

Lyudmyla M. Niemets<sup>1</sup>, Anna V. Sokolenko<sup>2</sup>, Anastasiia V. Mazurova<sup>3</sup>  
**SHOPPING CENTERS AS A PART OF MEGACITY'S TOURISM  
 INFRASTRUCTURE (SOCIO-GEOGRAPHICAL ASPECT)**

*The article deals with the results of socio-geographical research of shopping centers as the objects of tourist attractiveness of a megacity on the example of Kharkiv, Ukraine. A number of characteristics of city malls development factors are given. Territorial features of shopping malls concentration in Kharkiv are identified; transport availability and shopping influence zones are demonstrated.*

*Keywords: shopping and entertainment center; mall; public space; tourist attractiveness; business geography; social geography.*

**Людмила М. Немець, Анна В. Соколенко, Анастасія В. Мазурова  
 ТОРГОВЕЛЬНО-РОЗВАЖАЛЬНІ ЦЕНТРИ ЯК ОБ'ЄКТИ  
 ТУРИСТИЧНОЇ ПРИВАБЛИВОСТІ ВЕЛИКОГО МІСТА  
 (СУСПІЛЬНО-ГЕОГРАФІЧНИЙ АСПЕКТ)**

*У статті наведено результати соціально-географічних досліджень торговельних центрів як об'єктів туристичної привабливості мегаполісу на прикладі м. Харків. Охарактеризовано основні чинники розвитку міських торговельних центрів. Виявлено територіальні особливості концентрації; відображено транспортну доступність і зони впливу торговельних центрів у Харкові.*

*Ключові слова: торговельно-розважальний центр; громадський простір; туристична привабливість; бізнес-географія; соціальна географія.*

*Рис. 3. Табл. 2. Літ. 11.*

**Людмила Н. Немец, Анна В. Соколенко, Анастасия В. Мазурова  
 ТОРГОВО-РАЗВЛЕКАТЕЛЬНЫЕ ЦЕНТРЫ КАК ОБЪЕКТЫ  
 ТУРИСТИЧЕСКОЙ ПРИВЛЕКАТЕЛЬНОСТИ БОЛЬШОГО  
 ГОРОДА (ОБЩЕСТВЕННО-ГЕОГРАФИЧЕСКИЙ АСПЕКТ)**

*В статье приведены результаты социально-географических исследований торговых центров как объектов туристической привлекательности мегаполиса на примере г. Харьков. Охарактеризованы основные факторы развития городских торговых центров. Выявлены территориальные особенности концентрации; отображены транспортная доступность и зоны влияния торговых центров в г. Харькове.*

*Ключевые слова: торгово-развлекательный центр; общественное пространство; туристическая привлекательность; бизнес-география; социальная география.*

**Problem setting.** Socio-geographical research area expands constantly. Today megacities' infrastructure gains growing attention. Since infrastructure defines city's image and affects its investment and tourist attractiveness.

Interactions between people take place in business, economic, social, cultural and spiritual environment within specific areas. Most of these areas are called public spaces. Recently, distinct from already well known public spaces such as parks, gardens, squares, pedestrian streets, new, multifunctional spaces are emerging – shopping and entertainment centers, which actively appear in large cities.

<sup>1</sup> V.N. Karazin Kharkiv National University, Ukraine.

<sup>2</sup> V.N. Karazin Kharkiv National University, Ukraine.

<sup>3</sup> V.N. Karazin Kharkiv National University, Ukraine.

Shopping and entertainment center (SEC) is a multipurpose facility providing necessary items and comfortable rest. Furthermore shopping and entertainment centers today offer services for business meetings and conferences that are important components of business environment. Also, shopping centers act as tourist attractiveness objects. New tourism trends, such as shopping tourism and corporate tourism, increase the importance of malls. In this regard, there is a need for scientific grounding of decisions on such objects placement and further operations for better investment and tourist attractiveness within urban environment. The crucial role here belongs to socio-geographic research of shopping centers as forms of public space.

Studying malls from the viewpoint of human geography is characterized by several features, including complexity and interdisciplinarity. An important role here is played by the methodological framework, special methods of socio-geographical research provide interesting scientific and practical results.

**Latest research and publications analysis.** Theoretical and methodological aspects of geomarketing research, including malls placement and operation analysis, are covered in the publications by G. Cliquet (2006), J. Goss (1993), D. Huff (2005), R James (2012). Also, shopping centers and public spaces have been investigated by G. Malyborska and S. Ivanov (2008), K. Mezentsev and N. Mezentseva (2011, 2012).

**The purpose of this study** is to carry out a socio-geographical research of shopping centers in megacities; to determine their competitive advantages as objects of tourist attraction. To achieve this goal the following objectives have been formulated:

- to reveal the essence of shopping malls as public spaces;
- to describe the historic features of Kharkiv and Ukrainian shopping centers' operation;
- to identify the factors affecting operations of shopping centers in megacities;
- to give socio-geographical characteristics to Kharkiv malls as the objects of tourist attraction and to determine their competitive advantages;
- to outline the prospects for further socio-geographical researches of shopping centers.

To carry out this mission a number of methods were used: literature analysis, comparative geographical, historical method, content analysis, geographic analysis. In order to determine malls' geocompetitiveness the classical theory of "central places" with "demand cones" definition were used and the concept of influence zones with social and geographical features of the area defined as the radius of influence and zones of influence, as well as D. Huff's (2005) geo-marketing model.

**Key research findings.** A shopping center is a group of retail and other commercial establishments, planned, developed, owned and managed as a single property, typically with on-site parking provided. Center's size and orientation are generally determined by market characteristics of the trade area served by this center (Goss, 1993). SEC is a modern synthetic retail that combines grocery and non-food stores as well as service facilities (bank, currency exchange, beauty salon, mobile network payment centers etc.), catering (restaurants, cafes), leisure center (cinema, bowling, fitness center, playground etc.).

As in some other Eastern European countries, there is no formal definition of shopping centers. According to European classification, there are different types of

trade centers: convenience, neighborhood, community, regional and specialized (DeLisle, 2012). Table 1 represents the key features of these SEC.

Table 1. Trade centers classification (ICSC, 1999)

Type	Features	Influence area
Convenience center	Provides essential commodities under daily demand (shoe repair, laundry) and consists of at least 3 stores, the number of visitors is up to 10 ths	5–10 min walking area
Neighborhood center	Offers basic goods (food, medicines, household products etc.) and services (laundry, hair salon, shoe repair) to meet the daily needs of local inhabitants	5–10 min by private or public transport
Community center	Offers a wide range of goods and services with a large selection of products (men's, women's, and children's sportswear, power tools, household appliances etc.). This category is characterized by greater assortment and price range than in neighborhood; it can also include specialty shops	10–20 min of transport accessibility
Regional center	Provides a wide selection of products, clothing, furniture, household goods, different types of services and recreational facilities. They are built around 1 or 2 full line department stores; its area is usually no less than 5000 sq. m	30-40 minutes of transport accessibility
Specialty center	Malls which are significantly different or not meet the requirements listed in the previous categories. These are: festival centers, fashion centers, outlet centers, power centers etc.	-

The first shopping and recreation center in Ukraine appeared in its capital – Kyiv. In 2001, after the reconstruction of streets and squares in the city center "Globus" and "Metrograde" underground malls were set in operation (Mezentsev and Mezentseva, 2012).

The first shopping centers in Kharkiv were "Moscow", "Kharkiv", "Ukraine", "Children's World" which began operating actively in 2005. Since 2005 a growing trend in Kharkiv SEC number is observed (Figure 1).

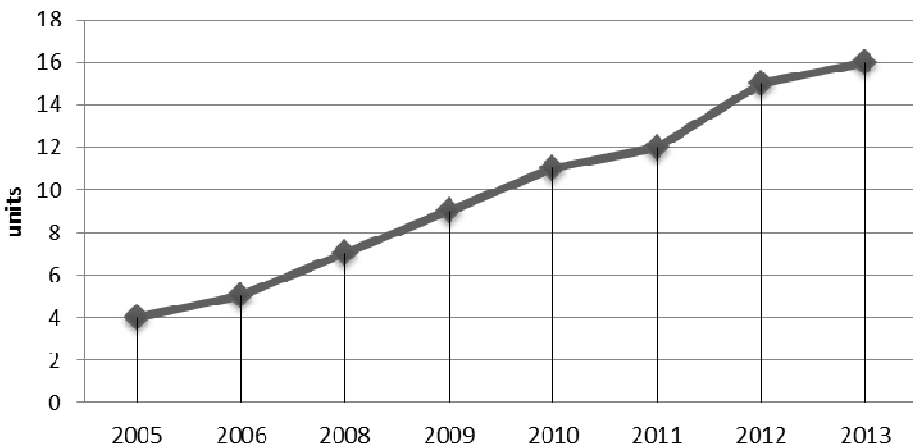


Figure 1. Kharkiv malls development during 2005–2013  
(Kharkiv region in 2013 statistics)

Besides economy class and branded goods SEC’s provide a wide range of services, including both catering. SEC entertainment component is represented by a number of cultural and recreative services. Most of them are provided by bowling clubs, children playrooms and billiards. Almost all shopping centers have institutions that provide financial, personal and tourism services. Less common are fitness clubs, concert halls etc. In some malls household services are not available and some offer a very wide range of personal services. A good example of city tourist attractiveness point is "French Boulevard", which until December 2012 attracted customers only with ice arena and a French restaurant. However, with the IMAX cinema technology introduction, the number of visitors risen, often at the expense of other centers.

Malls locations in Kharkiv are oriented on transport accessibility, so most of them are close to metro stations or major highways. Some shopping centers organize free expresses. Most malls are located in residential areas of in city center, uptown and on outskirts. Recently mall presence has become one of the important factors in people’s choice of a place to live.

16 shopping centers were studied. There is no clear mall classification for Kharkiv to date. In Table 2 the authors suggest their own systematization.

*Table 2. Kharkiv trade centers classification, authors’ development*

Type	Name	Features
Neighborhood centers	"Sun City", "Mirax Plaza", "Ave Plaza", "Platinum Plaza", "Cosmos", "Palladium", "Class-4.6, 7"	Influence on several microdistricts or on a separate one. The most numerous group
Community centers	"Ukraine", "Sun Mall"	Primary shopping area is within 10–20 min of transport accessibility
Regional centers	"Caravan", "Dafi", "Magellan", "French Boulevard" and "MegaAntoshka"	The widest social sector, entertainment facilities, and the largest catchment area. Visited by both city dwellers and city visitors. The largest socioeconomic value and impact on tourist attractiveness in terms of shopping tourism
Specialty centers	Festival: "Palladium" Fashion: "Ave Plaza", "Platinum Plaza" Strip: "Joker" TC, "Global.Ua"	A complex configuration. Located mainly in the city center. The largest are situated in the peripheral zone and in the areas of highrise residential and public buildings

The two main Kharkiv districts consolidate the influence zones of several shopping centers:

1. Saltovskiy – integrates "Caravan", "Dafi", "Cosmos", "Ukraine", "Klass-7" and "French Boulevard" malls. It is the "heart" of Kharkiv residential areas.

2. The Central – integrates "MegaAntoshka", "Ave Plaza", "Platinum Plaza", "Mirax Plaza", "Paladium Plaza" malls. It is a business district with heavy vehicle and pedestrian traffic.

Outside these two centers there are 2 malls in the Northwest of the city, which lack entertainment and also 2 malls in the Southern part of the city – "Class-6" and "Sun Mall" (opened in 2013 but only 2 of 6 floors currently operate there).

SEC location is the result of careful geomarketing research. In order to determine possible locations for new public spaces a method of related analysis of geo-demand and geo-offer was chosen.

Under market economy demand is the most important category, because it determines the market price for goods and services, it helps allocate economic resources. We should note that demand is a form of customer needs manifestation in specific goods and services provided by cash resources (Malyborska, 2008). Geo-offer can be defined as a spatial distribution of customers who buy products and/or services at a target market (usually the object of study in geomarketing is city area as a single economic space). It is largely determined by prepopulation.

Figure 2 shows mall quantity per population of administrative-territorial districts which allows determining the degree of SEC availability.

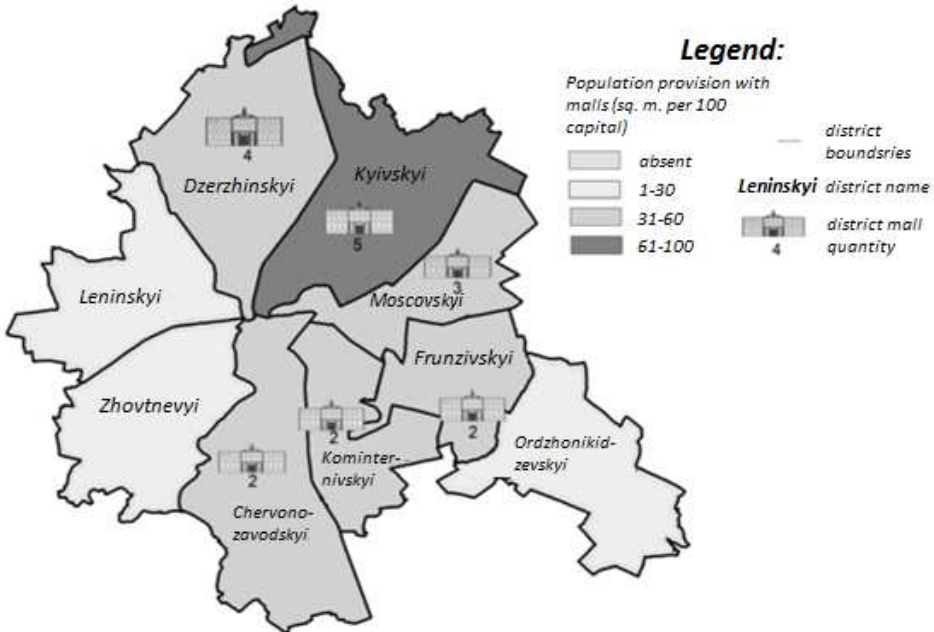


Figure 2. **Kharkiv provision with malls, 2015** (Directory of enterprises and organizations of Kharkiv, malls.ru)

The highest mall density is in Dzerzhynskiy district; Moskovskiy district has 3 malls (1 is regional one). Frunzivskiy and Kominternivskiy districts both have 2 malls. Leninskyy and Zhovtnevyi districts are peripheral areas with poor transport accessibility and industrial specialization, thus they have no malls.

Kharkiv SECs as public spaces have 3 main trade influence areas. The first comprises 70–80% of the total regular visitors number and is so-called the reference group. Typically this zone coincides with walking distance mall zones. The second is a large area accounting for about 15–20% of visitors, it often depends on transport availability. The third zone (peripheral) is the maximum distance for buyers to come to a mall. Their number is usually 5–10%. To this group we can also include visitors who do not live in the area, i.e. random population, including from other regions.

During the geocompetitiveness study an influence zone for each mall was built. Mall pedestrian availability is determined as a buffer zone in the form of 3 semi-circles, which radius corresponds to a pedestrian crossing distances. The inner circle

(primary zone) radius corresponds to a distance of a comfortable walking (500 m), medium (secondary zone) of a semi comfortable (1000 m) and large (territory zone) of a significant walking about 1500 m (beyond the use of transport). It should be noted that radius was determined empirically and terrain was not taken into account. Then, a geocompetitive opportunity by number and configuration of overlapping commercial zones was obtained. The map shows the crossing of several mall influence zones, hence their competitive kernels (Figure 3).

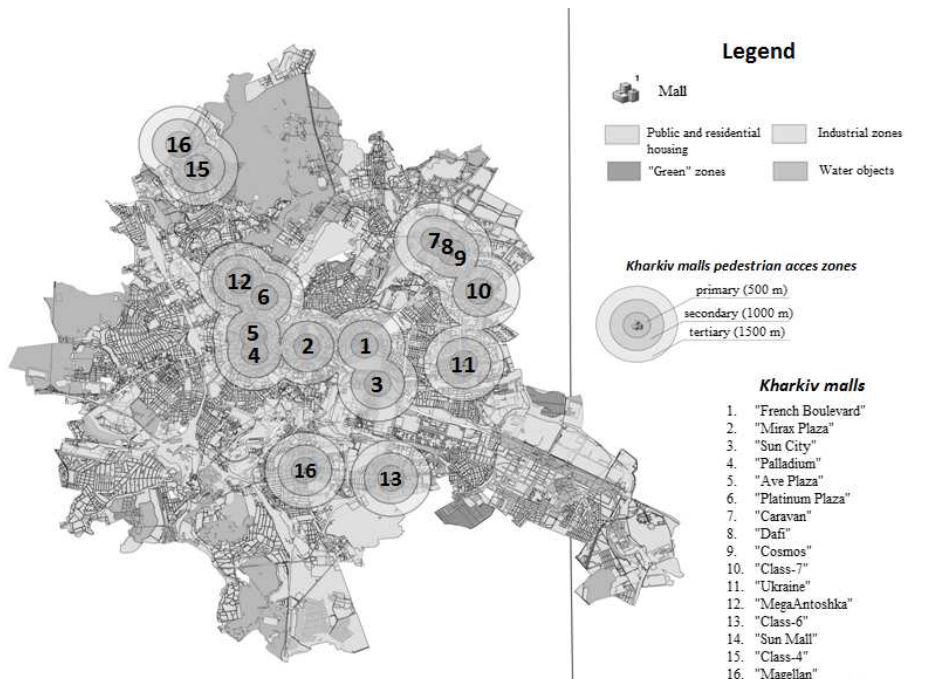


Figure 3. Kharkiv TECs geocompetitiveness (walking distance zones), authors' mapping

Northern city periphery (Oleksiivskiy district) covers the influence of "Magellan" and "Class-4". Their intersection center consists of secondary and tertiary zones. "Class-4" is positioned as a regional mall with a supermarket and a entertainment component. "Magellan" is a regional mall, which operates not fully, it has no entertainment component.

Central part of the city is well provided with open public space as well as shopping centers. Inside it functions the most popular pedestrian city route, where 5 malls ("MegaAntoshka", "Platinum Plaza", "Ave Plaza", "Palladium" and "Mirax Plaza") are located compactly, which tertiary zone crisscrossing. Because of such proximity, "Ave Plaza" and "Palladium" malls primary impact zones are almost overlapping and "Platinum Plaza" secondary zone is completely superimposed by "MegaAntoshka" on the one hand and "Ave Plaza" on the other. Architectural and spiritual heritage of the city center doesn't allow building bulky malls, except the mentioned malls as they fit compactly into the main streets, though lacking large parking lots and thus attracting

consumers who are mainly interested in small purchases. Therefore, these malls are covering the entire historical center of the city.

The third zone is formed by "French Boulevard" and "Sun City Plaza". They have consolidated secondary trade influence area, but de facto they are not competitors. First, this secondary zone acts as a buffer between them pedestrians actually need to walk 1.5 km from one mall to another. Second, their functionality differs significantly: "Sun City Plaza" specializes in furniture showrooms and home appliances and entertainment area. "French Boulevard" focuses on entertainment above all and only then on the trade component.

The second-largest city area is Saltivskiy district. There are two most popular regional malls here – "Caravan" and "Dafi". Their trade influence zones cover almost half of the city. It also includes "Class-7" and "Cosmos". Looking at pedestrian availability, we should note that they cover neighboring "bedroom suburbs". "Caravan", "Dafi" and "Cosmos" buffer zones practically coincide.

There are 2 SECs on the borders of Kominternivskiy and Chervonozavodskiy districts: "Sun Mall" (opened in 2013, but so far of 6 floors only 3 have middle-class shops operating) and "Class-6" (a district mall with a anchor supermarket).

"Ukraine" TRC has an advantageous geocompetitive position because it is located in a major residential area and also near large green public space – Victory Park. Moreover, there is no other mall in the 1.5 km radius.

**Conclusions.** Mall as a tourism object requires special attention because its operation is an important element of tourist attractiveness. According to European classification, shopping centers differ by influence and specialization. In Kharkiv, regional shopping centers are attractive for tourists when they are notable due to construction originality and services variety.

There are 7 central malls in Kharkiv and 9 peripheral malls, most of which have regional significance. Transport accessibility may be determined as satisfactory, because almost all of them are located at the crossroads of important transport routes and settler zones.

Kharkiv malls geocompetitiveness analysis reveals the trend of overlaying influence zones, which leads to amalgamation of primary trade areas (within pedestrian access). As of 2015, there are 5 geocompetitive kernels in the city, 2 of them have a full range of services that a mall usually provides.

Considering the mall importance as a socioeconomic and tourist attractiveness object which form business environment of a megacity, it should be noted that prospects for further studies may be related to new trends in social geography, such as business geography. Applying the original methods of the Department of Social and Economical Geography and Regional Studies (V.N. Karazin Kharkiv National University), including sociogeosystem trajectory modelling in normalized multidimensional attribute space, graphic and analytical methods of socio-geographical features multidimensional classification etc. would help offer various development options of shopping centers location considering their socioeconomic importance and tourist attractiveness.

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