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MANAGEMENT OF EXCURSION ACTIVITY IN THE CONTEXT OF CULTURAL AND COGNITIVE TOURISM AS A TYPE OF INTERNATIONAL ECONOMIC ACTIVITIES: THEORETICAL ASPECTS

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Introduction. Tourism plays a major role in the global economy, providing one tenth of the world's gross product. This sector of the economy is developing at a fairly rapid pace and is already one of its most important sectors, especially in the context of international economic relations.

The global events and processes taking place in the tourism industry of the world have affected the development of tourism in Ukraine. In many countries, tourism has long been a priority area for the development of the national economy. Ukraine is no exception, because recently tourism has received more and more attention. It is positioned as one of the priority areas for the development of the country's economy and culture.

Overview of recent researches and publications. The content, features, trends in the use of culture in the development of tourism are reflected in the studies by V.V. Andersen, V.V. Bokhanov, J. Brown, V.E. Birzhakov, V.A. Hordin, V.A. Kvartalnov, H.A. Karpova, V.V. Kulik, K.A. Nasiedkin, O.A. Mitseruk, V.I. Nikiforov, O. V. Rakhmaleva, M.D. Sushchinska, L.V. Khoreva, D. Pierce, R. Prentiss, G. Richards, M.K. Smith and others. At the same time, many issues related to the active development of the cultural industry and the formation of a quality tourism product based on culture, in particular cultural and cognitive tourism, have long remained insufficiently covered.

The purpose of the paper. The purpose of the article is to determine practice and methodological aspects of excursion activity in the context of cultural and cognitive tourism as a type of international economic activities management.

The main body and results of the research. One of the most popular types of tourism is cultural and cognitive tourism. Over the last decade, a new perception of culture has begun to emerge and spread, namely the growing awareness of the importance of preserving the cultural heritage of each nation, as well as their diversity. New trends in cultural life have emerged, manifested in the revival of previously forgotten names, monuments and events, and a new, more interested attitude towards historical heritage. As a result, the prospects of cultural and cognitive tourism as a means to improve the development of countries, regions and cities have increased. In addition, due to cultural and cognitive tourism, the impact on the social and cultural sphere of life, ecology, foreign economic activity and international relations has increased. These phenomena

are explained by the fact that in the modern world tourism is transformed from a predominantly economic phenomenon into a social and cultural phenomenon. Thus, with the help of cultural and cognitive tourism, many underdeveloped regions can improve their economic, social and cultural development, which in turn will improve the situation of the state and its development as a whole.

The concept of "cultural tourism" was first officially used at the international level in the materials of the World Conference on Cultural Policy (1982). The main documents in the field of cultural heritage were produced by two international organizations – ICOMOS and UNESCO. UNESCO views cultural tourism as a distinct form of tourism, "taking into account the cultures of other peoples". The Charter on Cultural Tourism of the International Council on Monuments and Sites (ICOMOS) defines cultural and cognitive tourism as a form of tourism, the main purpose of which, among other purposes, is the "discovery of monuments and sites" [1, p. 98-99].

At the same time, the definition of S. Melnychenko deserves attention. She believes that cultural and cognitive tourism is a temporary movement of individuals outside their permanent place of residence, due to the interest in visiting cultural monuments, taking into account cultural events, historical sites and museums, art. galleries, music and drama theaters, concert venues and other tourist attractions that reflect the historical heritage, contemporary art and performing arts, traditional values, activities and daily lifestyles, in order to gain new information and experiences to meet cultural needs [3].

There are many types of cognitive tourism, depending on the purpose of the tourist. There are actually cognitive (excursion), cultural and entertainment and cognitive and cultural tourism services, which are closely linked.

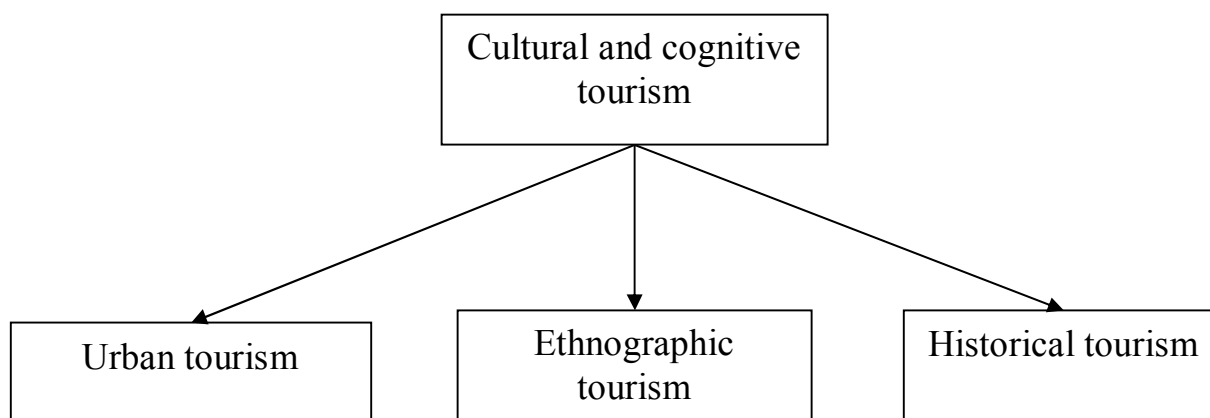


Fig. 1.1. Types of cultural and cognitive tourism [summarized by the authors on the basis of 4]

The cultural and cognitive tourism is a special type of travel, the purpose of which is to attract to visit the objects of culture, history and spiritual heritage of the area. In addition, visiting cultural monuments can take place in combination with other types of tourism (business, religious, environmental, sports and others). This is the result of the fact that today cultural and cognitive tourism has become one of the most common and one of the most affordable types of recreation. This popularity is also associated with the relative independence of the financial well-being of the tourist: cultural objects with varying degrees of concentration are presented in almost any space, and therefore for a person who wants to meet their artistic and aesthetic needs, there is always the opportunity to do so without resorting to high costs for flights and relocations. Destinations of the center of culture in a given space are often also places that are relevant to the cultural heritage of the whole nation. Such places, of course, increase the tourist attractiveness of the region and become mandatory points of the main routes of cultural and cognitive tourism in the country.

The market for cultural and educational tourism is quite wide and depends on a large number of factors, the most important of which are the age and range of interests of the tourist. Tourists may be interested in many things, especially something unusual and unusual, therefore, when studying the market, developing a tour, advertising events for the promotion of this tour, special attention should be paid to disclosing precisely these sides of the tourist route.

By the way of organization, there are two main types of cultural and educational tours:
stationary tours, which provide for the stay of tourists in the same city, tourist destination;
route tours, including visiting several cities and centers, monuments along the route.

The organization of route tours provides for the development of a special schedule for visiting the objects included in this route. In most cases, a city or tourist destination is allocated from 1 to 3 days, depending on its size and the number of objects. In addition, cultural and educational tours have many thematic varieties: historical, theatrical, folklore, ethnographic, literary, natural history excursions, etc. A leading role in such programs is played by excursion, educational and cultural (theaters, concerts) measures aimed at meeting the interests of vacationers.

When organizing a cultural and educational tour with an emphasis on history, it is necessary to prepare a rich excursion program, which is designed to reveal the historical development of the area using examples of monuments, museums of everyday life, arts and crafts, historical or local history museums of a city or area. It is also appropriate to schedule cultural events, which may include attending public events such as theaters, concerts, etc.

It is very important to take into account the subject of the tour when planning the tour program. Most often, leisure activities during a cultural and educational tour include: creative meetings, video programs about the place of rest, various national holidays. Sports and resort programs, as a rule, are not planned.

During the implementation of the cultural and educational tour, experienced guides work with tourists. On separate thematic excursions, it is advisable to use the services of art guides. It is important when working with foreign tourists to provide them with guided tours in their native (otherwise English) language. Today this is considered the rule of good form and good service. Very often the translation distorts the perception of the topic, worsens the quality of the excursion and, accordingly, spoils the impression of it.

When designing the schedule of a cultural and educational tour, it is necessary to take into account the availability of free time for tourists in order to independently explore the city and make the necessary purchases, etc. The length of free time also depends on the length of the tour as a whole. Thus, in cities that have only one day to visit, this time can be very short, and then not at all predictable.

Recently, tourism has become one of the main components in the modern development of culture. Thanks to him, people got the opportunity to realize their impetus to a deep study of little-known facets of the national, historical, artistic originality of culture, in turn, it helps to enrich the cultural cognitive potential and cultural heritage of a particular people, state, city or simply area.

Under the influence of a large number of factors, cultural tourism has acquired global socio-cultural significance, because it has a humanitarian and global mission. The main task is to draw the attention of mankind to the problem of preservation and revival of cultural heritage, national ethno-cultures, cultural identity, cultural diversity, as well as the problems of mutual cooperation between tourism and culture.

The tourism industry, like other sectors of the economy, is facing increased global competition, where the number of states that attract tourists with a developed system of historical, cultural and natural territories is growing, and are actively used in tourism activities. It includes: national parks (natural, historical, ethnographic), historical settlements, memorial sites, monuments of defense architecture (fortresses, castles) and others. The status of World Cultural and Natural Heritage sites, established on the basis of a special UNESCO convention, signed by more than 150 states, is actively used.

In the UN and UNWTO guidelines on national and regional tourism planning, there are three main reasons that motivate the development of tourism and recreation:

economic reasons (income growth in the tourist area, job creation, growth in the welfare of the local population, etc.);

social reasons (tourism gives an impetus to the restoration of spiritual and physical strength of a person, preservation of historical heritage, improving the quality of life, etc.);

environmental reasons (tourism contributes to the preservation of the environment).

So, tourism should be a priority, it concerns the development of regions with high natural, historical and cultural potential. In addition, within the country, on the territory of each region, its own, unique strategy should be developed, taking into account the specifics of the local historical and cultural potential, and will complement the development strategy of other regions. This strategy can be implemented in any state, not excluding Ukraine, where the development of tourism in comparison with other countries is at an extremely low level.

In tourism, a special place is given to a positive image. The point is that a travel service, unlike an ordinary trademark, cannot be fully demonstrated to a potential client. Only thanks to the previously established image of the state or its individual territories, their choice is ensured by a large number of travelers for tourism.

Thus, this issue can be resolved with the help of territorial marketing, which in turn can play an important role in promoting the historical and cultural heritage of any people, country or territory and their preservation.

As practice shows, the creation and implementation of a marketing concept in the strategic planning of regional development is already yielding appropriate results. The term Marketing Concept has been used for many years. This is a concept that establishes that the main priority in entrepreneurship should be the satisfaction of the desires and needs of customers [9, p. 245].

One of the positive results arising from the implementation of marketing concept activities at the level of a particular country, region or simply territory is the formation of its positive image. A positive image of the region is not a luxury and fashionable attribute. Today, in the conditions of the information society and relentless globalization, it is necessary for existence. The socio-economic, cultural, historical, investment and tourist attractiveness of the region cannot appear without the application of any efforts. This attractiveness may be the result of a well-created image, accompanied by the development of tourism infrastructure, the expansion of the list of services offered by the development of new fields of activity, the creation of additional jobs, an increase in the living standards of the population, the search for funds to finance and support the cultural and historical heritage, and the provision of opportunities for intercultural exchange.

The need to form its own image for each region and to strengthen the elements of identification of Ukrainian territories is obvious. Because in the end, it helps to draw attention to the region, makes it possible to effectively lobby for their interests, improve the investment climate, obtain additional resources for the development of the regional economy, preservation of monuments of historical and cultural heritage. Moreover, promoting the image of the regions is a promising way to overcome difficulties in the formation of the image of Ukraine as a whole. As the practice of marketing activities in the leading countries of the world has shown, it is advisable to follow the standard sequence of seven marketing activities, which are called "Seven R of a tourist product" (Fig. 1.2).

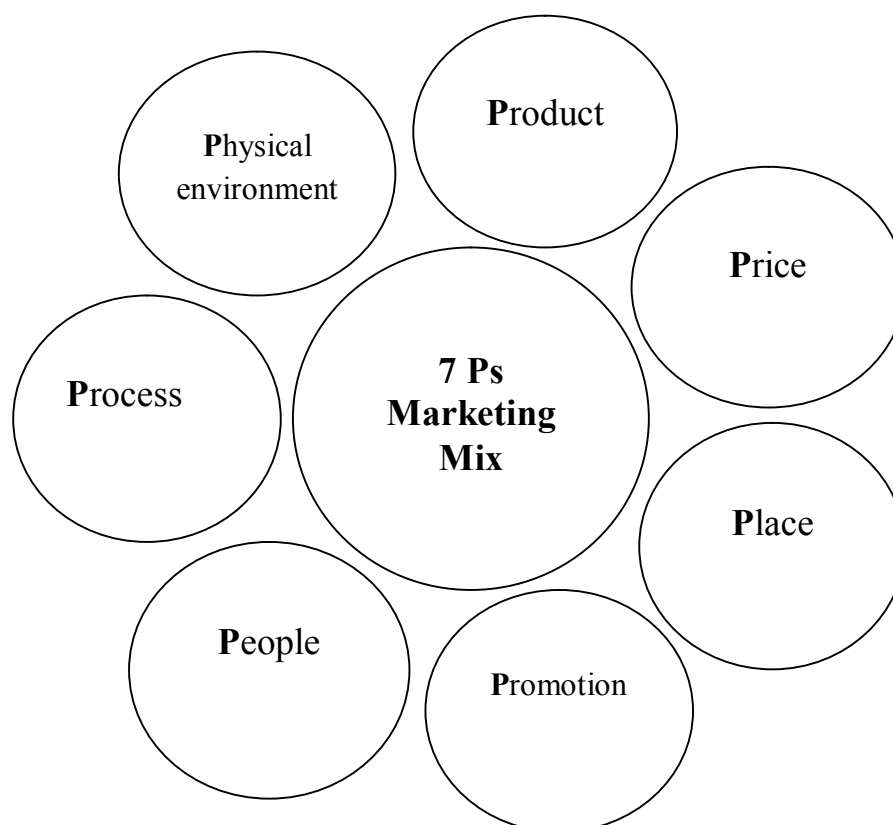


Fig. 1.2. The Seven Ps of the tourism product [summarized by the authors based on 8]

Only, this concept has the following components:

product (product)
planning (planning);
place (place)

people (people)
prices (prices)
carry (advance)
process (process) [8, p. 76].

From the above list, one of the most important elements is promotion, which includes advertising campaigns for certain tourist destinations.

Image marketing is understood as the process of creating, developing and distributing a positive image of a region by means of a marketing program developed for a specific promotion object (country, region or separate territory). This process consists of five stages (Table 1.1).

Table 1.1

Stages of image creation and promotion [formed by the authors on the basis of 10]

Stage 1 - organizational	Awareness of the problem, consultations, making fundamental decisions, creating structures that are responsible for creating a positive image of the region
Stage 2 - analytical	Preparatory research activities, the formation of databases, identification of the audience of the impact
Stage 3 - creative	Work with the population of the region, creating conditions for the start of systematic activities to create the image of the region
Stage 4 - communicative	Formation and promotion of the region's image in the media
Stage 5 - monitoring	Control over the functioning of the mechanism for forming a positive image of the region; surgical intervention if necessary

Thus, the creation of the image of the region requires the implementation of all the above stages. Their successful implementation will provide an opportunity to attract new visitors and consumers, which create conditions for the economic and social growth of the region.

State policy should be aimed at creating a positive image of the country, region or separate territory, which in turn will increase the development of cultural and educational tourism. The flow of tourists will also create a large number of jobs for the population and increase their motivation to preserve the cultural heritage of their people. The main stakeholder should be the authorities, namely national and regional governments and tourism administrations. After all, it is the state through the instruments of control and tax policy that must establish the limits and conditions for the development of cultural and educational tourism.

Conclusions. Analyzing the role of cultural tourism in the economic development of territories, its possibilities in the capitalization of heritage, it should be noted that it is also a colossal communication, cognitive and valuable means of influencing tourists. Relying on the national culture, tourism is essential: it contributes to the spread of certain stereotyped definitions of the whole nation. Today almost every state has its own national "canon of cultural monuments", according to which the status of "shrines", cultural brands of the nation is fixed. The creation of such a "canon" of monuments is largely influenced not only by the country's cultural policy, but also by the national intelligentsia.

The cultural heritage presented in the tourist space of the country to the general public does not just generate the construction of a national historical narrative, but participates in the approval of historical schemes and meta-concepts. It is no coincidence that in many countries of the world, civic identity education is based on heritage education, which becomes possible through familiarization with museum expositions, places of memory, and national excursion routes.

Thus, summarizing all of the above, we can make conclusion that in the conditions of total globalization, the positive image of culture transported by world communication channels plays a decisive role not only in the development of tourism, but also in ensuring the competitiveness of the entire country. It is the projects of cultural and educational tourism that serve as an effective mechanism for the viability of the heritage of a country, people, or simply certain territories, turning it into a factor for improving socio-economic, cultural and spiritual development.

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Черниш Ірина Володимирівна, доктор економічних наук, доцент. **Герасименко Катерина Олександрівна. Собірай Діана Олександрівна**. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Управління екскурсійною діяльністю у контексті культурно-когнітивного туризму як виду міжнародної економічної діяльності: теоретичні аспекти**. Мета статті визначити основні теоретичні аспекти управління культурно-пізнавальним туризмом, що являє собою відвідування історичних, культурних або географічних визначних пам'яток. Цей вид туризму є одним із найбільш популярних і наймасовішим на сьогодні, а також формує значну частку міжнародної торгівлі послугами. Визначено основні аспекти управління екскурсійною діяльністю й позиціонуванням території туристичного обслуговування. З кожним роком туристична діяльність усе більше розвивається та виходить на новий рівень. Під впливом цього сучасний турист стає більш інформованим про природні та культурні цінності різних місцевостей. Збільшується й попит на екскурсійні маршрути та водночас і вимоги до рівня обслуговування та якості послуг. Нинішній ринок туристичних послуг охоплює значний діапазон культурно-розважальних послуг, причому безпосередньо з найбільш поширених видів послуг як в українському, так і зарубіжному туризмі є екскурсійний тур, головна мета якого полягає ознайомленні з культурною й історичною спадщиною міста чи країни. Невід'ємною частиною екскурсійного туру є маршрут, котрий показує весь шлях подорожі. Розроблення схеми маршруту та його програмне забезпечення нерозривно пов'язані паралельні процеси, до яких застосовуються управлінські інструменти. Отже, актуальність теми статті зумовлена тим, що на сучасному етапі розвитку туристичної діяльності варто збільшувати кількість і якість екскурсійних подорожей для задоволення потреб туристів, що неможливо без застосування сучасних методів та моделей управління.

Ключові слова: управління, міжнародна економічна діяльність, туристичні послуги, міжнародний ринок послуг.

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Chernysh Iryna, Doctor of Sciences (Economics), Associate Professor. **Herasymenko Kateryna. Sobirai Diana**. National University «Yuri Kondratyuk Poltava Polytechnic». **Management of Excursion Activity in the Context of Cultural and Cognitive Tourism as a Type of International Economic Activities: Theoretical Aspects**. The purpose of the article is to determine the main theoretical aspects of the management of cultural and educational tourism, a visit to historical, cultural or geographical attractions.

This type of tourism is one of the most popular and most popular types of tourism today, and also forms a significant share of international trade in the world. In the article, the authors define the main aspects of managing excursion activities and positioning the territory of tourist services. Every year, tourism is developing more and more and reaching a new level. Under the influence of this, the modern tourist becomes more informed about the natural and cultural values of different localities. Therefore, the demand for excursion routes is increasing, and at the same time the requirements for the level of service and quality of services are increasing, too. The current market of tourist services covers a significant range of cultural and entertainment services, and one of the most common types of services both in Ukrainian and foreign tourism is an excursion tour. The main purpose of which is to familiarize with the cultural and historical heritage of a city or country. An integral part of the sightseeing tour is a route that shows the entire journey. The development of the route scheme and its software are inextricably linked parallel processes to which management tools are applied. So the relevance of the topic of the article is due to the fact that at the present stage of development of tourism activities, the number and quality of excursion trips should be increased to meet the needs of tourists, which is impossible without the use of modern methods and models of management.

Key words: management, international economic activity, tourist services, international services market.