

## РЕГІОНАЛЬНА ЕКОНОМІКА

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**A. A. Romanova**, Candidate of Economic Sciences,  
**V. V. Zhydok**, Candidate of Economic Sciences,  
**T. V. Zabashtanska**, Candidate of Economic Sciences

**А. А. Романова**, к. е. н.,  
**В. В. Жидок**, к. е. н.,  
**Т. В. Забаштанська**, к. е. н.

### MARKET RESEARCH OF INBOUND TOURISTS IN CHERNIGOV AS A FACTOR OF INCREASING TOURIST ATTRACTIVENESS

### ДОСЛІДЖЕННЯ РИНКУ В'ЌЗНИХ ТУРИСТІВ МІСТА ЧЕРНІГОВА ЯК ЧИННИК ПІДВИЩЕННЯ ТУРИСТИЧНОЇ ПРИВАБЛИВОСТІ

**Urgency of the research.** Tourist sector in Ukraine is developing in close relationship with the historical, cultural and natural resources within a particular area (region, city), which should be considered as a specific tourist product with unique properties, different competitive advantages necessary for optimum tourist attraction.

**Target setting.** Ukraine generally and for individual areas (regions and cities) has great potential for development of tourism industry. Its effective operation requires state support and systematic market research.

**Actual scientific researches and issues analysis.** Research trends of the tourism market and the impact of tourism on the socio-economic development of certain areas (regions and cities) were committed by A. Romanova, T. Sergeeva, S. Shkarlet.

**Uninvestigated parts of general matters defining.** Considering the complexity of the political and economic situation in Ukraine, the lack of regulation of tourism experience, changes in the environment there is the necessity of regular monitoring of the tourism industry.

**The research objective.** The purpose of the article is to study the market of entry tourists in Chernihiv, to identify problems and prospects of tourism development that will increase the tourist attractiveness of the city.

**The statement of basic materials.** Through market research entry of tourists of Chernihiv there were identified such problems of development as poor infrastructure; the substance of a clear concept of tourism; deficit financing; lack of coordination of actions between the government, businesses and the public. The development prospects for increasing the tourist attractiveness of Chernihiv on the basis of accounting weaknesses, leveling threats of tourism in the city, efficient use of available resources and potential are proposed.

**Conclusions.** On the way to increase tourist attractiveness of Chernihiv an important thing is an accurate and correct prioritization of tourism development that is subject to systematic market research.

**Keywords:** tourism; tourist sphere; tourist activities; market research; analysis of the tourism market; tourist attractiveness.

**Актуальність теми дослідження.** Туристична сфера України розвивається в нерозривному взаємозв'язку з історико-культурними та природними ресурсами в межах окремої території (регіону, міста), яку варто розглядати як специфічний туристичний продукт з унікальними властивостями, визначальними конкурентними перевагами, необхідними для досягнення оптимальної туристичної привабливості.

**Постановка проблеми.** Україна володіє значним потенціалом для розвитку туристичної індустрії, при цьому її ефективне функціонування потребує державної підтримки та систематичних маркетингових досліджень.

**Аналіз останніх досліджень і публікацій.** Дослідження тенденцій розвитку туристичного ринку, впливу туризму на соціально-економічний розвиток окремих територій (регіонів, міст) здійснили А. Романова, Т. Сергеева, С. Шкарлет.

**Виділення недосліджених частин загальної проблеми.** Враховуючи складність політично-економічної ситуації в Україні, недостатній досвід регулювання розвитку туризму, зміни в зовнішньому середовищі постає необхідність регулярного моніторингу туристичної сфери.

**Постановка завдання.** Мета статті полягає в дослідженні ринку в'їзних туристів м. Чернігова, визначенні проблем та перспектив туристичного розвитку, що сприятиме підвищенню туристичної привабливості міста.

**Виклад основного матеріалу.** Шляхом дослідження ринку в'їзних туристів м. Чернігова, визначено проблеми його розвитку, що полягають в нерозвиненій інфраструктурі; відсутності чіткої концепції розвитку туризму; дефіциті фінансування; нескоординованості дій між владою, бізнес-структурами та громадськістю. Запропоновані перспективи розвитку для підвищення туристичної привабливості Чернігова на підставі врахування слабких сторін, нівелювання загроз розвитку туризму в місті, ефективного використання наявних ресурсів та потенційних можливостей.

**Висновки.** На шляху до підвищення туристичної привабливості міста Чернігова першочерговим є окреслення пріоритетів туристичного розвитку, що можливо за умови систематичного дослідження ринку.

**Ключові слова:** туризм; туристична сфера; туристична діяльність; маркетингове дослідження; аналіз туристичного ринку; туристична привабливість.

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**Urgency of the research.** At the present stage of economic relations tourism serves a perspective, highly profitable and dynamic area of the world economy. Travel resources available offer opportunities for Ukraine to represent itself on the international tourist market. However, significant existing potential does not always guarantee the successful development of tourism industry. The peculiarity of the functioning of tourism industry is in close correlation with historical, cultural and natural resources, as well as in being shaped within a specific area (region, city). It is necessary to conduct a balanced policy focused on stimulating the development of areas (regions and cities) with a view to promote them and increase tourist attractiveness at the national and international levels to activate tourist activity in the country. Towards achieving optimal tourist attractiveness a separate area (region, city) should be considered as a specific tourist product on the market that has unique properties and decisive competitive advantages.

**Target setting.** Ukraine has great prerequisites for tourism development, including good geographical location, mild climate, diverse terrain, a unique combination of natural resources, cultural and historical heritage - these factors generate a tourism product offers competitive advantages of our country

However the present requires finding effective ways to improve the functioning of individual industries, particularly tourism industry. Its further development requires support from the state, systematic market research, solutions to new challenges, taking appropriate actions including changes in the external and internal environments.

**Actual scientific researches and issues analysis.** The problems of tourism market development are considered by domestic and foreign authors, including M. Birzhakov, V. Herasimenko, A. Hulyaev, M. Durovich, V. Kabushkin, O. Korol, O. Lyubitseva, I. Nikifirov, T. Opolchenov, A. Romanova, V. Sergeeva, A. Chechel, I. Shkola. The question of increasing regional competitiveness in the context of the implementation of innovative approaches is explored by leading Ukrainian scientists, in particular O. Alimova, O. Amosha, V. Dorofienko, V. Dubnitsky, V. Heets, O. Povazhny, Y. Popova, V. Udovichenko, O. Finahina, S. Shkarlet. The influence of tourism on socio-economic development of country in general and of certain areas (regions and cities), was studied by such scientists as: M. Bondarenko, N. Hostyeva, I. Krihovetsky, M. Reha, E. Schepansky, V. Shmahina.

**Uninvestigated parts of general matters defining.** Considering the complexity of the political and economic situation in Ukraine, the insufficient experience of regulation of tourism development, dynamic change of the environment there is a need for systematic analysis of the tourism industry of Ukraine in general and of separate areas (regions and cities). At the present stage of development of Chernihiv, included in the tentative list of UNESCO World Heritage Site, it is necessary to study the state of the tourism market

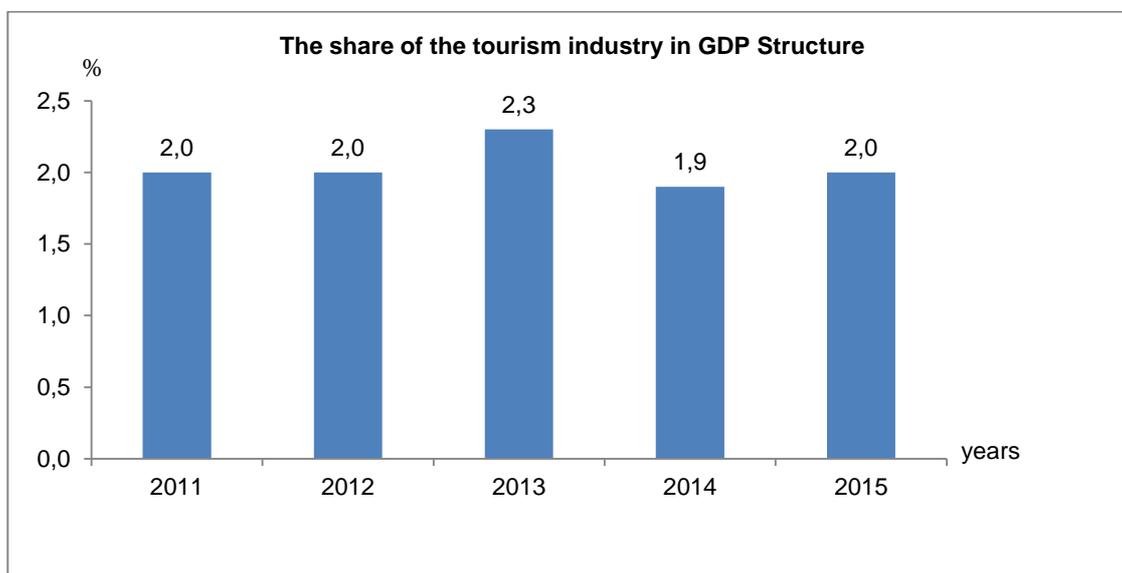
**The research objective.** The aim of the article is to study the state of tourism market in Chernihiv, the problems and perspectives of its development to improve outcomes of tourism industry functioning and to suggest practical recommendations for the tourism development in order to increase the tourist attractiveness of the city.

**The statement of basic materials.** Ukraine, occupying a prominent place in Europe by providing valuable degree of cultural and natural resources, is a member of the World Tourism Organization from 1997, but today, it falls far short of the world's leading [1].

In the European Union (EU) tourism provides 8% of the gross domestic product (GDP) and 12% of total employment. According to the World Tourism Organization, about 7% of the world capital is used by the tourism industry, it provides every 16th job, accounts for about 11% of global consumer spending and 5% of all tax revenues [2].

However, today the tourism potential of Ukraine is insufficiently realized as the share of tourism sector in the GDP of the country is on average only 1,9-2,3%, as shown in Fig. 1. The main obstacles to tourism development in Ukraine at the moment are mainly political, economic, environmental, social, cultural factors.

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**Fig. 1. The share of direct revenues from tourism sector to GDP of Ukraine**

\* compiled according to the State Statistics Service of Ukraine [3]

The analysis of role and place of tourism in the economy of Ukraine is based on the study of the dynamics of statistics: the share of tourism in GDP, levels of direct and total employment according to the World Travel and Tourism Council (Tab. 1) [2].

Table 1

**Statistical indicators of the impact of tourism on the economy of Ukraine**

Indicators	Years				
	2011	2012	2013	2014	2015
The direct contribution of tourism to GDP, bn UAH	27,9	29,3	30,8	28,4	28,1
The total contribution of tourism to GDP, bn UAH	103,7	107,8	114,2	106,7	104,3
Direct employment in the tourism, thousands of people	362	391	389	333	342
Total employment in tourism, million people	1,36	1,45	1,46	1,30	1,29

\* formed according to the World Travel and Tourism Council [3]

The unstable political situation in the 2014-2015, deterioration of socio-economic situation, falling of incomes, reduction of travel and business activity led to a sharp decline of tourist attractiveness of state for foreign tourists and consequently rapid decline in the share of employed in the tourism sector. The assessment of total income from tourism in Ukraine was conducted by the World Economic Forum. In 2011, it amounted to 2.2 billion USD, in 2012 - 2.7 billion USD, in 2013 - 3.2 billion USD, but in 2014-2015, considering the annexation of Crimea and the Russian Federation's aggression in eastern Ukraine, the economic crisis Ukraine is not even entered in the rating list of the World Economic Forum.

Chernihiv is a Chernihiv oblast administrative center, located on the right bank of the picturesque river Desna. The Law of Ukraine "On Protection of Cultural Heritage" dated 08.06.2000 №1805-III, amended determines Chernihiv a historical city [4].

Strong tourism potential is concentrated in Chernihiv. 96 historical monuments, 272 archeological

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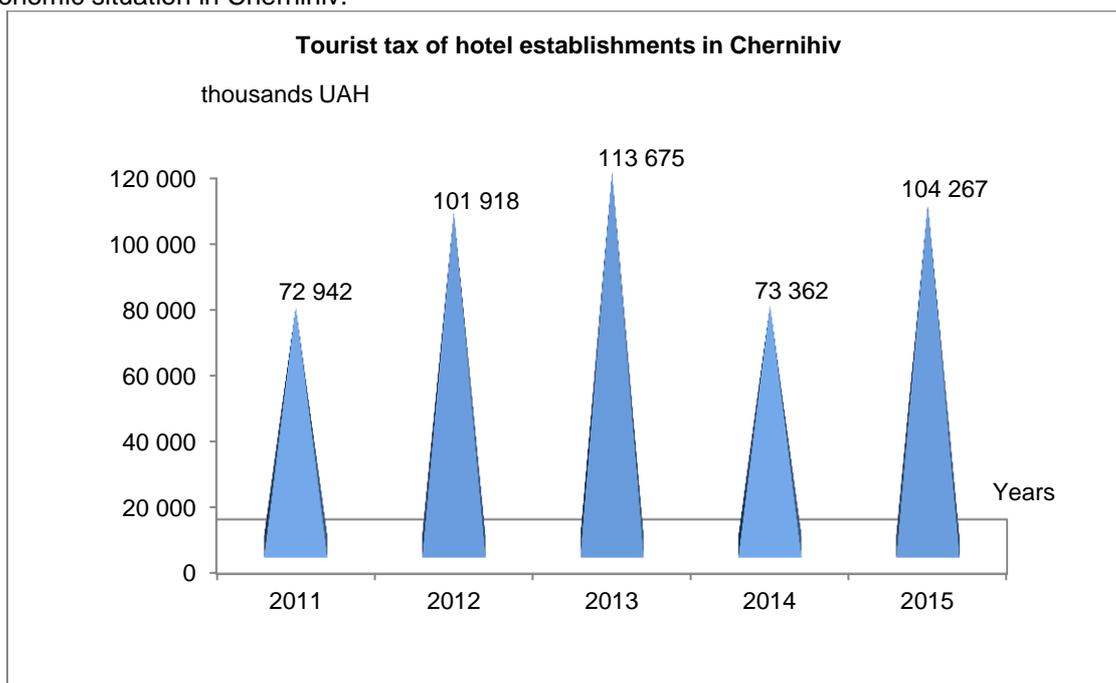
sites (234 - of national importance), 67 monuments (28 of national importance), 17 monumental arts, and one object of landscape art are registered by the state [3].

Chernihiv is a European city with ancient history. According to archaeological research, the city's foundation began over 1300 years ago. Chernihiv was first mentioned in writing in 907.

Architectural and archaeological monuments of the city, located on open spaces of National architectural and historical reserve "Chernihiv - the ancient", are attached to the previous list of World Heritage Sites. The reserve operates as one of the most famous objects of tourism industry of Chernihiv and Ukraine. It includes 29 unique architectural and historical monuments, six of which are considered among the oldest in Eastern Europe.

Chernihiv - is a city which was one of the first in Ukraine to establish its own brand in the concept of «Chernigov - a city of legends», which in a slight time period has become very popular in the city and beyond. Chernihiv brand concept was noted as one of the best by the International Festival of geographic marketing and branding OPEN in 2012 in Minsk.

Rate of tourist tax is an important indicator of tourists visiting the city; however it is calculated and included in payment only if the client pointed at the card registration the purpose of his stay in the city - "tourism". Fig. 2 clearly shows that the city tourist tax grew rapidly from 2011 to 2013, and in 2014 decreased by 41.6 thousand UAH in comparison with 2013, while in 2015 it rose again to 32.2 thousand UAH and amounted to 104.3 thousand UAH, due to the improvement of political and socio-economic situation in Chernihiv.



**Fig. 2. Tourist tax of hotel establishments in Chernihiv\***

\* presented according [5]

As for the number of guests, served in hotels and other places of temporary accommodation, it decreases in 2014 and in small quantities increases in 2015. Number of entry tourists, served in hotels and similar accommodation in 2011-2013 was about 40 thousand people, but in 2014 decreased by 10,632 and reached 30,455 persons. In 2015, their number increased by only 5,827 people and made 36,282 people according to [5].

The events that are popular among visitors and residents are hold in Chernihiv. Among them:

- cultural project "Green Scene" that runs every Friday for several years during the active tourist season;

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- literary platform "Letter" (operates during the summer months);
- year-round festival "Energy Fest" of active recreation;
- city festival of Europe "Woodland Circle" (held in Chernigov since 2010);
- - mass action devoted to international bicycle day "Ukrainian bicycle day", held as part of the city festival of Europe. Number of its participants is growing: in 2013 - more than 800 participants in 2014 - more than 1,000 participants in 2015 - more than 1600 participants;
- opening of the tourist season;
- International Festival of Culture of the Kiev Rus "Mstislav Fest" and Art Festival "Forty hoo" dedicated to Independence Day of Ukraine;
- annual festival Chernihiv Jazz Open;
- activities for the City Day;
- festival «Chernihiv - a city of Cossack glory" to the Day of Defender of Ukraine;
- New Year and Christmas holidays, including winter folklore festival "The Goat."

Since the structure of Chernihiv tourism market is complex, sometimes even coordination and joint activities of government, businesses and the public is missed the need to conduct market research of entry city tourists to develop a set of measures to improve the tourist attractiveness of Chernigov arises.

Appropriate study was conducted in September and October of 2016, by the experts of Chernihiv National Technological University (CHNTU) on the initiative of Deputy of Ukraine Anna Romanova, commissioned by the Office of Culture and Tourism of Chernihiv City Council. In total 795 respondents were surveyed, of which 137 - were questioning in online mode via the Internet, while others 658 in face-to-face mode in a variety of geolocations in Chernihiv.

According to the study conducted not only tourists from the key tourism markets (Ukraine, Belarus, Russia and Poland) are presented, but also tourists from Azerbaijan, Italy, Germany, Israel, Serbia, Turkey, United Kingdom, Armenia and the USA. More detailed structure of the main tourist flows is presented in Fig. 3.

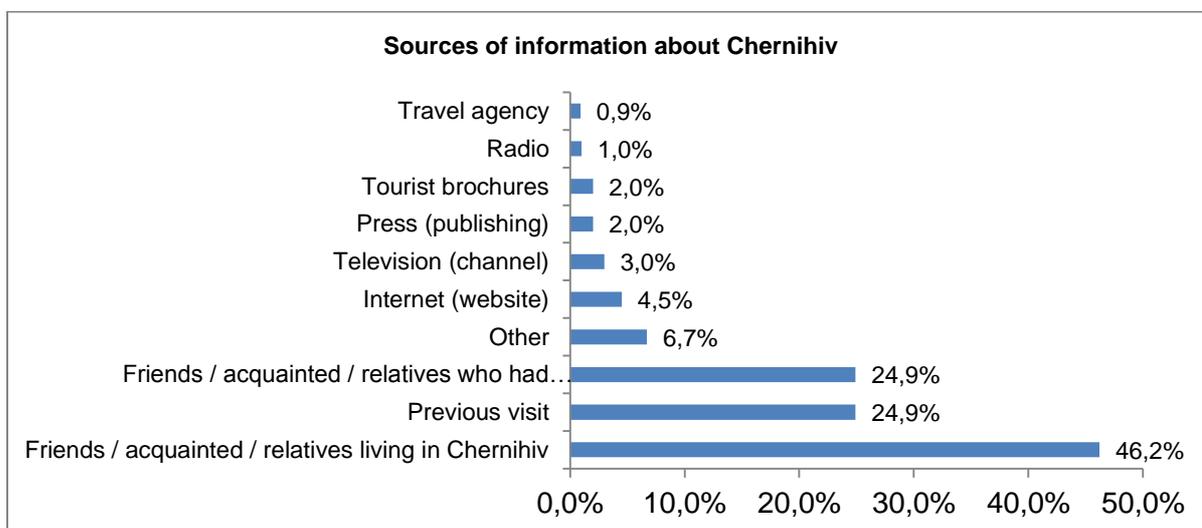


**Fig. 3. Structure of entry tourist flows of Chernihiv**

\* arranged according to the survey of September-October 2016 [6]

Most respondents indicated recreation and entertainment (38.2%) as a priority objective of the trip to Chernihiv. Among popular responses are also visiting friends and relatives (34%), visiting cultural sites and sightseeing (16%), work and travel (15.3%) and shopping (15.2%) [6].

The main sources from which guests learn about Chernihiv constitute the advice of friends and relatives who live in Chernigov (46%), the advice of friends who were in Chernigov before (25%) and previous visit to the city (25%), as shown in Fig. 4

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\* arranged according to the survey of September-October 2016 [6]

Regarding the demographic characteristics of tourists, most of them are women (54%) and men - 46% of the tourists. The majority of tourists are between 18-25 years old (56%) and 26-35 years old (21%) and only 2% of tourists are 56-65 years old and 66 years old and more. Distributing tourists according to their activity Chernihiv is visited by laborers (40.1%) and students (34.8%), small portion are businessmen / entrepreneurs (8.9%) and pensioners (4.6%).

The list of the main reasons that inspired tourists to choose a tourist destination Chernihiv includes: advice of relatives and friends who live in Chernihiv; friends, acquaintances who previously visited in Chernihiv; working visit.

Most respondents visit Chernihiv regularly (58.5%), but still a significant proportion of the respondents visited the city for the first time (15.6%). The largest is the share of tourists who come to Chernihiv repeatedly (87%).

It should be noted that according to surveys, almost all the tourists expressed a desire to visit Chernihiv again (97%), while 96.5% would recommend their friends to visit this city.

The average length of stay of tourists in the city is 2 days. It is necessary to develop and promote tours with longer and more intense program to increase tourists stay. Tourists wishing to organize their own trip, should be provided with maximum information about the city and its attractions.

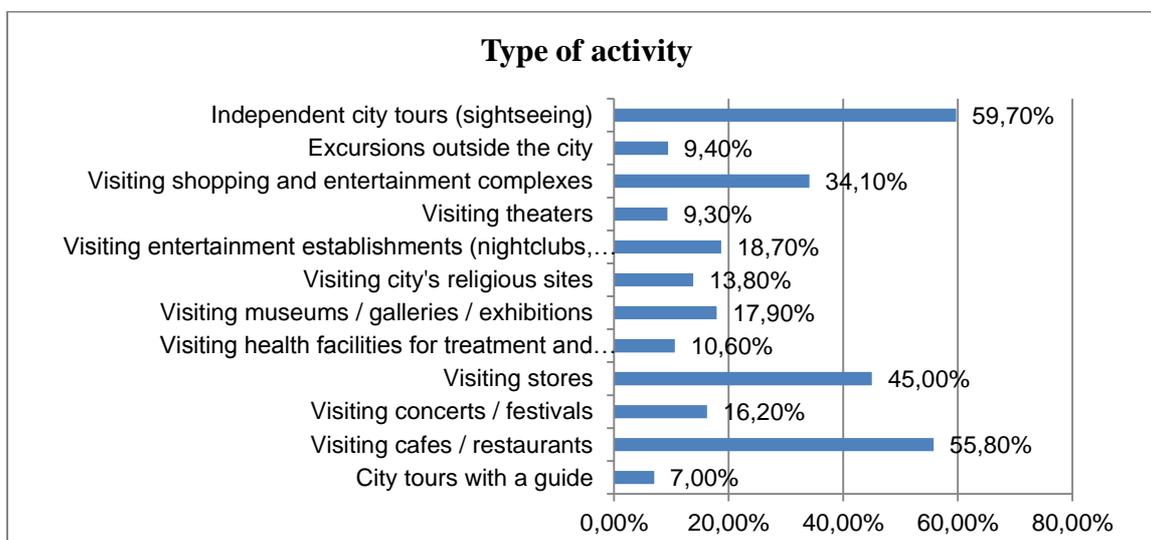
The average spending per tourist for a day is 2730 UAH.

While in Chernihiv guests prefer a settlement with relatives and friends (50.7%), rented apartment (18.2%), hotel (9.9%), hostel (7.2%). However, quite a significant number of respondents (18.2%) do not plan to stay overnight.

The most common options of leisure in Chernigov are independent tours of the city (59.7%), visiting cafes and restaurants (55.8%), shopping (45%), visiting shopping and entertainment centers (34.1%) and visiting entertainment establishments (19%), as shown in Fig. 5.

The guests of our city assessed their journey; the assessment included overall tour attractiveness of the city and contentment with tourist services. Index of contentment of tourist services and tourist attractiveness index, which are the main indicators of competitiveness of the city were derived from the assessment. This is the average score on a 5-point scale, where 1 - not satisfied and 5 - completely satisfied. Index of contentment with travel services is 3.73 (out of 5).

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**Fig. 5. Types of leisure of tourists in Chernihiv**  
 \* arranged according to the survey of September-October 2016 [6]

Different services are included in the index of contentment with travel services. Among them: quality of service in catering, quality of housing, public transport, road conditions, tourist information, ease of city transportation, safety in the city. Contentment criteria are presented in Tab. 2.

Table 2

**Criteria of contentment with a trip**

№ п/п	Criteria of contentment	Importance	Contentment
1	Historical and cultural monuments	0,94	1,30
2	Religious places	0,55	1,19
3	Hospitality of residents	1,05	1,04
4	General attractiveness of the city	1,35	1,24
5	Entertainment and cultural events	1,12	0,91
6	Quality of service in cafes / restaurants	1,12	1,05
7	Quality of housing	1,12	0,76
8	Public transport	0,69	0,05
9	Road conditions	0,67	-0,15
10	Tourist information	0,66	0,45
11	Ease of city transportation	1,04	0,80
12	Safety in the city	1,19	0,85
13	Prices of goods and services	1,12	0,04

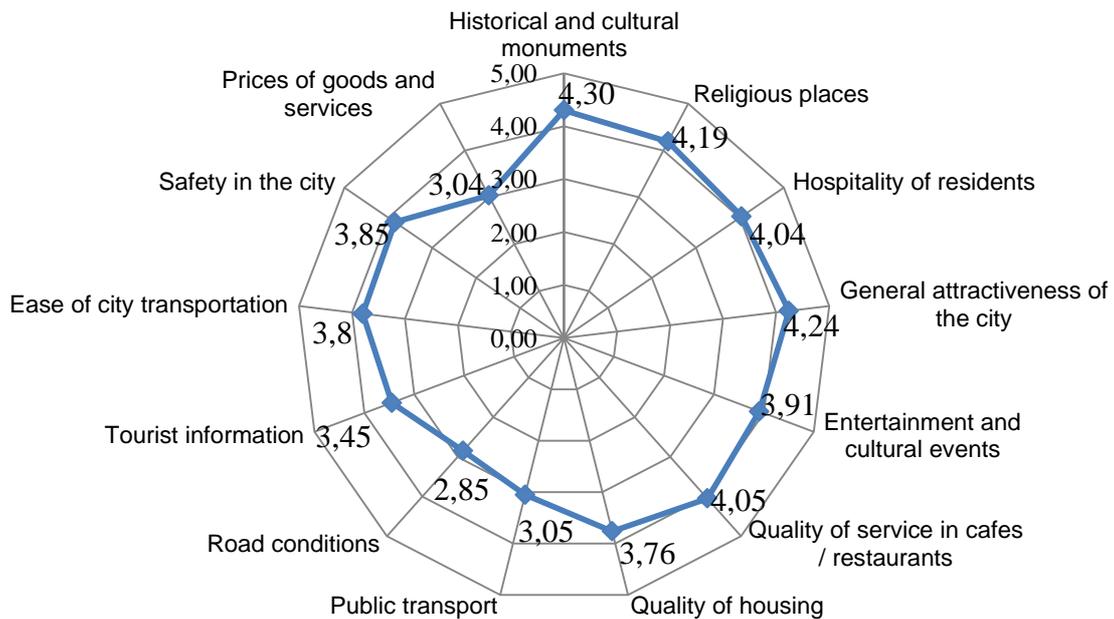
\* arranged according to the survey of September-October 2016 [6]

In order to determine priorities of improvement of the quality of tourism services, each of the criteria which form the index of contentment with tourist services was assessed by two parameters - the importance and contentment. A 5-point scale was used for their evaluation, where 1 is the lowest level of importance and contentment, and 5 - in accordance - the highest. Subsequently, the average indexes on a scale [1; 5] have been transcoded in the scale [-2; 2] in order to highlight the negative indicators.

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The index of tourist attraction in Chernihiv, which is 4.17, was shaped with such indicators as the atmosphere, the beauty of the city, historical and cultural monuments, religious places, hospitality and charm of residents of Chernihiv for tourists in general (Fig. 6).

Thus, we can talk not about low and high rates (as in the classic version), but about the high and relatively less indicators of importance and contentment with tourism services. X coordinate reflects indicators of the importance of each of the criteria for evaluating the quality of services, coordinate Y - contentment with the implementation of these services in Chernigov.



**Fig. 6. Assessment of travel to Chernihiv**

\* arranged according to the survey of September-October 2016 [6]

Depicting the data on a graph, we get 4 categories of criteria: low importance - high contentment; high importance - high contentment; low importance - low contentment; high importance - low contentment (Fig. 7), where none of the evaluated services got in the group of "low importance - high contentment". This means that high-quality provision of all services is important for tourists

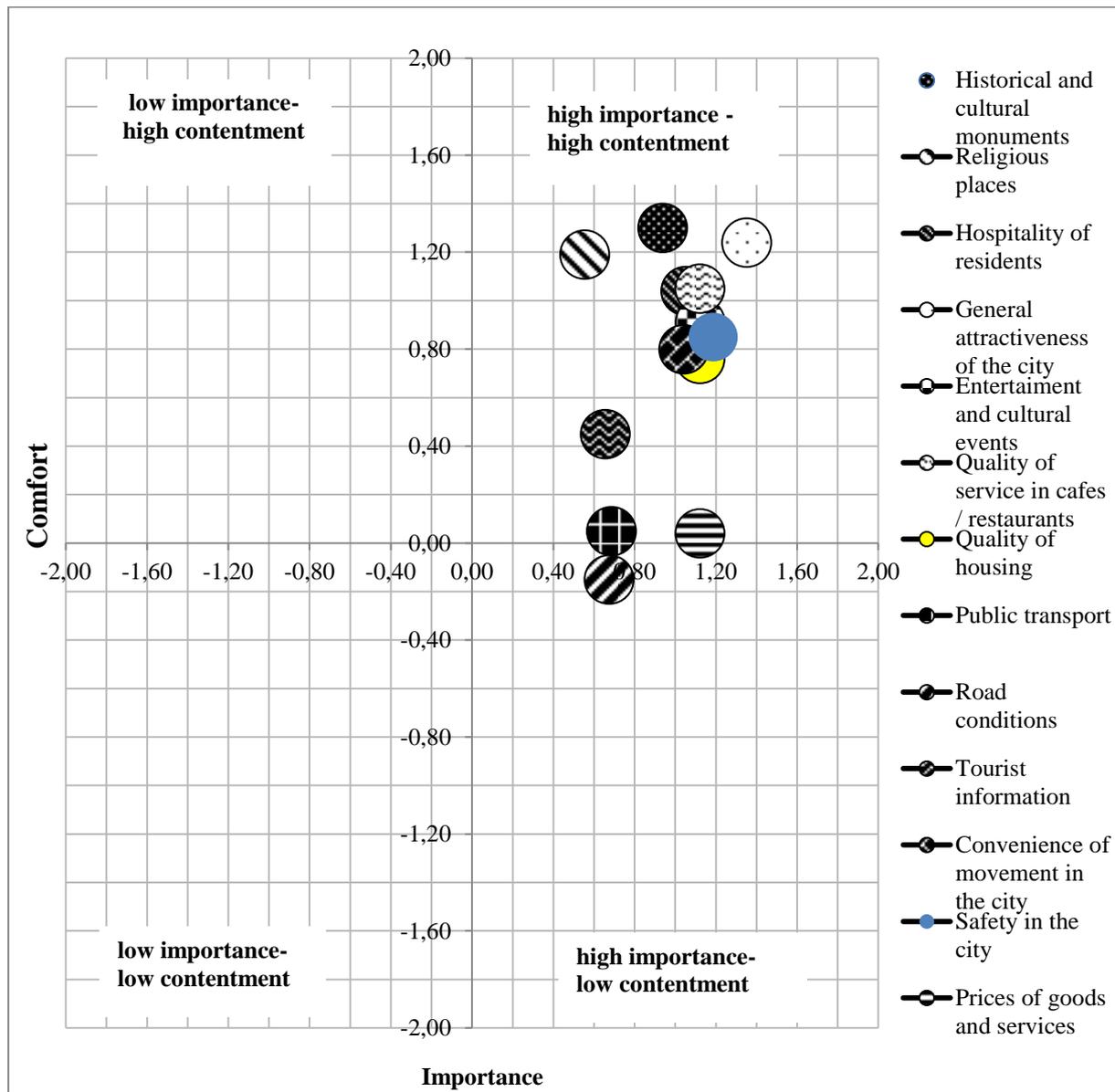
The group "high importance - high contentment" is formed by the criteria that are important and satisfied. The majority of the criteria assessed got into this group. This indicates a very high quality of the services that are very important for tourists. These indicators need to be maintained at the same level.

Factors which are less important for tourists and relatively less satisfied got in the group "low importance - low contentment."

Criteria that are important, but not satisfied belong to the group "high importance - low contentment". Apparently, this group got the factors that need special attention - namely, public transportation, which reduces the overall rate of contentment with tourism services.

The most popular mode of transport used by tourists during a trip to Chernihiv is a regular bus (52.3%). Also, 26.5% of tourists use the train to get to Chernigov, and another 22.3% - own car.

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**Fig. 7. The quality of tourist services**  
 \* arranged according to the survey of September-October 2016 [6]

The guests were asked what they associated with Chernihiv. Most respondents tend to associate the city with history (33.1%), temples (21.8%), with parks and open spaces (16%), beer (10.4%) and architecture (10.3%).

Market research, conducted in September and October 2016, provided valuable information for analyzing market of entry tourists in Chernihiv. This analysis shows what in tourism sector of the city should be implemented, improved, or even abandoned, because Chernihiv has significant potential which should be used.

It is appropriate to conduct SWOT-analysis showing the internal strengths and weaknesses and external opportunities and threats (risks) that affect the development of the tourism industry in the city in order to determine the main factors in the formulation of strategic priorities for tourism development

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of the city.

The strengths of tourism industry in Chernihiv is the proximity to the capital city of Ukraine - Kyiv, which promotes group of potential tourists, yet this closeness is dangerous because it is difficult to overcome competition from the big city.

Chernihiv has a very good geographical location as it is close to the border with Belarus, which is advantageous in terms of domestic and international tourism.

The large number of objects of historical heritage is the main advantage of the tourist development of Chernihiv. However, the improper technical condition of most objects can cause loss of city status of historically attractive. Intangible cultural heritage (traditions, legends, history) can become an important addition to the historical heritage. However, this can be positive only with a creative approach implemented, including usage of modern marketing strategies and Internet technologies.

There is a quite diverse selection of cafes and restaurants in Chernihiv, including those with national cuisine and a large number of famous brands of beer. Also, the price of tourist services in hospitality and shopping is quite reasonable.

The presence of a waterway - Desna river, that enables to relax on the beaches, and to develop water tourism and recreation is a positive factor for the tourist sphere.

Chernihiv has partnership relations with the cities of Belarus, Poland, the Czech Republic, the Federal Republic of Germany, Israel and the USA, and this leads to the possibility of cooperation in tourism, exchange of experience.

The city has a positive experience of the tourist market development:

- tourist navigation elements are installed (road and street signs, information and content stands);
- a significant part of the historical and administrative center of city is covered with free Wi-Fi-zones;
- 10 working webcams allow online observing the life of the city (on Red Square, near the shopping center "Megacenter", city park, Avenue of Heroes);
- Bicycle parking is being set, including tourist navigation and social advertising. The decision of the executive committee approved the Concept of development of cycling and cycling infrastructure improvement in Chernihiv. The work on its further implementation is being conducted.

However Chernihiv has enough weaknesses and threats to tourism development.

Currently, there is so-called transport isolation in terms of international traffic, as absence of a current airport greatly affects the flow of tourists. However, the proximity of the city to the main airport of the capital of Ukraine – Borispol is definitely a positive factor.

Quite significant drawback is the lack of direct communication with the main tourist cities of Ukraine (Lviv, Odesa and Kharkiv). In the national road network of international transport corridors of Ukraine Chernihiv appears only in the Pan-European Transport Corridor № 9 (Crete № 9), which is the route New Yarylovychi - Chernihiv - Kipti - Kyiv - Lyubashivka - Platonove.

Top 5 city problems (that are necessary to improve) were revealed in a survey of city guests. One of the most common negative responses is the lack of quality transport service and service at night.

The situation with the city infrastructure facilities is quite ambiguous. On the one hand, the positive is the situation and trend of formation of hotel and restaurant complex on the other - the lack of the necessary infrastructure and services for tourists, marking places of recreation, lack of informational centers, parking and rental equipment [7].

Another problem is that a large number of tourists (46%) learn about Chernihiv from friends or a previous visit to the city, so the tourism potential of Chernihiv is not sufficiently highlighted on Internet resources and social networks. The tourist site existing is outdated and does not meet modern requirements. There is no information, necessary for the tourists (accommodation, restaurants, events, festivals, transport, travel routes, travel agencies, etc.).

Imperfect system of accounting to calculate at least the approximate number of guests visiting the city has a negative impact on the tourist sphere development [8].

For the further choice of plan of actions it is necessary to deal with weaknesses in tourism, to neutralize the threat and to use the chances offered by the current state of tourism industry.

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Summarized results of the SWOT-analysis for determining the strategic priorities of tourism development of Chernihiv are given in the Tab. 3.

It is worth noting that despite the unique historical and cultural potential and recreational resource sightseeing and weekend tourism prevail nowadays.

The accompanying tourist infrastructure of the city began to modernize only in the restaurant industry and is able to satisfy the current demands of consumers. However, entertainment and recreation segment does not offer a wide range of choices, including branded cultural programs that would have prompted tourists to plan a stay in the city for a longer period.

Table 3

**SWOT-analysis of tourism industry of Chernihiv**

Strengths	Weaknesses
Ancient Rus history Significant architectural and historical recreation and tourism resources Architectural and historical landscapes preserved Having waterway - the Desna river (beach holidays, water tourism, recreational tourism) Green city Proximity to the capital - Kyiv and to the border with Belarus determines the geographic location utility of Chernihiv in terms of domestic and international tourism Reasonable prices for travel services in hospitality Reasonable prices for shopping tourists The presence of famous beer brands Infrastructure recreational and tourist resources (hotels, restaurants, cafes, etc.). City of artists Residents` hospitality	Lack of qualified accompanists of groups, staff and other experts of tourism industry A small set of tourist and recreational services and types of entertainment. Outdated material and technical base of the hotel industry, the closure of economy-class hotels Lack of information about the potential of the city (history, spirituality, comfort, rest) The lack of identified target audiences → lack of motivation to visit Lack of initiative of considerable number of businessmen and community as a whole The lack of a clear concept of tourism. The lack of a marketing strategy to promote the tourism product in the domestic and international tourism market and lack of funding for this area of activity at the municipal level
Possibilities	Threats
Increasing the number of tourism products (proposals), promoting little-known pages of history of the city Promote tourism development without serious financial outlay by attracting businesses, government institutions and the public Using the effects of the financial decentralization for the development of the city's infrastructure and its attractiveness increase The ability to use land near the recreational and historic sites for the creation and development of tourist infrastructure Partnerships with the cities of Belarus, Poland, Czech Republic, the USA Plans for the development of these relationships and establishment of new contacts.	Low interest of government Low activity of the community and business Poor promotion → no one knows of the city of legends The transport blockade - no rail service to other cities of Ukraine (Lviv, Kharkiv, Odessa) (only through Kyiv, and as a result, some Chernihiv tourists are served by Kiev tourist enterprises) The lack of concrete steps in the field of tourism The military aggression of the Russian Federation and consequently deterioration of the socio-economic and financial situation in Ukraine as a whole; increased cost of fuel and increased fares The presence of common land border with Russia discourages certain category of potential domestic tourists.

Thus, the analysis allows defining priorities for the development of the tourism market in Chernihiv:

- 1) creating conditions for increasing the number of paying tourists;
- 2) developing a program of promotion and informativeness of the city;
- 3) improving the city's infrastructure;
- 4) financial strengthening and enhancing economic opportunities for the city's tourism development;
- 5) improving the quality of services offered by partners;

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- 6) introducing coordination in the tourism sector and forming sets of travel services provided by different institutions;
- 7) improving safety of the city;
- 8) implementing programs for the preservation of monuments;
- 9) building and reconstruction of places to organize mass cultural and art events;
- 10) preparing special winter tourism complexes;
- 11) improving the competitiveness of tourism products in Chernihiv.

The results of research of the tourism market of Chernihiv were taken into account in the development of the strategy of tourism development and promotion in Chernihiv years 2017-2021, as part of Chernihiv Development Strategy by 2021 [9; 10].

**Conclusions.** Accurate and correct prioritization of tourism development is important on the way to increase tourist attractiveness of Chernihiv. The analysis of strengths, weaknesses, threats and opportunities of tourism in Chernihiv made it possible to define these priorities. Chernihiv has a large number of objects of historical heritage, attractive natural and recreational resources, a wide selection of restaurant establishments, providing powerful capabilities to develop the tourism sector of the city, but a significant number of negative factors may slow this development down. Therefore, Chernihiv tourism development requires, firstly, the development of strong competitive side of the region, usage of potential markets and opportunities, the improvement of the attractiveness of the city through the promotion of tourist product and the simultaneous development of tourism infrastructure. Great attention should be paid to several days travel package tours in the concept of "Chernihiv - a city of legends", the development of cluster tourism, creative urban planning of historic areas, central part and places visited by tourists - to increase the length of stay, turn sightseers into tourists and increase the share of costs of each visitor.

Chernihiv may use its chance, in case of appropriate city promotion provided through a coordinated communication of all stakeholder partners: government, tourism business and the community.

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