BUSINESS PERSPECTIVES

LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine

www.businessperspectives.org

Myhaylo Rutynskyi (Ukraine), **Halyna Kushniruk** (Ukraine)

SECOND ALL-UKRAINIAN SCIENTIFIC-PRACTICAL INTERNET CONFERENCE "TOURISM BRAND AS A FACTOR FOR FORMATION OF POSITIVE IMAGE UKRAINE'S IN THE WORLD MARKET"

Keywords tourism, tourism brand, tourism marketing, image of Ukraine

JEL Classification M31, Q26, L83, Z3

On February 20, 2020, Lviv Institute of Economics and Tourism (Lviv) held Second All-Ukrainian scientific-practical internet conference "Tourism brand as a factor for formation of Ukraine's positive image in the world market."

The conference was organized by Lviv institute of Economics and Tourism, Lviv Regional State Administration, Lviv City Council, Lviv Tourism Development Association.

Scientists, Ph.D. students, and higher educational institutions students presented proceedings of their research in the following thematic sections: development of tourism brands of destinations, territorial communities, regions, and countries; international experience and newest branding technologies of companies, products, and services to ensure a positive image of Ukraine in the global tourism market; newest methods of marketing and management of business processes in tourism, hotel and restaurant business based on client-oriented economy; topical aspects of tourism development of Ukraine and its tourism brands.

Representatives of 34 higher education institutions of Ukraine, Belarus, Poland, and Italy participated in the conference. The conference organization committee received 84 papers and theses from 135 authors. Among the participants of the conference are 13 Doctors of Science, Professors, 5 Honorary Tourism Workers of Ukraine, Heads of the profile departments of Ukrainian higher education institutions and international experts-scientists from Italy, Poland, and Belarus.

Speaker Rutynskyi in the report "Brand "Ukraine NOW" as a tool for forming a positive image of Ukraine in the world market" analyzed the effectiveness of development of a new brand of Ukraine in 2018–

Received on: 5th of March, 2020
Accepted on: 11th of March, 2020
Published on: 25th of March, 2020

© Myhaylo Rutynskyi, Halyna Kushniruk, 2020

Myhaylo Rutynskyi, Ph.D., Associate Professor, Head of the Department of Tourism and Hotel Business, Faculty for Tourism, Hotel and Restaurant Business, Lviv Institute of Economics and Tourism, Ukraine.

Halyna Kushniruk, Ph.D., Associate Professor, Department of Tourism and Hotel Business, Faculty for Tourism, Hotel and Restaurant Business, Lviv Institute of Economics and Tourism, Ukraine.

This is an Open Access article, distributed under the terms of the Creative Commons Attribution 4.0 International license, which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.

Conflict of interest statement:
Author(s) reported no conflict of interest

2020. According to the annual international ranking "Nation Brands", the national brand of Ukraine was estimated at USD 84 billion (in 2018 – 58th, in 2019 – 56th position among the top 100 countries). Since 2018, the Government of Ukraine has been purposefully financing the promotion of a new unified national brand – "Ukraine NOW" – the brand of the emergence on the world map of new Ukraine, which, thanks to the Revolution of Dignity, constitutionally declared its Euro-civilizational progress and commitment to the values of democracy. On the other hand, the sub-brand "Ukraine – It's all about U" has been used less frequently at the level of state institutions over the last two years. It finally transferred his function to a unified national brand.

Speaker Nardiello stressed in his report "Experience of Italy and innovative technologies of branding": "The need to develop brand management (branding) by tourist sites is affirmed in order to maximize the value of the offer for the consumer, or the tourist, and for the potential users of the destination."

Speaker Dansky shared the experience of Belarus in creating and promoting brands in the report "Creation of tourism brands of the regions of Belarus." The author emphasized the similarity of the branding problems of Ukraine and Belarus. He stated that it is expedient for Ukraine to take into account the following experience of the neighboring country: "The main problem is that Belarusians and their neighbors have different ideas about Belarus. Regional tourism brands are formed on the basis of local ideas about their natural, historical and cultural heritage. This makes regional tourism brands incomprehensible to neighbors and unrelated to the national tourism brand."

Speaker Naumik-Gladka in the report "Trends in marketing and brand management in the tourism business on the basis of client-oriented economy" focused on the problem of under-capitalization of national tourism and hospitality brands. Only Bukovel Resort is represented in the rating of the top 100 value of national brands. One of the most urgent tools to solve this problem may be the practice of foresights.

Scientists from Kyiv, Lviv, Vinnytsia, Sumy, Kharkiv, Dnipro, Odesa, and other centers of university education shared in their reports the experience of creating new tourism brands of individual regions, cities, and hospitality establishments of Ukraine.

In the process of realization of the goal of the conference, its participants were substantiated that it is extremely important for every region, city, village, natural and cultural destinations, and business entities of Ukraine to choose and promote an easily recognizable brand that best reflects the tourist uniqueness and coloring of these locations, their competitive advantages, special charm and place on the tourist map of Ukraine and Europe. Today, the mission – to create and promote tourist, hotel and restaurant, art brands that are truly recognizable in every corner of the country and beyond – should bring together all the experts (managers and businessmen, experts-scientists, and marketing practitioners) who are not indifferent to this problem.

Proceedings of the internet conference have been published in electronic pdf-format:

Lviv: Lviv Institute of Economics and Tourism (2020). Tourism brand as a factor of formation of a positive image of Ukraine in the world market: [Electronic edition: Proceedings of the second All-Ukrainian scientific-practical Internet conference (Lviv, February 20, 2020) (303 p.).

An electronic version of the Collection of scientific papers is available on the website http://www.liet.lviv.ua

http://dx.doi.org/10.21511/tt.3(1).2020.01