

*Horiana A.,  
Shapoval V.,  
Hubkina V.*

*National Technical University «Dnipro Polytechnic»  
Dnipro, Ukraine*

## **NATURAL, HISTORICAL AND CULTURAL BRANDS IN UKRAINE**

Nowadays, it is impossible to imagine any country without its association with a specific place or landmark. Indeed, «a country's brand is a comprehensive trade offer which is considered to be an emotionally strong brand having not only a name or design solution, but also a whole set of associations and identifications to be perceived by consumers» [1; 2]. For example, such famous cities as Paris and Rome are always associated with the Eiffel Tower and the Colosseum correspondingly, while ancient pyramids are the main significant landmarks of Egypt.

So, place branding is a sphere where such things as templates, borders or even copies are not required. The idea of the brand must correspond to the singularity of a certain territory or place. Therefore, forming the brand of the territory requires taking into consideration such important factors as originality, uniqueness, and complexity of copying. The better the individuality of this place is shown in its image, the better its perception by potential tourists to be interested in. It should be emphasized that the brand of the place cannot be implanted as its values are identified by professionals from various fields. And the most important thing comprises the fact that the brand must be based only on real features.

As practice shows, the tourism business is impossible without being tied to a certain place, which can be developed as an appealing image to attract potential tourists. It can be explained by the following: firstly, it is sure to maximize profits and improve the economy of a country or a certain area (place), and secondly, the area is recognizable, the ability to make a right choice of a relevant travel company and its services among other tourist companies greatly increases.

Each city of Ukraine has its own specificity and uniqueness in terms of such features as ethnocultural, architectural, historical, and natural ones. However, there are obstacles to hinder the development of Ukrainian cities' branding, among which the following reasons can be listed:

- lack of confidence in the effectiveness of the marketing strategy while city formation;
- lack of practical experience in building the city's brand;
- large financial costs required for brand development and its maintenance.

Despite the fact that some areas involved into a national tourism market have already developed their original and unique «trade and recreational brand» (regional brand), the majority of regions of Ukraine are still characterized by uneven development of the resource base and various indicators of tourism industry performance. Let us consider the performance of Bukovel, a famous ski resort in Ukraine, which has been operating since 2000. It is so popular among the tourists that

the number of its visitors has been increasing with each passing year. In 2012, the ski resort of Bukovel was recognized as the fastest growing mountain resort in the world [3]. Originally, it was a village Polyanytsya, that was considered to be a very poor and unproductive area in Ukraine, where even public transportation was a big problem. Creative approach and its implementation laid the basis for developing the first ski resort in Ukraine. According to the statistical data, annually, this resort is visited by about two million people, where foreign tourists account for one third. Thus, taking an advantage of its natural resources and great location, an ordinary village was turned into an international tourist spot. Such historical and cultural objects as historical monuments, buildings, archaeological findings, and ethnographic features of Ukrainian territories also play an important role in the cities' branding, but their number varies. The greatest majority of architectural and historical monuments protected by the state is located in Lviv region – about 3934 sites, Kyiv and Chernihiv regions can boast of 2886 and 2859 landmarks, respectively [4].

Let us consider the city of Lviv where the main architectural buildings as Lviv City Hall, the Armenian Church, the Korniyakt Tower, the Latin Cathedral and the Church of St. Andrew are even marked on the city logo. And now these landmarks are commonly used by many brands for souvenir production, timed to various holidays and festivals [5].

Therefore, branding is necessary for all cities. To become a famous tourist center, the cities and towns of little distinction must hold special events and develop new ideas to promote their brand, because successful branding can enhance better representing of a particular area. These activities will also allow to compete for financial investments and ensure social stability (e.g., increasing jobs and improving living standards). And such cities as Lviv, Kyiv, Kharkiv, Dnipro, Odessa should take care of preserving their identity and brand as a whole [6].

### References:

1. Nagornyak T.L. Country as a brand. National brand «Ukraine» / T.L. Nagornyak // Strategic priorities: scientific-analytical quarterly collection. – 2008. – №4(9). – P.220–228.

2. Muzychenko-Kozlovska O.V. Tourist branding: essence, components and advantages / O.B. Muzychenko-Kozlovska // Bulletin of the National University «Lviv Polytechnic». – 2014. – №797. – P.396–402.

3. Bukovel [Electronic resource]. – Available at: <https://uk.wikipedia.org/wiki/Буковель>

4. Smal I.V. Fundamentals of geography of recreation and tourism [Text]: Textbook. manual. / I.V. Smal. – Nizhyn: Mykola Gogol National Pedagogical University, 2004. – 264 p.

5. A new brand book of the city was approved in Lviv and the logo was improved [Electronic resource]. – Available at: <https://telegraf.design/news/u-lvovi-zatverdylly-novyj-brend-buk-mista-ta-vdoskonalyly-logotyp/>

6. Shapoval V.M. Management of tourism development (on the example of Dnipropetrovsk region) / V.M. Shapoval, T.V. Herasymenko, M.V. Shpak // Economic Bulletin of the NMU. – 2018. – №1(61). – P.159–166.