

приваблення туристів, відбувається розгалуження сільськогосподарського виробництва, створюються нові робочі місця.

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PARTICIPATION OF «TRAVEL EXCELLENCE» AND NP BEREMYTSKE  
AT THE INTERNATIONAL EXHIBITION  
AS A PHENOMENON OF IMAGE IMPROVEMENT

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Actuality of theme. Advertising in modern conditions is a constant companion that daily and massively affects everyone. Advertising activity is an effective tool that allows any tour company to survive on the tour market in conditions of constant competition and rivalry for the traveling tourist [1]. Advertising in tourism stimulates sales, contributing to the growth of profits tour company, image and ultimately - their development. The image of B.G.: «... is constantly created, both in words and images, which are bizarrely moved and transformed in the public mind into a single complex» [2]. «Travel extravaganza» works in conditions of fierce competition, there is a need for additional advertising during the UITM as an element of commercial activity, to improve the image, so the research topic is relevant.

The purpose of the work is to develop mechanisms for effective advertising at international exhibitions to improve the image of the tour company «Travel Extravaganza» and NP Beremytske.

To achieve the goal of the work the following tasks were set and solved: the theoretical, scientific-methodical and practical principles of advertising, its goals and

types were analyzed; the advertising activity of the tour of the «Extravaganza of Travels» enterprise is considered, the strong and weak positions are revealed; identified effective mechanisms to improve the image of the tour company and NP Beremytske during participation in the UITM.

The methods used during the study are general and special methods, the method of theoretical analysis, the method of comparison, the method of observation, the method of modeling.

The degree of scientific development of the problem. Problems related to advertising and image of the tour company in the modern world are reflected in a large number of scientific literature, materials of scientific and practical conferences and seminars, in the works of domestic and foreign scientists such as: M. Malska, V. Khudo, V. Tsybukh, O. Oliynyk, S. Yavorivsky, A. Durovych, A. Kopanov, U. Rohr, K. Shukhardt, K. Hensler, N. Kabushkin, Ch. Shulga, M. Borushchak, A. Vanyukov, V. Khomych, A. Let's, E. Barnow, O. Vikhansky, D. Brustin, K. Melder, P. Byrd, B. G., J. Russell, W. Lane, W. Wells, J. Rositer, V. Tulupov, O. Feofanova, M. Eisenberg, V. Ahrens, K. Beauvais, B. Batru and J. Myers, M. Birzhakov, K. Borisov, V. Kvartalnov, F. Kotler, J. Bowen, J. Mackenzs, B. Gulyaeva, V. Senin, E. Korotkov, D. Lviv, A. Prigogine, A. Chudnovsky and others.

The essence of the study. High-quality and professionally executed advertising during UITM has a double effect. On the one hand, it helps the tour company to develop new markets, expand sales, on the other - to increase its own income, which can ensure proper remuneration of staff. This, in turn, contributes to the growth of staff interest in the results of joint activities [3]. «Travel Extravaganza» is a domestic tour operator that also works with franchising. Managers develop advertising not only for themselves but also for a network of small travel agencies working under their brand and on their image. The tour company has its own brand with all the hallmarks of corporate identity. The face of the brand is the general director - Igor Zakharenko. Each tour company develops its own service strategy - an action plan that defines how it will compete in the relevant market space. The tourist service strategy touches on three main components - needs, the ability to meet these needs and long-term profits. The action plan, which defines the priorities of strategic goals in the service of tourists, the achievement of which is possible only through the formation of a positive image of the tour company and a stable financial position in the tour market [4].

At UITM exhibitions, workers together with tour company managers help to design and conduct a decent presentation of the tour operator. At UITM exhibitions "Travel Extravaganza" mainly looks for partners and presents novelties in the tour of activities, conducts seminars. The scale of its presentation and design of the stand, the tour company is well positioned in front of foreign guests and all visitors to the exhibition.

Beremytske Nature Park took an active part in the 25th UITT 2019 International Tourism Exhibition. From March 27 to 29, Kyiv hosted the 25th international tourist exhibition «UITT 2019», where the Nature Park Beremytske was presented at the stand of the region. Representatives of the park took a direct part in the delegation of

the Chernihiv region. As part of the exhibition, a number of meetings were held at the stand and agreements were reached with partners on cooperation. Thus, the tourism manager of the Beremytske Nature Park, Rostyslav Polushvayko, at the invitation of the National Pedagogical University named after M. Drahomanov gave lectures for students of 2-4 courses studying at the Department of Tourism. A specialist in the educational work of the Beremytske Nature Park, Kateryna Kovalchuk held a meeting with teachers of the Department of Tourism. During the meeting, an agreement was reached on the students' field practices in the park.

«We are grateful for the invitation and hope that by joint efforts with the Department of Culture and Tourism, Nationalities and Religions of the Chernihiv Regional State Administration and the National Pedagogical University we will be able to implement the Chernihiv Polissya project. This will help improve the quality of tourist services for both domestic and foreign tourists, and the transformation of Podesnya into a center of ecotourism in Chernihiv region and Ukraine» [5].

*Conclusion.* Examining the impact of advertising during the UITM on potential customers, image and its effectiveness, it should be noted that the individual parameters of any advertising process are not separately, but in some connection with all other variables that affect it, and depending on specific relationships between these values, the intensity of the process can vary in a wide range of advertising campaigns.

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