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**FORMATION OF CONCEPTUAL CONDITIONS OF ACHIEVING THE PROCESSES OF CROSS-CULTURAL RELATIONS ON THE BASIS OF TOURISM ACTIVITY**

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*У статті аналізується вплив індустрії туризму на розвиток міжкультурних комунікацій в глобалізованому світі. Визначено основні важелі впливу на міжкультурну діяльність. Сформовані концептуальні принципи активізації процесів міжкультурних відносин на основі туристської діяльності.*

***Ключові слова:** міжкультурна комунікація, туризм, глобалізація, міжкультурна співпраця.*

*В статье анализируется влияние индустрии туризма на развитие межкультурных коммуникаций в глобализованном мире. Определены основные рычаги влияния на межкультурную деятельность. Сформированы концептуальные принципы активизации процессов межкультурных отношений на основе туристской деятельности.*

***Ключевые слова:** межкультурная коммуникация, туризм, глобализация, межкультурное сотрудничество.*

*The article analyzes the influence of the tourism industry on the development of cross-cultural communications in a globalized world. The main levers of influence on cross-cultural activity are determined. The conceptual principles of revitalization of the processes of cross-cultural relations on the bases of tourist activity are formed.*

***Key words:** cross-cultural communication, tourism, globalization, intercultural cooperation.*

*Problem statement.* Globalization of social and cultural existence of mankind, the growth of the number of international contacts in the modern world, give rise to problems that require urgent resolution and reflection.

Cross-cultural communication has an anthropological character and includes communication as between historically formed groups (peoples, races, ethnic groups), and between social groups (confessional, professional, cultural-historical). At the same time, there is no doubt that the modern culture is the property of all mankind, because it is the result of the long historical interaction of different peoples. Therefore, the value of the process of cross-cultural communication in the life of society can't be overemphasized, more importantly to create all the conditions for maximum harmonization and creation of this process, thereby contributing to the preservation of cultural diversity and mutual enrichment in a dynamically developing world.

*Analysis of recent researches and publications.* Significant contributions to the study of the theory of cross-cultural communications, mechanisms of interaction between cultures and the trends of cross-cultural interaction were made by domestic and foreign scientists, such as E. Hol, J. Trager, J. Medoc, G. Hofstede, A.P. Sadokhin, L.V. Grishaeva, V.S. Bibler and others. Also the information base of the research has become the official information materials of the World Tourism Organization and UNESCO.

*The aim of the article is* determining the levers of influence on the improvement of cross-cultural communications.

*Presentation of the main research material.* Various levers of influence can be used to improve the communication efficiency. The main communication barriers are stereotyped, economic, geographic and military-political. Measures to revitalize the cross-cultural communication should be aimed at overcoming these barriers.

The peculiarities of national and ethnic consciousness often act as barriers of intercultural interactions. There is a tendency towards ethnocentrism - the tendency of negative evaluation the representatives of another culture through the prism of their own standards. Overcoming of this barrier is possible through the formation of intercultural competencies.

The levers of influence on the revitalization of intercultural interaction also include:

- acquaintance with the latest developments in the field of cross-cultural communications, which will enable to analyze and identify the best ways to resolve conflict situations, to develop various trainings as a means of training intercultural competences;
- revitalization of Ukraine's integration into the world community by matching all spheres of the country's social and political life with international standards;
- effective transformation of the spheres of political, economic and social life of the country;
- state regulation of international cooperation;
- creation and promotion of the country's positive image in the international arena in accordance with the requirements of globalization;
- development of effective strategy of management and marketing.

Regarding the state regulation of international cooperation of the state in the field of tourism, the following functions should be highlighted here:

- assistance in the dissemination and strengthening of international cooperation in the field of tourism;
- adoption of international treaties;

- participation of the country in the activities of international tourist organizations;
- opening a network of tourist offices abroad;
- raising the prestige of the country among the international tourist community.

World practice shows that there is no ideal formula that would enable the state to create an optimal structure of tourism management. Studying the principles of state regulation of tourism activities, it is possible to single out some of the characteristic positions that are present on the world tourist market at present:

- strict authoritarian management of all aspects of tourism in the country;
- association of tourism with related branches of economy within the framework of the combined ministry;
- soft approaches to the regulation and coordination of tourism activities by the authorities of the national tourist administration;
- indifference to tourism as a phenomenon of social and economic [1].

In international practice, four main models of state regulation in the field of tourism have been formed. The basis of this distribution is the definition of the degree of state intervention in the organization of tourism industry. Thus, the first model involves the creation of an independent ministry of tourism, which has large powers in the development of this sphere. In each subsequent model, the influence of the central executive authority on the tourism industry is reduced, until it is completely absent in some countries. Ukraine today has no clear demarcation in this aspect. The state regulation of the tourism industry in the country needs to be updated and transformed.

Cross-cultural communications in the field of tourism can be considered from two aspects: cooperation in international tourism and promotion of national tourist product in the international tourist market. In other words, the spheres of cross-cultural management and marketing are the most important for tourism.

National, business and corporate cultures interact closely with each other. Cultural differences are manifested in all spheres of organizational activity, so managers of tourism enterprises should develop a tactic of doing business and their own behavior, through respect, mutually beneficial business communication and taking into account the cultural characteristics of the local population to work effectively in each country. After all, people belonging to different cultures can work in the same organization, having the general ultimate goal, but diverse views on the means, methods and forms of interaction in the process of its achievement.

As for cross-cultural tourism marketing, cultural factors influence the behavior of the buyer to a large extent. Culture is the main force that determines human behavior. Marketers are constantly trying to identify trends in culture in order to develop new products and services that shape the market able to meet the needs of consumers.

To understand the behavior of the consumer is quite difficult even for companies operating within a single state. The work of companies that have offices in different parts of the world is complicated, because it becomes harder to satisfy the consumer and provide a high-quality and even exclusive service. Marketers must, in each particular case, decide to what extent they must adapt their products and services to the unique needs of the various markets in which they operate. On the one hand,

they are interested in standardizing what they offer – it saves their own strengths and resources. On the other hand, the modification of goods and services, produced in connection with the conditions of a particular market, promotes better satisfaction of the needs of the local population.

The communication strategy represents the most important element of the international marketing complex necessary to establish communication with clients, provide them with information about the company and products, and create a favorable image and reputation for the company as a whole, as well as its various products.

Traditionally, there are three main advertising strategies in international communications policy. A rather effective way to implement an advertising strategy is a modeling standardization strategy, which is a flexible form of standardized approach. A model advertising campaign is a reflection of corporate marketing policy and suggests that creative presentation and artistic work should be adapted locally to a certain extent.

Let's consider in details one more tool for revitalizing cross-cultural communication, namely, the formation of a positive image of the country in the world. The art of creating a positive image of the country by emphasizing its advantages, revealing various aspects of identity, as well as creative, deliberate work aimed at leveling out negative associations, objective or subjective, on their reprogramming, are relatively new tools in the arsenal of means of realizing Ukrainian domestic and foreign policy.

The brand “Ukraine” is the first, a large-scale project during the years of Ukrainian independence aimed at developing a comprehensive strategy of positioning Ukraine abroad [2].

During the work over the concept of the brand “Ukraine” was thoroughly analyzed, investigated and selected all the best than the state lives. The proposed vision of the concept is an expression of a combination of positive impressions about Ukraine: it reproduces the most famous pages of history, the greatest achievements of culture, science, art and sports. The brand represents Ukraine beyond the negative information background.

As a result of the development of the brand “Ukraine”, there were created a special logo, slogan and character of the brand, also a brand passport, proposals for information campaigns, a set of special promotions and projects aimed at improving Ukraine's image abroad [2].

The variety of information campaigns is one of the most influential levers, due to its scale and prevalence. Such projects successfully demonstrate the tourist and cultural potential of the state, its achievements, expand the boundaries of cooperation between Ukraine and the world community. Such virtual trips to Ukraine are created with the help of the latest computer technologies, which demonstrates again the country's potential in this sphere.

CNN, in partnership with CFC Consulting, developed several information campaigns a few years ago that are still operational, but require support from the state, both financial and legislative.

The purpose of the information campaign “Ukraine. All about U” is a demonstration to the world powerful tourist and investment potential of Ukraine [2]. The information campaign consists of two linked to content advertising videos

devoted, respectively, to the tourism and investment directions of the branding strategy of Ukraine. Both videos are prepared by the CNN Production Department.

The key message of the project is based on the original game of words, because in the English version the letter “U” has a dual meaning: on the one hand, U is a shorthand version of the English word “YOU”; on the other hand, U is the first letter in the word “Ukraine”, which in the name of this information campaign personifies Ukraine.

Thus, “Ukraine. All about U” is a demonstration of the rich potential of the state, which, at the same time, emphasizes that hospitable Ukraine can offer many interesting in different spheres of life for partners, from tourism to investments.

Another investment campaign from CFC Consulting is “Ukraine Inspires”. The purpose of this project was to create and disseminate a series of informational and promotional photos and videos about the life and achievements of prominent Ukrainians, world art, cinema, politics, science, technology, sports, and ballet. There are many well-known figures whose life and work are related with Ukraine but are not associated with it.

Through the series of information and advertising materials the concept “Ukraine. Moving in the fast lane” demonstrates the dynamics of economic transformation in Ukraine, improving the investment climate and investment opportunities of the country.

The investment image of Ukraine is the perception of the Ukrainian economy and its investment climate by the leaders of transnational corporations, investment funds, international business media and the business world in general. Formation of the investment image of Ukraine is one of the most important directions of development of cross-cultural communications. Work on improving the investment image implies a well thought-out coverage of government programs and steps, legislative changes aimed at intensifying investment activity in Ukraine.

Information Campaign “Ukraine. Moving in the fast lane” also involves the development of special measures to promote the investment image of Ukraine for international investment conferences, the World Economic Forum, the World Expo and other major events in the business world.

In addition to information campaigns, you it is necessary to create a powerful information portal about Ukraine, which will contain comprehensive information about the country, its cultural and recreational potential, history, current achievements and opportunities.

Such an information portal should become the basic source of information about the country, a platform for promoting Ukraine in the world social networks and a tool in marketing campaigns. Taking into account the growing popularity of mobile applications, the development of an application, which also contains all the necessary information about the country, is relevant. Exhibition and fair activity is also a significant lever of influence on the revival of international cooperation.

Starting at an international exhibition in Brisbane in 1988, World Expo for the participating countries has become a platform for improving the image on the international arena. In 2000, 73% of World Expo participants confirmed that the main goal of the exhibition was to improve the reputation of their country in the world. That is why Ukraine's participation in the World Expo is relevant from the perspective of expanding cross-cultural communications.

The World Expo, the largest non-profit trade exhibition in the world, aims to promote international cooperation, the exchange of ideas, the development of the world economy, culture and science.

In accordance with the Paris Convention of 1928 on the organization of international exhibitions, the activities of world exhibitions are coordinated by the Bureau of International Exhibitions.

For 150 years of its existence, the World Expo has gained the status of one of the most prestigious international forums. It is considered an analogue of the Olympic Games in the field of economics, science and technology. There are three types of World Expo exhibitions: universal, international and specialized [2].

Speaking about small, but equally important exhibitions, it is worth mentioning the exhibition UITT “Ukraine – Travel and Tourism” and the international tourist salon UITM “Ukraine”. The main objectives of these activities are: familiarization with the tourism product of different companies, information exchange, establishment of business contacts and signing of contracts, advertising and promotion of tourist product, as well as demonstration and exchange of cultural experiences of different countries.

Another important aspect of such tourist events is that there involved not only travel agencies but also representatives of government departments and committees on tourism, hotels and hotel chains, airlines and cruises of the company, structures of reservation systems, insurance companies, specialized publishers, radio and television companies.

The exhibition UITT “Ukraine – Travel and Tourism” is still called the “mirror of the branch”, because here are the best tour operators, international representative offices, carriers. There is a presentation of novelties of the seasons, seminars and discussions. Another event is the Uitm “International Travel Salon “Ukraine”, which takes place in fall and has also functioned on the Ukrainian market for more than twenty years. The exhibition allows to present seasonal programs for autumn-winter season, announce new tourist destinations, strengthen positions in the market.

Ukraine popularization in the world should be carried out through the state participation in large-scale international events such as summits of the Group of eight, the Group of Twenty or the World Economic Forum in Davos.

The presence on the most influential events of the political life of the planet will effectively inform the world leaders about the shift of the Ukrainian state in various spheres of social and political life and will create an unprecedented opportunity to disseminate news about Ukraine in the leading international media.

Under each of the above-mentioned events, a team of specialists should develop a set of conceptually new image projects and special events, the main objective of which will be to inform world leaders and the international community about Ukraine. The topics of projects should be adapted to the key topic of a specific event.

Another project from CFC Consulting, which was perhaps the most successful project, but needs support and attention from the state, is the project “Ukraine is the center of contemporary art in Eastern Europe”. The aim of the project was to unite actions, projects, festivals, exhibitions and publications devoted to contemporary art, within the framework of a single concept. This is a very important step towards realizing the intention to achieve the perception of Ukraine as a progressive modern country. Its consequence should be the formation of a stable association of Ukraine

with contemporary art. Contemporary art is a powerful mechanism for promoting the image of Ukraine in the world. Over the past 5 years, modern art has been rapidly developing in Ukraine through such large-scale cultural and artistic initiatives as the Pinchuk Art Center for Contemporary Art, which has founded two art awards for young artists (the National and International Future Generation Art Prize), the GogolFest Festival and the International Exhibition – Art-Kyiv Contemporary, now taking place in the Art Arsenal. Many art galleries in contemporary art appeared in Kyiv and other cities. The Institute of Contemporary Art Problems, established in 2001 on the basis of the Academy of Arts of Ukraine, works by the private international art foundation Eidos.

It is important that information about artistic events in Ukraine is regularly and promptly transmitted to specialized international editions and art critics. To achieve this, it is necessary to ensure the timely distribution of press releases about the most significant artistic events among the world's leading specialized publications; to develop and implement informational strategy for promoting Ukrainian contemporary art through the Internet; to make an annual catalog of the best examples of Ukrainian contemporary art and to spread its distribution abroad.

International festivals that take place in Ukraine are a powerful lever of influence on the revival of cross-cultural communications. Conducting of festivals will promote the development of event tourism in Ukraine, the formation of a positive image of Ukraine in the world. International festivals are one of the forms of intercultural interaction. Among the most famous Ukrainian festivals in the world is Kraina Mriy, the largest ethnic festival in Ukraine; the festival “Mongolfierry” – the festival of balloons. A relatively young but well-known Fayne City festival is a musical festival, which involves participants from Australia, France, Sweden, Austria, Poland, Georgia, Russia and Belarus. Ethnovyr International Folklore Festival unites participants from Ukraine, Israel, Mexico, Portugal, Italy, Czech Republic, Poland, India, Spain and many others. A large number of gastronomic festivals, historical and ethnographic ones are also held annually in Ukraine.

The main task today is to use all possible resources in order to effectively develop the intercultural cooperation. Assessing the country's potential in terms of cross-cultural communications, Ukraine's position in the world should reflect the country's ability to initiate and become the main organizer, the host of regional forums. By inviting other countries to participate in such forums, Ukraine will receive the status of a center of international cooperation.

*Conclusions and perspectives of further research.* The tourist industry today is one of the main assets of formation and development of cross-cultural communications. In addition to raising funds to the state budget, tourism is an instrument for positioning the state on the world stage, creating a positive image of the country by emphasizing its advantages, revealing various aspects of identity, and creative work too, that aimed at leveling down negative associations, or their reprogramming. Formation of cross-cultural communications through tourism is one of the powerful vectors of the country's foreign and domestic policy.

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## **СВІТОВИЙ ФРАХТОВИЙ РИНОК ЯК СИСТЕМА ВЗАЄМОВІДНОСИН У МОРСЬКИХ ПЕРЕВЕЗЕННЯХ**

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*У статті доведено, що морські перевезення вантажів мають велике значення для світової економіки й міжнародної торгівлі та займають перше місце за обсягом вантажообігу. Розглянуто передумови формування світового фрахтового ринку та виокремлено особливості ХХ ст. Світовий фрахтовий ринок формувался шляхом поступового злиття місцевих фрахтових ринків морського транспорту в єдине ціле та розвивався разом із розвитком промислового виробництва.*

**Ключові слова:** *фрахтовий ринок, морські перевезення, міжнародна торгівля, перевезення вантажів.*

*В статье доказано, что морские перевозки грузов имеют большое значение для мировой экономики и международной торговли и занимают первое место по объему грузооборота. Рассмотрены предпосылки формирования мирового фрахтового рынка и выделены особенности XX в. Мировой фрахтовый рынок формировался путем постепенного слияния местных фрахтовых рынков морского транспорта в единое целое и развивался вместе с развитием промышленного производства.*

**Ключевые слова:** *фрахтовый рынок, морские перевозки, международная торговля, перевозка грузов.*

*The article is proved that sea transportations of cargoes are of great importance for the world economy and international trade and occupy the first place in volume of cargo turnover. The preconditions of the formation of the world freight market and the features of the 20th century are outlined. The world freight maritime markets were formed through the gradual merger of the local freight maritime markets into a single whole and developed along with the development of industrial production.*