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Research paper

Recreational and Touristic Activity, Forming Poltava Region in the Territory Branding Context

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Abstract

The analysis of factors of branding of territories that is the driving force for the development of the recreational and tourist system of the Poltava region is carried out. The approaches used by the regions to create their brand strategy are analyzed. Regardless of the specific objectives, successful brand strategy strategies of territories characterized by a common partner approach have been researched. As a result of the analysis of the structure of urban planning, to identify common factors that affect both the design of urban development objects and the design of the brand territory. It is concluded that the urban construction concept is the starting impulse of the territorial branding strategy. The types of potentially attractive resources for economic development and increase of attractiveness of the region are determined. The given classification is a religious tourism based on a rather developed network of religious buildings, most of which are architectural monuments, as one of the most important at the present stage of the development of tourist infrastructure in the Poltava region. On the example of organizing a regional network of religious tourism, the feasibility of using it to increase the investment attractiveness of the region has been proved.

Keywords: *brand of territory, branding, economic development, monastic complexes, recreational and tourist activities, religious tourism, tourist infrastructure*

1. Introduction

Branding of territories is a strategy for increasing the competitiveness of territories in order to conquer foreign markets, attract investors, tourists, new residents and skilled migrants. The interest in branding of territories suggests finally realized benefit from the implementation of a consistent strategy of resource management, reputation and image of the territories of any type. Many scientific papers have already been published, in which the branding of populated places and territories is researched on a par with branding of countries and nations [1,2,3,4,5,6]. The theory of branding territories is constantly evolving, in recent years, the number of scientific studies devoted to this topic has increased. Certain approaches to this theory are based on the concept of "creative city" or "creative region": attracting as representatives of the "creative class" (professionals creating new ideas, technologies, etc.) as residents, to revitalize the economy and attract investment, others justify expediency an integrated approach to planning the territories of populated areas, the key principles in this case are the tasks of forming the "brand territory architecture". That is, in order to create a "strong brand", city and oblast leaders should formulate a clear set of attributes that their territory possesses and on the basis of which it can be formed in the positive perception of the target audience. The process of determining and agreeing such a set of attributes is impossible without involving all stakeholders. The interdisciplinary approach to branding of territories will prevail. It will reflect the need for a variety of theoretical justifications and the need to take into account the fullness and multi-dimensionality of this type of branding.

2. Branding of Territories as Places Attractive for Living. Sources.

The term "branding of territories" has found its introduction in the end of XX century, however, this phenomenon existed for centuries. From ancient times, residents of cities were intuitively engaged in what we would now call territorial marketing and branding. Trying to create better conditions for attracting resources, they used those or other promotion strategies that can thematically be divided into religious and secular. Positioning the city as a religious center made it possible to attract pilgrims, secular specialization as trade and cultural centers also served as an impetus for attraction of investments and the creation of appropriate infrastructure. The modern definition of the term "branding of territories" has several aspects. It is a strategy for increasing the competitiveness of territories and settlements in order to conquer foreign markets, attract investors, tourists, qualified migrants and a symbolic image that generalizes the idea of an object. Designing a territory brand provides an initial boost to its development in the imagination of people, thus providing the viability of a city-planning concept. From this point of view, the brand connects urban design ideas with the opportunities for consumers to realize it at the present stage and in the future.

The brand concept is borrowed from the marketing sector. It's understanding is not limited to ideas about the name, sign or corpo-

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rate style of a product; this category is a collection, a complex of different ideas and information, and is intended to identify the choice with the object of choice. The concept of a brand does not indicate the thing, product or specific organization. Brands do not exist in the real world, they are mental constructions, and reflect a person's perception of a thing, product, company or organization [1,2].

The brand of a territorial object is a complex symbolic category that summarizes the idea of an object. According to Simon Anholt, the territory's brand is "the essence of the place" [3]. Designing a brand territory gives an initial impetus to its development in the imagination of people, thereby ensuring the viability of the urban design concept.

Considering certain territories (region, region) in the context of their "branding" it is necessary to study the components that form this territorial formation, namely, settlements with zones of their influence and communication links between it. In varying degrees of proximity to each other, they form a unified system of populated places with varying degrees of concentration of their relative position. In addition to the economic benefits of the effect of concentration, cities offer their own residents a set of social and emotional privileges. O'Flaretti emphasizes that "cities could survive as they survived thousands of years - only if their advantages prevail over their shortcomings" [7]. Modern cities, as part of a particular region, are concerned that the flow of resources may turn out to be volatile and volatile, are fiercely competitive for human, financial and intellectual resources, which only guarantees them a steady growth.

Any territory depends on its inhabitants in matters of economic, social, cultural and environmental development. It is vital for it to have a diverse, skilled, satisfied population. The low level of satisfaction of residents is negatively perceived by commercial enterprises - potential migrants, as they compare the welfare and satisfaction of people in different competitive cities. Residents embody the local culture and traditions that are typical of the area, religious preferences are conducting their business, and the identity of regions and cities is associated with them. These and other groups are interested in preserving important aspects for them and in transforming their territories into a pleasant and convenient place to live. Their wealth and diversity are the source of inspiration for branding strategies. Among other factors, the combination of which creates an individual image of cities and regions, scale of environment, image, history, mentality of inhabitants, levels of economic base and income are distinguished.

Each region, as noted above, is a complex system of populated places, the components of which are interconnected, and affect the image as a whole. To achieve success, these components and peculiarities, their relationships and structure are clearly defined to preserve the uniqueness of the territories and develop a development strategy, while attracting people to brand development can bring more weighty and convincing results.

The advantages of creating a strong brand of territories (by Anhold, Clark, etc.) are: - the advantage of the planning process and the benefits of implementation [3,4]. In the first case, there is a clear understanding of what brand of territory is and why it is needed. This is necessary to focus the strategy. If the strategy is the use of limited resources in areas with the highest probability of return, then the brand of the city is the implementation of its strategy. The second advantage - implementation - is related to understanding the essence of the brand territory. It stimulates a high level of coordination of activity, that is, that in a commercial branding is called the way to the brand's success.

3. The Role of the Brand in Attracting Investment.

Reputation and brand image of the territory - a determining factor that affects the attraction of investments. The works of Florida [8,9] and other professionals emphasize the importance of intensive action by regions and cities to attract economic investment, talent and investment in these talents. According to Clark, three areas of activity are critically important for economic competitiveness:

- Economic factors: innovation (creativity, investment, human capital and communications (real and virtual transport and communications networks);
- Socio-political factors: economic diversity, quality of life, decision-making and management;
- Infrastructure factors: the quality of the territory (the availability of certain resources), diversity, quality of the environment, accessibility of service facilities, security, etc.

These factors unite, ensuring the attraction of economic investment, and the brand of the city must absorb the essence of its identity. A strategic plan and brand development plan determine which activities will be supported.

There is a wide range of approaches used by regions and cities to create their brand strategy. Regardless of specific goals, successful brand strategy areas are characterized by a common partner approach. It should attract a lot of stakeholders, united by the need to broadcast outside mutually agreed brand of the region with a clear identity. The brand of the region should be based on reality, and not be an illusion that is being distributed by an army of marketers. Exaggerated statements about the city will have unpleasant consequences as soon as target audiences realize they have been cheated. Thus, regions should make sure that the strengths they claim are backed up by real facts.

Analyzing the structure of urban design, it is possible to identify common factors that affect both the design of urban development objects and the design of the brand territory. Thus, one can indicate the presence of certain common preconditions and interrelations between the theory of branding and urban design. In connection with this, a necessity arises and the expediency of finding ways to increase the competitiveness of the city by means of urban development. At the initial stage of urban planning - the stage of development of the concept, one or another idea is determined by a number of factors. Today, these factors are added to the initiatives and wishes of community representatives that are taken into account in the design process, these same factors are key to the development of the brand territory, so the approach to the solution of these problems may be common.

Recently, in connection with the requirements of the Law of Ukraine "On Regulation of Urban Development", the process of updating and developing schemes of planning of territories and general plans of settlements has considerably intensified, therefore it is expedient to synchronize these two processes - development of city-planning projects and brand of territories.

At the same time, the most important issue is to lay the foundation for the development of one or another region, those or other cities for a real boost of its development and improvement of the standard of living of its population. At the same time, it is worth paying attention to the full spiritual and cultural enrichment of the inhabitants, preservation and renewal of cultural and religious traditions.

An example of this approach may be the development of the concept of a scheme for planning the territory of the Poltava region.

The Poltava region has a very high potential for economic development (significant deposits of minerals, rather high industrial development, valuable in agricultural land use). Along with this, there is a high level of resources available for the organization of various types of tourism, significant historical and cultural potential. A sufficiently developed transport network allows organizing the movement of tourists throughout the territory, combining the main tourist centers (Fig. 1).

When forming a branding strategy for the development of the Poltava region, the role of recreation and tourism has a significant impact that can be put into its foundation.

Among many types of religious tourism plays an important role in the system of international and domestic tourism. As popular in Poltava region, such tours occupy the third place (about 30%). People now prefer historical and literary routes.

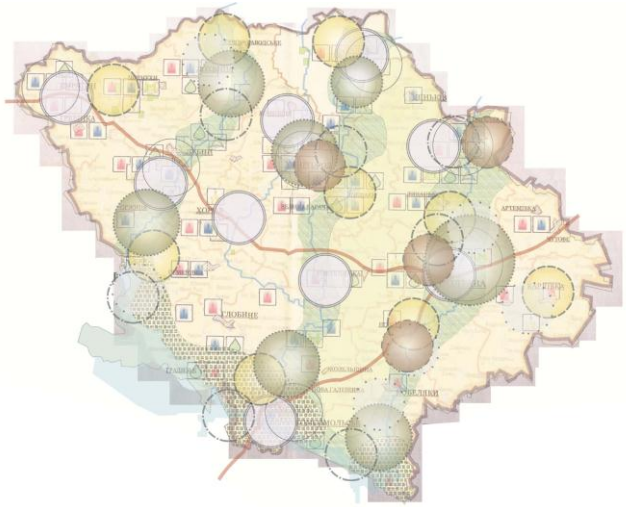


Fig.1: The system of recreation and tourism potential in the Poltava region.

Traditionally, religious monuments were used only as excursion objects. Now among the varieties of religious tourism, the dominant in the Poltava region is a pilgrimage, a religious and cognitive type. At the same time, the circle of objects of religious pilgrimage has considerably expanded.

Religious tourism can be recognized as one of the most ancient, which has its origin since the introduction of Christianity. It is based on the religious needs of people of different denominations.

Pilgrimage tourism, as a special kind, exists and develops in our time very intensively. Under the religious tourism excursion direction should understand the activities related to the provision of services and the satisfaction of the needs of tourists, sent to holy places and religious centers, located outside the usual environment for them.

Religious tourism of excursion-cognitive orientation involves visiting religious centers, in which tourists have the opportunity to see religious objects - existing religious monuments, museums, attend divine services, take part in religious processions, meditations and other religious activities [10].

Analyzing the tourist and recreational network (infrastructure) in the context of the development of religious tourism, it is advisable to distinguish between religious centers and religious centers as the most important components. A cult center is a place of great significance for representatives of a certain denomination, which holds religious and other events that collect a large number of pilgrims. As a rule, in such places there is a temple with a miraculous icon, or there used to be a famous saint, spiritual mentor or historic religious events. A religious center is a broader concept than a religious center. Religious center, in addition to the object of worship, includes institutions of education and administrative bodies of religious organizations.

There are many holy places in Ukraine that annually attract millions of pilgrims both from our country and from around the world. In particular, monastic complexes belonging to the Ukrainian Orthodox churches of the Moscow and Kyiv Patriarchs, the Armenian Apostolic Church, the Greek Catholic (Uniate) and Roman Catholic churches, as well as Muslims and Buddhists, with great historical, cultural and spiritual potential, play a leading role in the conduct of religious tourism [10].

The leading role lies in the Orthodox monasteries, the main among them is the Kyiv-Pechersk and Holy Assumption Pochayiv Lavra, as well as the Holy Assumption Svyatogorskaya Lavra. The Poltava region, with its significant historical and cultural potential, which in particular is represented by a large number of monuments of religious architecture, convenient location and favorable climatic conditions, is a very attractive region for the organization and development of tourism, in particular, religious.

Today, in the Poltava region, the Mgarsky Savior-Transfiguration Monastery belongs to the pilgrimage objects of the subregional level of Orthodox religion. Representatives of more local - regional level are Krestovozdvizhensky monastery in Poltava, the women's monastery of the Nativity of the Blessed Virgin in the village. Kozelshchyna, Holy Trinity Great Buddhist monastery in the village. Pisarivschina and Antony Fedosivsky Pototsky monastery in village. Dmitrovka The first three complexes are monuments of architecture of the XVII-XIX centuries. Each of them has its own traditions, shrines, famous religious figures, spiritual mentors lived and buried in their territory, and historic religious events took place [2]. At various times, they were attended by well-known cultural and art figures, in particular T.G. Shevchenko has repeatedly been to MgarskySpaso-Preobrazhensky Monastery, which he recalls in the story of "Twins". Miracle-working icons of Poltava and Kozelshchinsky monasteries have long attracted a large number of pilgrims.

It should be noted that there is a center of pilgrimage of the Jewish religion in the Poltava region, namely the Hasidism Center "AdMoAzaken" in Gadyach [11].

All of the above-mentioned centers can take pilgrims for a long period of time. Analyzing the qualitative indicators of the attraction of these complexes (in this case, spiritual) and their comparison, it is possible to determine the index of attractiveness of the i-th object within the region, Ratr, calculated by the formula

$$\mathbf{P_{atr}=T_i/T_{max}},$$

where

Ti - the sum of indicators of the attractiveness of the i-th tourist object, with appropriate correction coefficients;

Tmax - the maximum possible amount of indicators of attractiveness of the analyzed tourist objects.

Having an index of attractiveness and applying the law of Yerks-Dodson (the dependence of the best results on the average intensity of motivation, in this case before traveling) [12] it is possible to determine the radius of attraction of each of the analyzed tourist objects.

Thus in Fig. 2 presents a network of pilgrimage objects in the Poltava region, which accurately traces their range of influence and, accordingly, tourism potential.

Regarding the religious-cognitive type (excursion-cognitive orientation) of religious tourism, the Poltava region is represented by a large number of objects of sacral architecture. It should be noted that according to a similar analysis of the attractiveness of tourist facilities and the correction and correction of their indicators on historical and aesthetic-compositional aspects, some objects of pilgrimage are not key among sacral objects of excursion-cognitive orientation.

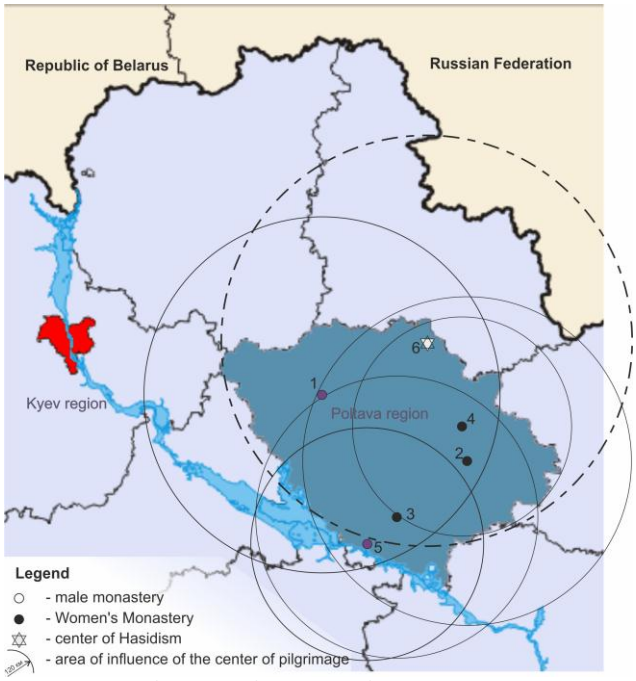


Fig. 2: Scheme of tourism infrastructure of pilgrimage objects of the Poltava region.

1. Spaso-Preobrazhensky Monastery in Mgar,
2. Krestovozdvizhensky Monastery in Poltava,
3. Monastery of the Nativity of the Blessed Virgin Mary,
4. Holy Trinity Great Buddhasky Monastery,
5. Anthony Fedosivsky Pototsky Monastery,
6. Center of Hasidism, Omel «AdmoreAzaken»)

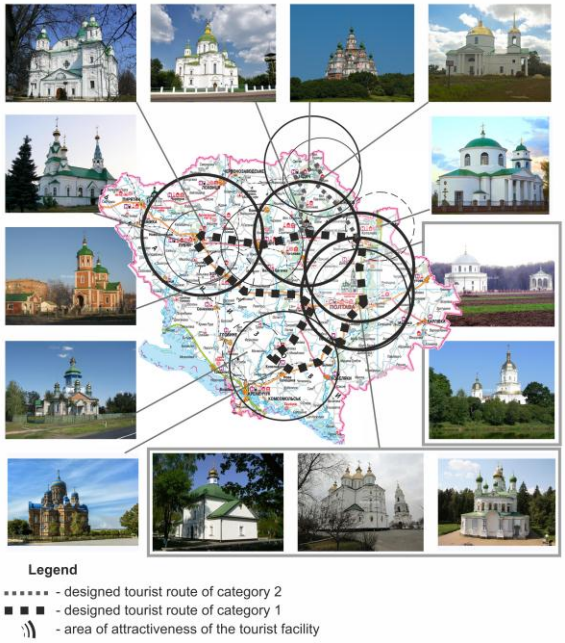


Fig. 3: Scheme of tourist infrastructure of religious tourism of the Poltava region with the allocation of the most significant monuments of sacral architecture.

According to the analysis of the arthropogenic potential of sacral architecture objects, the main center of formation and concentration of tourist flows is Poltava, where the main historical and cultural monuments, tourist organizations of the region and concentrated objects for reception and accommodation of tourists are concentrated. For secondary centers of concentration of tourists, this direction, in the Poltava region it is expedient to include: Mirgorod, Lubny, Hadyach [9].

4. Conclusion.

Despite the existence of many approaches and strategies for the development of the regional brand of the territory, its implementation takes place using a set of interconnected conditions: the brand embodies only positive qualities or ideas about the region, the brand selectively represents the territory and attracts people's attention to the positive aspects of the environment; the brand directly states its goal to change the public perception of the region and connects the brand of the territory and its identity.

The calculations carried out on the example of Poltava territory branding make it possible to conclude that recreation and tourism are the constituent formation elements of the territorial branding strategy.

This can increase the inflow of tourists to the region, and, as a consequence, the creation and promotion of the Poltava brand as a tourist and recreational region in the future.

Such approaches can serve as the basis for parallel formation of both the brand of the region and the concept of city-building solutions for it, and, after some quantitative and qualitative revision, can be used to solve similar problems for other regions.

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