Ministry of Education and Science of Ukraine
Lviv Institute of Economics and Tourism
Lviv Regional State Administration
Lviv city Counsil
Lviv Tourism Development Association

TOURISM BRAND AS A FACTOR OF FORMATION OF A POSITIVE IMAGE OF UKRAINE IN THE WORLD MARKET

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The participants of the conference covered a wide range of issues, in particular: introduction and promotion of the brand in the tourism, hotel and restaurant spheres; current trends and priorities for sustainable tourism development in the 21st century; the role of branding in tourism and hospitality as an important component of the economic development strategy of an enterprise / industry / country is investigated; recreational and tourism potential of Ukraine, ways of its preservation and rational use and promotion through branding mechanisms; innovative technologies as a mechanism of competitiveness of tourism and hotel and restaurant business; tourism as part of the regional sustainable development strategy; economic problems of tourism activity in Ukraine; prospects of development of specialized and ecologically oriented types of tourism; economic and social aspects of sustainable tourism development; management of tourist and hotel and restaurant business based on sustainable development; deepening cross-border cooperation in the field of tourism in the context of European integration.

For scientists, tourism industry workers, higher educational establishments' students and a wide range of readers.

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TOP SPA TOURISM BRANDS IN UKRAINE AND POLAND

SPA is a way to restore harmony of mind and body through water baths and related wellness activities; is a set of procedures for healing the whole body using water (ordinary fresh water as well as mineral and seawater), mineral salts, mineral and peat mud, seaweed and preformed preparations (Crebbin-Bailey, Harcup, Harrington, 2005).

Over the past twenty years, a real "SPA revolution" has taken place in the EU. Until the 2000s, the concept of "SPA" in the minds of the average European was associated with a group of financially inaccessible elite resorts in unique recreational areas of the world. Nowadays, the fashion for SPA-wellness has captured the thoughts of the broad sections of European society.

The steady demand for SPA, which was hundreds of times higher than the supply, prompted the recreational business to "come" to the highest demand centers – the capitals and major cities of the continent. It was easier to transport wellness components to potential demand centers rather than send clients on wellness tours to remote resort areas. The effect of the apparent saving of time and the efforts of the

consumer has turned into a colossal success of SPA-centers in the whole civilized world (Bodeker, Cohen, 2010).

The modern transformations of the resort centers of Poland and Ukraine are caused, first of all, by a change in the nature of the demand for wellness services. Healthy lifestyle comes into fashion. The number of people who want to maintain good fitness and in need of recovery programs is increasing; mostly middle-aged people who prefer active rest and are often limited in time. Consumers of this segment will be the main clients of resorts and the guarantee of prosperity of wellness tourism of Ukraine and Poland in 2020-2050 (Rutynskyi, 2008; Basicński, Tucki, Zinko, Rutynskij (Rutynskyi), 2014; Szromek, Romaniuk, Hadzik 2016; Pantyley, Lozynskyy, Slyvka, 2017; Quirini-Popławski, 2018; ets.).

The statistics on the infrastructure development of SPA-centers in Poland and Ukraine are ambiguous: since the end of the 1990s, every year we have recorded a steady increase in the number of resort and recreation centers with packages of SPA services. Moreover, the trend is close to arithmetic progression.

Modern international SPA industry, resort areas and resort cities have entered the competition of brands in the open globalized market (Handbook on Tourism Destination Branding, 2009; Qu, Hyunjung, Hyunjung, 2011; Olins, 2014; Kladoua, Kavaratzisb, Rigopoulouc, Salonikad, 2017). This conclusion is also true for Poland and Ukraine, where every year new SPA brands compete for the attention of potential consumers.

In Poland, SPA experts from EU countries meet annually at a specialized conference in Poznań. The 23rd SPA conference, organized by the Polish IEEE Circuits and Systems (CAS) Chapter, was held on September 18-20, 2019 in Poznań.

Fig. 1. Brand of the International Trade Fair “Beauty & SPA Forum Warsaw”. *Source:* http://www.beauty-fairs.com.pl/

Beauty & SPA Forum Warsaw is a prestigious national venue to introduce new top SPA brands (the last one was held on September 21-22, 2019 in Global EXPO Centrum Targowo-Kongresowe, Warsaw, Poland; the next one will take place on March 7-8, 2020) (Fig. 1).

Fig. 2. Brand of the National Top Ranking Prestige SPA Awards 2020. *Source*: http://www.awards.spa-prestige.pl/wyniki

According to the Prestige SPA Awards 2019, rating of the top SPA tourism brands in Poland was led by:

- ✓ In the category «Najlepszy Hotel SPA & Wellness 2019»: HERON LIVE HOTEL (Gródek n/Dunajcem), Uroczysko Siedmiu Stawów - SPA BY L'OCCITANE (Gola Dzierżoniowska), SPA Zamek Janów Podlaski (Janów Podlaski);
- ✓ In the category «Najlepsze DAY SPA & Beauty Salon 2019»: AMBRA DAY SPA (Kraków), American Dreams Health & Beauty (Zaskale), Day SPA Złoty Groń (Istebna);
- ✓ In the category «Objawienie Roku SPA 2019»: Nosalowy Dwór Resort & Spa (Zakopane), Notera Hotel SPA (Charzykowy), Hotel Szczawnica Park Resort & Spa (Szczawnica);
- ✓ In the category «Najlepszy Resort SPA 2019»: Hotel Mercure Kasprowy (Zakopane), Malinowy Dwór Hotel Medical SPA (Świeradów Zdrój), Hotel Głęboczek Vine Resort&SPA (Głęboczek);
- ✓ In the category «Najlepsze Destination SPA 2019»: HOTEL ELBRUS SPA & WELLNESS (Szczyrk), Aries Hotel & Spa (Zakopane), Hotel Natura Residence Business & Spa (Siewierz);
- ✓ In the category «Najlepsze Medical SPA 2019»: Malinowy Zdrój Hotel Medical SPA (Solec Zdrój), Hotel Buczyński Medical Spa (Świeradów Zdrój), Hotel Słoneczny Zdrój Medical SPA & Wellness (Busko Zdrój);
- ✓ In the category «Najlepsze Beauty SPA 2019»: Hotel Afrodyta Business & SPA (Radziejowice), Hotel Royal Baltic Luxury Boutique (Ustka), SPA Czarny Groń (Rzyki/ k. Andrychowa);
- ✓ In the category «Najlepsze ECO SPA 2019»: Uroczysko Siedmiu Stawów (Gola Dzierżoniowska), Herbarium Hotel & Spa (Chomiąża Szlachecka), Rezydencja Spa & Wellness Nad Wodospadem (Jelenia Góra);
- ✓ In the category «Najlepsze Family SPA & Baby SPA 2019»: Dolina Charlotty Resort & SPA (Słupsk), Cottonina Hotel & Mineral SPA Resort (Świeradów Zdrój), Zalesie Mazury Active Spa (Barczewo);
- ✓ In the category «Najlepsze Health & Anti-aging SPA 2019»: Hotel Mercure Racławice Dosłońce Conference & SPA (Kraków), Hotel Manor House

SPA (Chlewiska), Hotel Słoneczny Zdrój Medical SPA & Wellness (Busko Zdrój);

Fig. 3. Examples of top SPA tourism brands in Poland according to the Prestige SPA Awards 2019. Photos taken from open source.

✓ In the category «Najlepsze BOUTIQUE SPA 2019»: HOTEL FARMONA BUSINESS & SPA (Kraków), SPA Zamek Janów Podlaski (Janów Podlaski), Herbarium Hotel & Spa (Chomiąża Szlachecka);

✓ In the category «Najlepsze Luksusowe SPA 5* 2019»: Hotel Mikołajki Conference & SPA (Mikołajki), HERON LIVE HOTEL (Gródek n/Dunajcem), Modrzewie Park Hotel (Szczawnica) (Prestige SPA Awards Poland, 2019).

Today, there are alternative ratings of top SPA tourism brands in Poland. For example, the most original of these are presented on such websites (Table)

Table 1. Examples of original alternative ratings of top SPA tourism brands in Poland

Rating name	***Website***
NAJPIĘKNIEJSZE HOTELE SPA W POLSCE. TOP MIEJSCA NA RELAKS W SPA	http://mywaytrip.pl/hotele-spa
15 najlepszych SPA w Polsce. Dokąd wybrać się na relaks	https://podroze.se.pl/polska/ciekawe-miejsca-w-polsce/10-najlepszych-spa-w-polsce-dokad-wybrac-sie/2677/
Najlepsze hotelowe SPA 2018	https://magazyn.travelist.pl/najlepsze-hotelowe-spa-2018/
POLECANE HOTELE	http://www.spaeden.pl/dobre-miejsca/polecane-hotele

We note separately the global specialized services that publish their own ratings of top SPA tourism brands in Poland and Ukraine:

- http://www.spahotelsguides.com (ratings of Spa Hotels in Poland; ratings of Spa Hotels in Ukraine);
- https://www.tripadvisor (ratings of Spas & Wellness Centers in Poland; ratings of Spas & Wellness Centers in Ukraine).

Fig. 4. Brand of Ukrainian SPA Association. *Source*: http://soyuz-spa.com

In Ukraine, the promotion of SPA tourism brands is coordinated by the All-Ukrainian public organization "Ukrainian SPA Association". It was created in 2006 to increase the popularity of Ukrainian establishments of the SPA industry; to increase the level of individual training and professional literacy of specialists in the field of SPA technologies; to exchange of ideas, new technologies; to ensure the protection of the legal rights of its members in Ukraine and abroad. Today, the Ukrainian SPA Association works in the following areas:

- Promotion of SPA's national culture;
- Implementation of international SPA standards;
- Creating a unified strategy for the development and implementation of the SPA industry in Ukraine.

The rating of the top SPA tourism brands of Ukraine is conducted annually in the format of the national competition Ukrainian SPA & Wellness Professional Award.

Fig. 5. Brands of the main events of the SPA industry in Ukraine: national competition "Ukrainian SPA & Wellness Professional Award" and international forum "Ukrainian SPA-Summit".

There are three ways of forming SPA centers in Ukraine (Rutynskyi, 2008):

1) Opening of health-and-relaxation SPA-complexes in the regional centers (and on the outskirts). Historically, we count them in the so-called first wave of development of Ukraine's SPA infrastructure.

2) Reorganization of sanatoriums and boarding houses, located in popular (branded) resort centers, into SPA complexes (the national equivalent of the world-renowned «Resort&SPA»). At this stage, partial reorganization with the separation of

special functional zones prevails (diagnostic-wellness SPA-center and residential zone with Eurocomfort standards from 3* to 5*).

Fig. 6. Examples of top SPA tourism brands in Ukraine according to the Ukrainian SPA & Wellness Professional Award 2017, 2018, 2019 and according to the Union of Professionals of SPA, Hotels and Wellness Resorts of Ukraine. Photos taken from open source.

At the same time, there are also cases of complete reorganization of former boarding houses or sanatoriums into concept resorts Resort&SPA. For example, the former Truskavets sanatorium "Prykarpattya" went this way; today it is known as, perhaps, the most elitist and most expensive in the western region of Ukraine Hotel Resort&SPA Rixos Prykarpattya 5*.

3) Construction and commissioning of SPA hotels (Hotel&SPA) both in popular balneological and mountain resorts and in still underdeveloped recreational areas of Ukraine. It is not a rare occurrence when the appearance of a full-fledged SPA-hotel near one or more ski resorts actually leads to the appearance of a new resort center on the map of Ukraine. For example, such a path has been passed in less than a decade by the most famous year-round Carpathian resort "Bukovel". Usually, in just 3-5 years of investment "boom", such new-fashioned SPA-resorts "grow" on the basis of little known to the general public of recreants of rural settlements located in the picturesque area with remarkable natural and recreational potential.

According to the Ukrainian SPA & Wellness Professional Award 2017, 2018, 2019 and according to the Union of Professionals of SPA, Hotels and Wellness Resorts of Ukraine, the rating of top SPA tourism brands in Ukraine was led by: Hilton Kyiv Health Club & Spa (Kyiv), Grand admiral Resort & SPA (Irpin), Anne Semonin Spa, Radisson BLU Resort (Bukovel), EDEM Resort Medical & Spa (Lviv), Resort&SPA Rixos Prykarpattya (Truskavets), Seasons SPA Boutique Hotel (Kozin, Concha Zaspa), Superior Golf & Spa Resort (Kharkiv), Tsunami Spa Hotel (Dnipro), Good Zone Business & Relax Hotel (Dnipro), Verholy Relax Park (Poltava), Bogolvar Eco Resort & Spa (Antalovtsi), Hotel&SPA Ungvarskiy (Uzhhorod), Hotel&SPA «3 sons and a daughter» (Skhidnytsya), Solva Resort & SPA **(**Polyana), ShishkiNN Resort&Spa **(**Snovyanka) and other.

Spatial organization of SRA-resorts of Ukraine is constantly complicated by the opening of new resort-relaxation SPA-centers (from resort-forming like Termal Star SPA Complex in Nizhne Solotvyno of Uzhgorod district to innovative-competitive villas like Hizhina Spa in Truskavets).

However, the frame core of the geospatial organization of SPA-recreation is:

A) Nodes of concentration of prestigious wellness and recreation SPA hotels (Hotel & SPA) in regional centers (and medium-sized cities) and 30-kilometer recreational area around them.

B) Chain of prestigious wellness and recreation resorts that have gained popularity due to the unique healing properties of local natural resources: mineral waters, mud, climate. In particular, these are the pre-Carpathian and Transcarpathian brand resorts: Truskavets, Morshyn, Skhidnytsya, Svalyava, Sinyak, Shayan, Solotvyno, etc.

C) Chain of SPA-hotels in actively visited settlements of the Ukrainian Carpathians, having the status (official or "national") of resort and recreation areas, ski resorts.

D) Chain of resort hotels with SPA-service within the recreational zones of national nature parks and in the vicinity of the biosphere reserves of mountainous and flat parts of Ukraine.

Leading UNWTO analysts state that the battle for customers in the market of popular tourist destinations in the near future will be fought not for the price of the visit, but for the heart and emotions of potential visitors (Olins, 2014). Thus, a brand that long before the trip persuades tourists to visit one destination rather than another with similar resource characteristics, can really influence (through social networks and other media channels) the potential tourist flow to a particular resort village or city in Ukraine or Poland. So, according to the result of 2018, the well-known SPA brand "EDEM Resort Medical & Spa", in the picturesque natural and recreational outskirts of Lviv, was the most successful in Ukraine.

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CREATION OF TOURISM BRANDS OF THE REGIONS OF BELARUS

Introduction. Tourism brands in the Republic of Belarus are in the process of creation. Only some leading travel companies own their corporate brands. Often these are more trademarks than brands. In all other cases at the national and regional levels we can talk only about logos and single marketing campaigns. Especially unfavorable is the situation in the Belarusian regions, which do not have their own travel brands. As a result, the Belarusian regions are completely dissolved in the national tourism product. Usually a visit of the Belarusian regions located outside the capital is one of the elements of a visit to Belarus like a national destination. It's a weekend tour without accommodation in Nyasvizh, Mir, Vitsyebsk or Polatsk.

Research results. Belarusian scientists and marketers consider the process of brand formation as three successive stages: analyze the shape as external look, identification or image selection (image like a representation) and brand creation. Each enterprise or region has its own shape or external look, whether they want it or not. This look includes both ideas about themselves and external ideas about a particular enterprise or region. The image is created on the basis of this shape. It's a consciously formed external look. This process is possible in two ways. In the first case, the administration of an enterprise or region forms an image on the basis of a spontaneously formed look – selecting the necessary features from it. In the second case, the image is formed in order to overcome the external look, which is recognized as negative for a particular company or region. At the final stage, the brand is created on the basis of the image: with its corporate identity, story of great success and mythology of product uniqueness [1, 2].

The first problem in the creation of tourism brands in Belarus is that the country was not initially associated with tourism. Belarus does not have a tourist image. This minus has its own positive side – image creation is not limited to prevailing looks. But this is in theory. In practice, it is impossible to form an image as a conscious image without any preliminary looks.

Here the second problem arises. The ideas about Belarus that have developed among the Belarusians themselves and among neighboring peoples vary greatly. For