

## **IDENTIFICATION OF REALIZATION DIRECTION OF MARKETING STRATEGY OF BALNEOLOGICAL RESORTS DEVELOPMENT**

Strategic decisions in territorial marketing are aimed for formation and improvement of prestige, for formation and usage of competitive advantages, for development of priority kinds of activities and development of regional economic spheres, for improvement of public welfare.

In scientific and practical literature on management of territorial development, traditionally four directions of realization of territorial marketing (or they may also be called groups of marketing strategies of territories) can be found [1, 2]: marketing of prestige, marketing of attractiveness, marketing of infrastructure, marketing of public, personnel.

Development of a territory is not limited to the choice of only one out of four directions or of all four directions. Every marketing realization direction is sufficient enough and full of different meanings. Therefore, it is appropriate to talk about realization of four basic directions of territorial marketing realization with usage of modifications and varieties of these strategic directions depending on the state of the territory, it's possibilities, potential and other factors.

It is inappropriate to talk about the sequence of application of basic directions of territorial marketing realization due to a certain state of socioeconomic development of the territory, natural resources potential, environment, interregional and international relations, priority goals of the territory development etc.

The choice of strategic directions of territorial marketing realization and the sequence of their application will depend on the goals of territory development, it's recreational potential, possibilities. Let us consider that the choice of realization direction of marketing strategy for ensuring of territory development can be made on the basis of the proposed scheme (Fig.1).

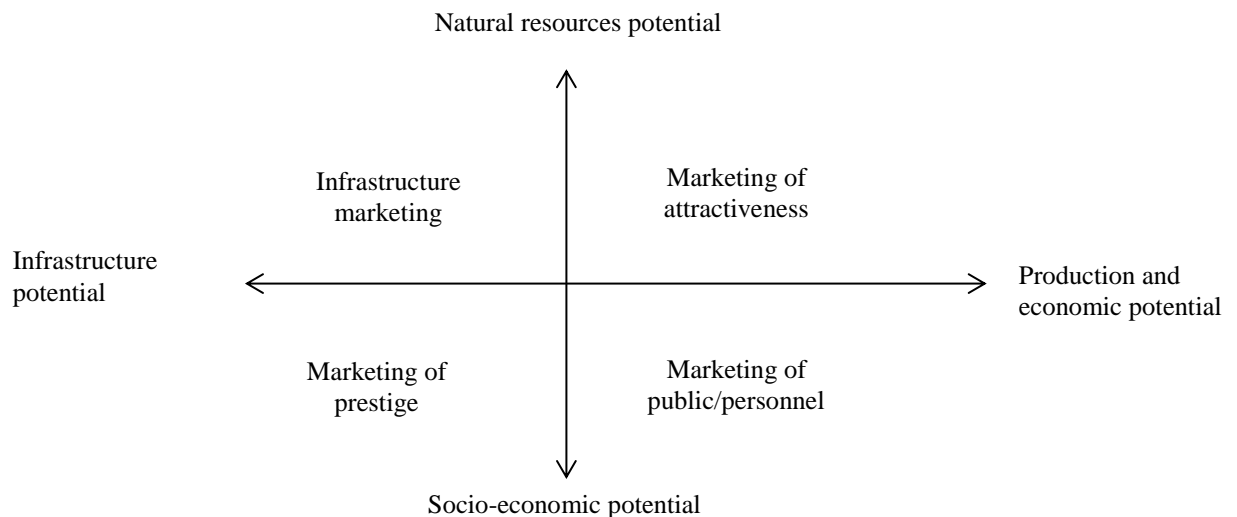


Fig.1. Identification of direction of realization of marketing strategy for ensuring of territory development

We consider, that selection of marketing strategy for ensuring of development of a balneological resort depends on it's recreational potential. The identification of directions of realization of marketing strategies should be considered on the basis of natural resources potential of a balneological resort, production and economic potential, socio-economic potential, infrastructure potential. The choice of strategy should be carried out on the basis of the calculation of integral evaluation of the usage level of balneological resort recreational potential. So, evaluation of the level of usage of natural resources potential should be carried out on the basis of the quantity of used natural recreational resources, natural and climate conditions which are typical for this territory, freshness of the air and level of greenery at the territory. The level of usage of production and economic potential of a balneological resort depends on the income of inhabitants, level of unemployment, profitability of resort's services, investing attractiveness. The level of usage of socio-economic potential of a resort is characterized by a level of satisfaction of recreants with their recreational activity at a resort, of inhabitants – conditions of living and work at the territory of a resort, of entrepreneurs – conditions of having a business within a resort. The level of usage of infrastructure potential of a resort depends on the capacity of places of placing, sizes of public territory, transport availability. The next stage is selection of indices for evaluation of the level of balneological resort potential usage with the help of integral indices.

References:

1. O.I. Karyy, Strategic planning of city development. / O.I. Karyy - Lviv: ZUKC, 2007 – p.317
2. A.P. Pankrukhin, Marketing. / A.P. Pankrukhin – M.: Omega-L, 2007 – p.656