi. They are marked with the «E» symbol, which means «extreme risk». It is noted that there are different levels of travel security risks in countries. Mexico, Egypt, India and Ukraine are examples of «average» travel risk ratings that have a higher risk rating in specific regions in this country (The most dangerous countries for tourists. Ukraine in the middle of the rating. 2017).

Tourism is an innovation industry, therefore, the prospects of development of this sphere should be considered. According to the forecasts of the WTTC, by 2020, the rapid growth of tourism is expected – by 4,4% per year. The fastest growth is expected in the Asia-Pacific region, Europe and America. Expected revenues from tourism in 2020 will be 2 trillion. dollars For comparison: in 1995 this amount amounted to 399 million dollars. The average cost of a tourist will also increase twice – to 707 dollars for one trip (Karapetyan, 2015).

Promising directions for tourism development are based on the interests and benefits - from culture and entertainment to cuisine and history. In 2018, television programs, films, sports events and especially social networks are increasingly affecting the choice of tourist.

Studies conducted in the field of tourism have shown that from the blogs or videos on YouTube, travel ideas are taken by 39% of tourists, and information on television, in motion pictures or music videos affects 36%.

In 2018, 29% of tourists want to visit Croatia, Spain and Iceland, inspired by the views of these countries in the series «Game of Thrones». 21% of «Sherlock» fans and 13% of the «The Crown» series, New York and Manhattan – 13% of the viewers of the «Billionaires», in Los Angeles – 10% of the series «Entourage» want to go to London.

One of the key issues to be solved in the near future is to optimize the interaction of tourism and culture both at the level of central authorities and locally. Cultural heritage, museums, theaters, cinema in most countries of the world is an extremely important factor in attracting tourists, generating international and local tourist flows. As a result, his client receives transport and catering, hotels, local industry, etc. Coordination of the strategic development of the cultural sphere and tourism on the ground should lead to closer cooperation between local authorities and real business in solving specific tasks concerning the preservation of cultural heritage, the introduction of museums, national preserves of advanced managerial practices, orientation for work in market measures and coordination of activities with subjects of the tourist industry (Dobrovskaya, Bilotil, Pomaza-Ponomarenko, 2016).

In addition to the cultural part of tourist activity, great influence on the tourist leads wellness opportunities (health trips). In 2017, every tenth tourist wanted to make wellness tourism, and in 2018 – this indicator at the level – one in five. Hiking is especially popular: in 2018 – 56% of the respondents.

Among other kinds of rest which are interesting to tourists, it is necessary to allocate trips to spa resorts, cycling, water sports, yoga-tours, running and meditation. Every year tourists are becoming more experienced, especially in terms of price and quality. When booking tickets and accommodation, a significant part of people are guided by their value. Almost half of respondents (47%) take into account the exchange rate of travel planning, almost as many respondents (48%) take into account the economic situation in the country. In 2018, a special popularity is gaining private housing for rent (8 main trends in tourism in 2018, 2017). An important task for Ukraine is to provide conditions for the creation of a tourism brand, which is aimed at modern trends in tourism.

3. METHODS AND RESULTS

Territory branding is a strategy and successive actions, using the possibilities of geography, resources, mentality of the population, in order to take a leading place among competitors. The tourist brand of the country is a combination of strategies, as well as textual, graphic, musical and other attributes that together create the planned image of the country in the minds of selected client groups in order to increase tourist flows.

The objectives of the tourist brand should be considered from the following positions:

- increase the number of tourists in comparison with previous periods;
- increase investments in the hospitality industry of the country as a whole;
- increase the number of MICE events (congresses, exhibitions etc.) of international level;
- increase the number of repeated visits to the country;
- increase the number of positive publications about Ukraine as a tourist destination (Ukrainian tourist brand, 2014).

Priority directions of state regulation of the development of the domestic tourism industry include the following:

- organizing the production of environmentally friendly agricultural products to meet the needs of holidaymakers in high-quality food products;
- active involvement of the private sector (especially in mountainous areas) in tourism business;
- production of high-quality reference material;
- development of new recreational and resort areas and territories having a tourist potential, and development of new excursion routes taking into account historical and cultural values of the region;
- harmonization of the development of tourism in certain areas with the lifestyle, traditions and culture of the local population in order to preserve its authenticity;
- strengthening the interaction of public authorities with public organizations in the field of tourism;
- creation of a unified marketing system in the tourism industry;
- creation of own leisure industry, including production of equipment and technical equipment, souvenir industry;
- development of international transport corridors and points of crossing of the state border (Melnychenko, Shvedun, 2017).

Taking into account the internal potential of Ukraine, such a sub-sector of tourism as recreation territories and rural tourism should be highlighted.

The priority directions of development of recreational territories in the resort-tourist and recreational purposes are the following:

- construction of new institutions that meet world standards;
- provision of rest conditions for socially vulnerable categories of the population (children, elderly people, invalids);
- creation of legislative preconditions for the development of new forms of ecological, rural and farm tourism, the construction of private recreational housing and enterprises of small recreational business (Sisoeva, 2014).

The development of rural tourism in most countries of the world is considered as an integral part of the integrated socio-economic development of the countryside and their experience is important for Ukraine. The extremely attractive geographical location of the Carpathian region, with its neighbors, is the countries of the European Union – Poland, Slovakia, Hungary, Romania, the signing of the Association Agreement between Ukraine and the EU opens up new opportunities for improving the development of the tourist complex (Goblik, 2015). There are broad prospects for eco-friendly tourism and the implementation of organic products in local markets of Ukraine.

Social tourism, aimed at creating the necessary conditions for traveling to pensioners, invalids, veterans of war and labor, schoolchildren, youth and any other citizens, to which the state, state and non-state funds, and other organizations provide social support, are relevant for Ukraine. The most typical example of social tourism is the so-called «Scandinavian model», which is used in Scandinavian countries and Finland. Well-proven abroad mechanisms such as «holiday check» (France) and «check-outs checks REKA» (Switzerland).

They are issued by authorized bodies in the form of banknotes of various grades and sold to wholesalers, then to enterprises, trade union committees, pension funds, and other

social organizations. Checks are distributed by organizations among their employees and other insured persons for a fee with the provision of certain benefits on the basis of the contract. Currently, the system of state support for social tourism is actively being implemented and developed in Brazil, PRC, Chile and other countries (Ligidov, Kulyushina, 2015).

Taking into account the studied aspects, tendencies and perspective directions of tourism, it is necessary to form a system of basic sub-sectors of state regulation of the Ukrainian tourist brand, namely:

- ecological-medical tourism (directed on improving personality: green tourism, organic food tourism, sports tourism, psychological tourism (for example, rest from the fast work regime);
- mental tourism (directed on studying the mentality and identity of the Ukrainian population: cultural tourism, religious tourism, educational tourism, gastronomic tourism);
- author's tourism (directed on new ways of development: unknown tourism (walking on «secret» addresses unknown to tourists, under the guidance of charismatic personality), political tourism);
- social tourism (directed on the social aspects of personality development: charity tourism, philanthropy tourism, cleaning tourism).

4. CONCLUSIONS

In our opinion, the development of the Ukrainian tourist brand is at the stage of formation. The great potential of our state should be disclosed at the expense of coordinated work of the authorities, business and society with an orientation towards innovative ways of development and rapid change of the tourist sphere. The capacity of the country's tourist potential, due to skilful state regulation, will create a brand image and open up new opportunities for attracting investment flows.

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