

FORMATION OF A TOURISTICALLY ATTRACTIVE TERRITORY

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Purpose. The aim of the article is the development of practical recommendations for improvement of the process of touristic attractiveness rate of increase for the purpose of growth of the effectiveness of tourism-recreational systems and competitiveness of complex tourism product. **Methodology.** During the course of research the use of the autoregressive forecasting method considering the uncertainty for the purpose of solving the task of the tourism product planning is justified. **Results.** The features of the creation and promotion management of touristic attractiveness of a territory in conditions of development of a technical task and the tourism area brand formation program are considered. The stages of formation and development of touristic attractiveness of a territory, which take into account the features of development of international and domestic tourism in modern circumstances, are defined. The evaluation of the natural and recreational resources of Poltava region is presented. The method of solving of the task of scheduling during the course of tourism product formation on an enterprise with the consideration of the element of uncertainty is suggested. **Originality.** It is advised to introduce the process of formation and development of touristic attractiveness of the territory using the following stages: creation process management; promotion process management; presence of the leading customer, business structures of the tourism sector, advertising and informational tourism facilities; development of a technical task; approval of the program for the formation of a brand development territory; monitoring of the effective functioning of a territory; supporting mechanism for development and adjustment. **Practical value.** During the process of gain of the maximum possible income planning the use of the suggested autoregressive forecasting method, considering the quantity of orders received before the beginning of the first week of the planned period and the element of uncertainty, is advised. References 8, tables 1, figures 2.

Key words: touristic attractiveness, territory, management, planning, autoregressive model.

ФОРМУВАННЯ ТУРИСТИЧНОЇ ПРИВАБЛИВОСТІ ТЕРИТОРІЇ

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Розглянуто особливості управління процесом створення і просування туристичної привабливості території за умови розробки технічного завдання та програми формування й розвитку бренду туристичної території. В процесі планування максимального доходу від реалізації туристичного продукту запропоновано використовувати метод авторегресійного прогнозування з врахуванням кількості замовлень, що надійшли до початку першого тижня планового періоду та елементу невизначеності. При цьому зміна стану загального числа замовлень двовірна: один із її компонентів характеризує попереднє управлінське рішення, тоді як другий показує, яким виявилось фактичне значення випадкової величини. Визначено етапи процесу формування та розвитку туристичної привабливості території, які враховують особливості розвитку міжнародного та вітчизняного туризму в сучасних умовах.

Ключові слова: туристична привабливість, територія, управління, планування, авторегресійна модель.

PROBLEM STATEMENT. At the current stage of development of the tourism services market, the competition for potential consumers is conducted with the use of many aspects of influence on consciousness; therefore, the basis for the achievement of success in this particular sector is the tourism brand of the territory. The integrated use of potential territorial resources and production factors of different industrial branches, determined by the compound of goods, services and impressions, creates a special variation of a tourism product. Touristic attractiveness of a territory acts as a national wealth growing and living standards improvement factor, a mean to provide an acceptable level of income and employment. The market of domestic tourism is itself an environment for competitive activities between various regions, for which tourism is a valuable source of income. Meanwhile, the problematics of justification of importance of touristic attractiveness, acting as a basis for effective tourism activity in conditions of globalization processes development, requires further

scientific research.

Touristic attractiveness of a territory is conditioned by presence of natural and anthropogenic landmarks, infrastructure and services of places of visiting; availability and acceptability of the model regarding the «price-quality» ratio of a tourism product that a consumer has to pay for. The problem of necessity of separation of the components of recreational attractiveness, which will define the perceptiveness of the certain territory for development of tourism, from an effective functioning of tourism business regarding the comprehensive satisfaction of constantly increasing consumer needs is appearing. Based on the analysis of activities of tourism enterprises it is reasonable to perform the estimation of touristic attractiveness and competitiveness both of Poltava region and a separate component of it such as Kremenchuk industrial district, which has a wide number of opportunities for construction and use of tourism industry. A profitable tourism branch beneficially affects regional economics through the generation of related industries, which

participate in production and marketing of goods and services on tourism market.

To the problems of research of touristic attractiveness taking into account a geographical location, presence of recreational and sanitary purposed objects, appropriate infrastructure the works were dedicated by both foreign and local scientists including: J. Beech, S. Chadwick, [1], L. Bansal [2], V. Gelder [3], Dzh. Lennon [4], S. Melnychenko [5], Dzh. Hollovej [6], M. Khomenko, [7], V. Fedoseev, [8].

The aim of the article is the development of practical recommendations for improvement of the process of touristic attractiveness rate of increase for the purpose of growth of effectiveness of tourism and recreational systems, and competitiveness of a complex tourism product.

EXPERIMENTAL PART AND RESULTS OBTAINED. The role and place of the every territory throughout a tourism market depends on the appropriate construction and effective implementation of the marketing policy in the tourism sector. The competition in the environment of tourism market requires the satisfaction of demand due to estimation of result of the constant competition between corporations, trademarks, brands in the customer's mind. The touristic space is characterized by the collision of brands of territories competing for the places of choice of travels and recreation activities of tourists. The touristic attractiveness of a territory is itself a combination of symbolically expressed emotional ideas of characteristic features of tourism resources formed in minds of interested parties, that benefit the recognition of the territory as a touristic destination, and hence the growth of the tourist flow [4]. The successfulness of the formation and development of touristic attractiveness of the territory depends on visual, behavioral and verbal recognition of the uniqueness of a specific territory and its importance for all the subjects of brand perception [3]. In conditions of touristic attractiveness construction process it is advised to systematically combine sets of brand constructs placed in the advertisement messages addressed to the general public and the channels of messaging with the consideration of every target group.

It is advised to introduce the process of formation and development of touristic attractiveness of the territory using the following stages: creation process management; promotion process management; presence of the leading customer, business structures of the tourism sector, advertising-informational tourism facilities; development of a technical task; approval of the program for the formation of a brand development territory; monitoring of the effective functioning of a territory; supporting mechanism for development and adjustment (Figure 1).

The suggested sequence considers the features of development of international and domestic tourism under the current conditions, and is appropriate for use in the process of formation of a competitive territory brand. The components of touristic attractiveness of a territory are natural recreational resources; cultural and historical objects, the infrastructure to satisfy the needs of tourists [5, 6]. Poltava region is a land of every possible aspect of tourism, as it is in possession of

ancient tourism-related traditions, has known and qualified leaders in the sphere, excellent historical, ethnographic, economic and geographical preconditions as well. The natural wealth is complemented with balneological and mud cure resorts of Myrhorod and Gadyach cities, 12 sanatoria, monuments of landscape architecture and regional landscape parks. Almost all of the districts of the region are promising for the development of various forms of tourism: recreational (sanatoria, health and tourist centers); training-oriented with active means of travel (riding, swimming, cycling, skiing); cultural and educational; cultural and ethnographical; religious and pilgrimage-centered [6].

The most valuable tourism and sightseeing objects of the region are the following monuments of architecture: Lubny (Mgarskyi) Transfiguration Monastery, Holy Cross Exaltation Monastery, Kozelschina Monastery of Birth of Virgin of XVII-XIX centuries, Scythian town of VI-III centuries B.C. in the village of Belsk of Kotelevsky region, Trinity Church and Church of St. Nicolas, bell tower and the triumphal arch in the village of Dykanka, architectural monuments and museums. In Poltava region there are 23 museums of national importance: the museums of local history and art; The Panas Myrny Literary Memorial Museum, Literary Memorial Museum of V. G. Korolenko; Manor-Museum of I. P. Kotlyarevsky; the museums of M. V. Gogol in the villages of Great Sorochintsy and Hoholeve of Shyshatsky district; the historical-cultural reserve "The Field of Poltava Battle"; the museum-reserve of Ukrainian pottery in the village of Opishne; the museum of H. Skovoroda in the village of Chornukhy; the Aviation and Space Museum with aircraft exhibition situated in the regional center; etc. The development of tourism is positively affected by research and use of the Cossack heritage, recreations of folk festivals, evening sessions, etc. Green rural tourism is rather promising: a specific form of recreation in a village with the use of natural, material and cultural potential of the area. The represented form of recreation involves the use of the wide possibilities of the rural or farming infrastructures, when accommodation, food and other services are provided by a rural family.

The general public is becoming increasingly involved into the development of tourism sector of the region. Poltava regional branch of the Union for Promotion of Rural Green Tourism Development in Ukraine has been established, the main tasks of which are: rural infrastructure development assistance; building a culture of respect towards beauty of the native lands, hospitality of the rural area inhabitants, preservation of the existing historical and cultural heritage of the Ukrainian nation; support of growth of the rural employment level; promotion of green rural tourism as a form of recreation.

A marketing department of a specific tourism enterprise is unable to forecast the total amount of orders with the absolute certainty, which it achieves with the help of a particular suggested form of tourism: agricultural, innovational, culturological, medical, marine, hiking-oriented, religious, pilgrimage-oriented, rural or sport.

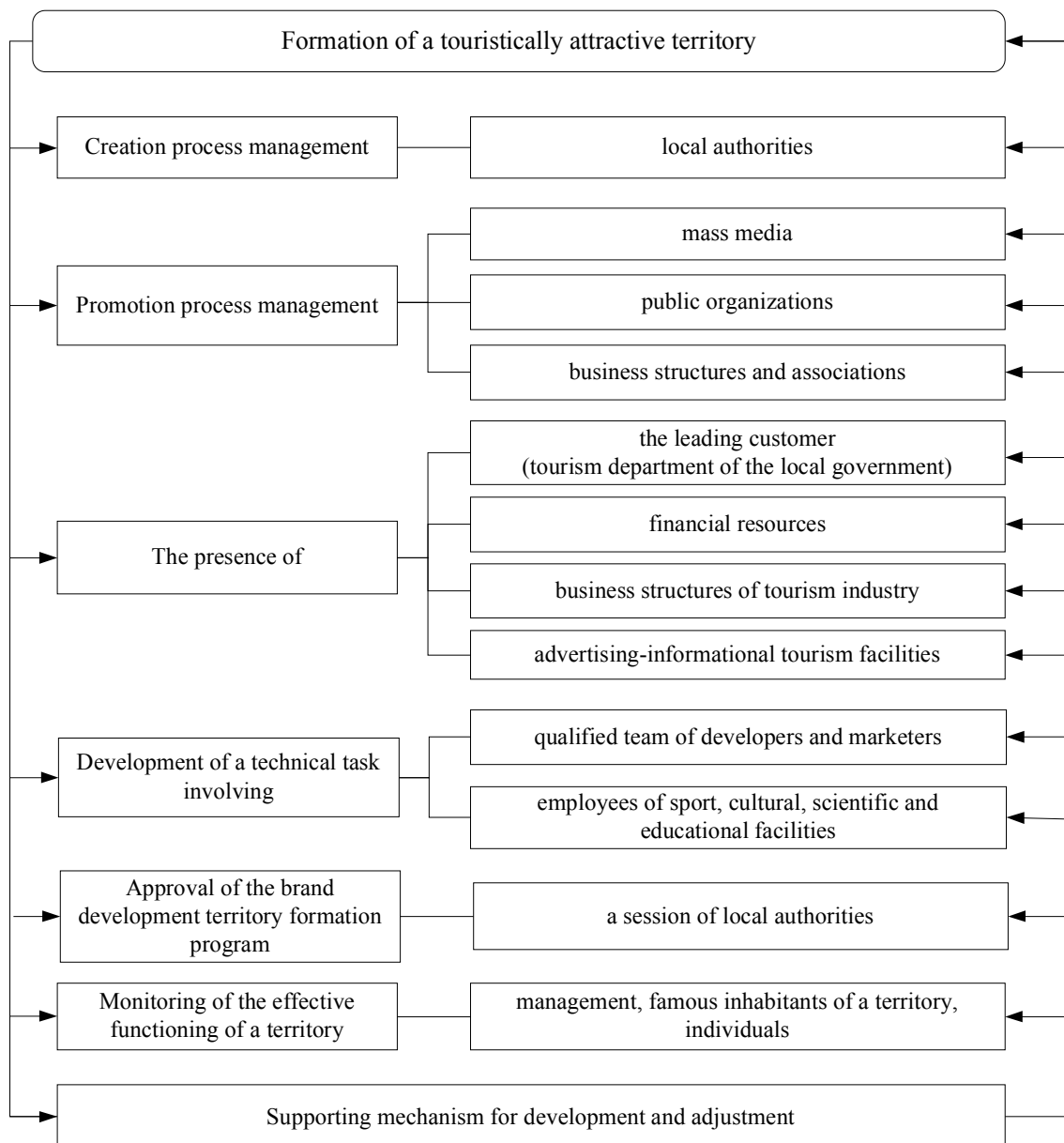


Figure 1 – The process of formation of touristic attractiveness of a territory

While employees of a tourism enterprise, involved in formation and marketing of the product of certain forms which match the requirements of customers, are making conclusions summarizing the results of the previous N weeks, the flow of new requests is being received continuously.

The expenses on economically homogeneous elements include not only material components, particularly wages and social events, amortization, but also the expenses on regulation of formation level, promotion and marketing of tourism product. In case of the volume of formation of tourism product of a particular form is set overly high, the part of supply will not be implemented until the end of a season, and the enterprise will be forced to sell the surplus at lower prices, and, eventually, suffer a loss. However, during the process of planning of the small volume of formation of tourism product an enterprise may lose a potential possibility of the income increase. An

enterprise will either suffer a loss in the case of frequent adjustment of the wide product formation schedule by forms with the consideration of clarified information regarding the total volume of orders received within an every week. Every enterprise is able to vary the level of formation of a tourism product only within certain limits. They depend on the level of formation of a tourism product in the previous period and the amount of weeks remaining until the end of the current planned period. Therefore, the goal of an enterprise of a tourism product formation scheduling contains the element of uncertainty.

The task of the building of a schedule can be described with the help of the optimization model [8]. Let D_t be the total number of orders for the according form of a tourism product before the beginning of the week t . Due to new orders are being present simultaneously with the cancelation of a certain percent of previous orders, it is possible that D_{t+1} will eventually

be less than D_t in comparison. Assume, that D_{t+1} depends strictly on D_t and does not depend on either the number of previous orders, or the value of formation of a tourism product. The following notations are necessary: $P_t(D|d)$ – a conditional probability of the total number of orders being $D_{t+1} = D$, if $D_t = d$ for $t = 1, 2, \dots, N-1$; $P_N(D|d)$ – a conditional probability of the total number of orders for the planned period equaling D , if $D_N = d$.

In case of estimation of $P_t(D|d)$ and $P_N(D|d)$ a tourism enterprise relies on statistical data regarding the total number of orders, that were received during last weeks, months, seasons, years. With the help of methods of the autoregressive forecasting [1, 8] it is possible to quantify the values of $P_t(D|d)$ and $P_N(D|d)$. Furthermore, the following notations have to be presented for the purpose of consideration: r – income for a single vacation package of a previously formed tourism product, which is sold during the planned period, UAH; s – income for a single vacation passage of a

previously formed tourism product, which is sold at a lowered price on completion of the planned period; $C_t(X|x)$ – expenses which are connected with the transition to the week t on the level of formation of the tourism product X on condition that the level during the previous week of marketing was equal x .

It is assumed, that r and s are defined considering the cost of labor and materials used. It is postulated that $s < r$ [7]. Let the lower and upper limits of the variable X to be denoted via $L_t(x)$ and $U_t(x)$, which are describing the numeric values of the level of formation of a tourism product at the week t on condition that the level of the planned supply during the week $(t-1)$ equals x .

In this case, the rule of the decision choice forms a strategy which allows to define the current level of formation of the tourism product X for the given values of x and D_t . Let the optimal strategy be that, which maximizes the mathematical expectation of income. This strategy can be determined through the solving of the recurrence equation:

$$f_1|x, d| = \max_{L_t(x) \leq x \leq U_t(x)} \text{imum} \left[-C_t(X|x) + \sum_D f_{t+1}(X, D)P_t(D|d) \right], t = N - 1, \dots, 1 \quad (1)$$

$$f_N|x, d| = \max_{L_N(x) \leq x \leq U_N(x)} \text{imum} \left\{ \sum_{D=0}^N [rD + s(X - D)]P_N(D|d) + rX \sum_{D>X} P_N(D|d) - C_N(N|x) \right\}. \quad (2)$$

The inequality $D > X$ which is marked by plus (2) means that summation is performed considering all possible values of a variable, that defines the total number of orders, which were received until the end of the planned period. The index D which is marked by plus (1) means, that the summation is performed considering all possible values of D_{t+1} .

The value of $f(X^*, D^*)$ is itself the maximum possible income expected, with the assumption of previously to the planned period the level of formation of a tourism product was equal X^* and previously to the beginning of the first week of the planned period the

number of the received orders was equal D^* . It has to be noted, that the equation (2) has the two-dimensional change of state of the total number of orders: one of its components is characterizing the previous management decision, while the other represents the actual value gained by a random variable.

Supply and demand in conditions of formation of a tourism product in a lot of aspects depend on perceptiveness of range of product forms at a high price, and with a significant rate of return of investment as well (Table 1).

Table 1 – Average formation of tourism product during the month in summer on an enterprise

Form of a tourism product	Quantity of vacation packages ordered	% from the total volume of orders	Profitability of tourism product, %
Agricultural	12	3,75	10
Innovative	16	5,00	9
Culturological	22	6,88	12
Medical	5	1,56	22
Marine	180	56,25	15
Hiking	20	6,25	20
Religious	5	1,56	5
Pilgrimage	30	9,38	12
Rural	18	5,62	20
Sport	12	3,75	14
Total	320	100,00	-

The analysis of the data represented in Table 1 proved the profitability of a tourism enterprise in general through the marketing of coastal recreation vacation packages in conditions of average profitability at the rate of 15 %.

The structure of tourism product forms from the total volume of orders is presented with Figure. 2.

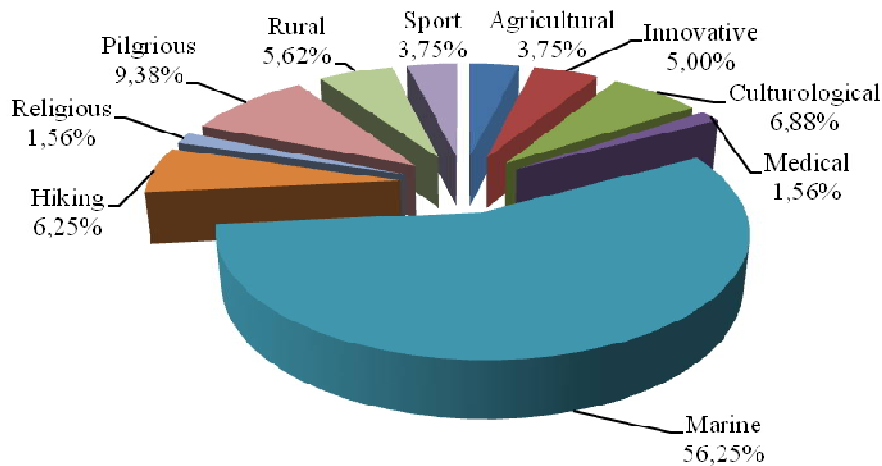


Figure 2 – Structure of forms of tourism product

The intense competition on the service market on the particular territory is conditioned by the geographical location. Business entities of the tourism sector of the central regions of the county have less beneficial situation due to inability to use the advantages of foreign economic relations, cross-border cluster trade, incomes from international migrants. Touristic attractiveness of Poltava region in Ukraine is positioned in the segment with the quantity of tourists less than 1% [5]. The necessity to increase the attractiveness of the territory with the help of diversification of tourism products for the purpose of satisfaction of demand appears. Hence, in case of acceptable profitability, it is reasonable to expand the hiking and sport forms of tourism product. Provision of competitive advantages for tourism-oriented enterprises is possible in conditions of modernization of methods of management, quick adaptation and introduction of innovations into tourism activity altogether. For the purpose to increase the touristic attractiveness it is rational to: research the consumer demand with the orientation on the different segments and forms of tourism product; provide additional services considering the «price-quality» ratio for the respective tourism segment; modernize the awareness of positional customers of tourism services with the help of modern technologies; increase the level of professional training of the personnel involved in provision of tourism services.

The regional policy regarding increase of touristic attractiveness of a territory is intended to regulate the entire amount of processes that are located in a certain area [2]. The object of regional policy is an entire range of social and economic processes. Into the sphere of the regional policy are included such elements as human and tourism resources, social institutions, which are responsible for the relations between the previous. According to the results of the state statistical reporting for the last years the stable increase of numerous indicators of tourism activities in Kremenchuk industrial region is observed, especially: the number of foreign tourists is increasing, so as the quality of service provided; the number of domestic tourists, which have been travelling abroad, is continuously

increasing; the value of tour services and budget payments has a stable tendency towards increasing, which indicates the growth of interest regarding our country. Special interest of the foreign tourists is connected with the visiting of the Kremenchuk Local Lore Municipal Museum and the permanent exhibition of biosphere and noosphere related ideas of V. I. Vernadsky, the regional park «Kremenchuk smooth».

CONCLUSIONS. The establishment of the private ownership, growth of the volume of tourism services, improvement of the financial condition of enterprises requires the orientation towards the gain of the maximum profit for preservation and effective application of the touristic attractiveness potential of an area from business entities. The consideration of economic and geographical location, natural-climatic conditions, historical and cultural sites will allow to increase the profitability of the tourism sector in Poltava region, and in Kremenchuk industrial region in particular. It is advised to introduce the process of formation and development of touristic attractiveness of the territory using the following stages: creation process management; promotion process management; presence of the leading customer, business structures of the tourism sector, advertising-informational tourism facilities; development of a technical task; approval of the program for the formation of a brand development territory; monitoring of the effective functioning of a territory; supporting mechanism for development and adjustment. During the course of research the use of the autoregressive forecasting method considering the uncertainty for the purpose of solving the task of the tourism product planning is justified. Herewith, the maximum possible predicted income with the consideration of level of marketing of tourism product, quantity of orders received before the beginning of the first week of the planned period and the element of uncertainty is calculated. The formation of professionally trained personnel of enterprises and the use of results of scheduling, in conditions of formation of a tourism product, are the key factors of competitive advantages gain, regardless of the particular ownership form. It is reasonable to determine the demand and needs of the tourism product formation according to

the perspective range of product forms in case of the rational «price-quality» ratio and acceptable profitability as well.

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ФОРМИРОВАНИЕ ТУРИСТИЧЕСКОЙ ПРИВЛЕКАТЕЛЬНОСТИ ТЕРРИТОРИИ

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Рассмотрены особенности управления процессом создания и продвижения туристической привлекательности территории при условии разработки технического задания и программы формирования и развития бренда туристической территории. В процессе планирования максимального дохода от реализации туристического продукта предложено использовать метод авторегрессионного прогнозирования с учетом количества заказов, поступивших в начале первой недели планового периода и элемента неопределенности. При этом изменение состояния общего числа заказов двухмерное: один из ее компонентов характеризует предварительное управленческое решение, тогда как второй показывает, каким оказалось фактическое значение случайной величины. Определены этапы процесса формирования и развития туристической привлекательности территории, которые учитывают особенности развития международного и отечественного туризма в современных условиях.

Ключевые слова: туристическая привлекательность, территория, управление, планирование, авторегрессионная модель.

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