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PROMOTION OF VINNITSA CITY TOURISM PRODUCT ON THE TOURIST MARKET OF UKRAINE

Goal. The purpose of this article is investigation of promotion of Vinnitsa city tourism product on the tourist market of Ukraine.

Method. The methodological basis of the research is the basis of scientific dialectics. The main methods of research are statistical, analytical, comparative-geographical, graphic, formalization method, SWOT analysis, PEST analysis.

Results. The features of Vinnitsa tourist products promotion on the Ukrainian tourism market are revealed. The tourist potential of Vinnitsa is analyzed. The most visited tourist destinations are highlighted. The monitoring of the tourist market of Vinnitsa is carried out. The main indicators of tourist activity in Vinnitsa city in comparison with similar regional centers of Ukraine are investigated. The competitive advantages and weaknesses of Vinnitsa among similar regional centers of Ukraine are determined. The prospective types of tourism of Vinnitsa are determined. These types are competitive on the domestic and international markets. The PEST analysis of tourism development in Vinnitsa as well as analysis of Vinnitsa tourist products promotion on the Ukrainian market is carried out. The opportunities and threats of development of city tourism in political, economic, social and technological fields are allocated. The wide application of innovative information technologies in the tourism field of Vinnitsa city is grounded. There are: usage of audio guides, information screens, interactive mapping, rental of vehicles and caressing, free printed guides and handbooks with city information. The models of development and implementation of the tourist cluster of Vinnitsa based on the innovative ("Roshen" fountain) and traditional historical and cultural (museum of M. Pirogov) tourist destinations are proposed. The main economic and social effects from the creation and development of the tourist cluster are outlined. The marketing measures of tourist activity development in Vinnitsa are analyzed also. The forecasting of main indicators transformation of tourist industry development in Vinnitsa city till 2020 is presented. The complex of measures, which will allow implementing the priorities of Vinnitsa tourist products promotion on the Ukrainian market based on above mentioned forecasts, is offered. The SWOT-analysis of Vinnitsa tourist product promotion on the Ukrainian market was carried out to determine the main strategic planning priorities in tourism field of the city. The strengths and weaknesses, opportunities and threats of Vinnitsa tourist products promotion on the Ukrainian market are highlighted. The suggestions on development and formation of the tourist brand of the city are presented. The priorities of tourist city market development as well as priorities of Vinnitsa tourist products promotion on the Ukrainian market are offered.

Scientific novelty. Scientific novelty consists in the development of a strategy for promotion of Vinnitsa city tourism product on the tourist market of Ukraine in modern conditions.

Practical significance. This study is the basis for a large-scale and comprehensive analysis of the promotion of Vinnitsa city tourism product on the tourist market of Ukraine using the results of the SWOT analysis and PEST analysis. These results will be the basis for further studies of the promotion of tourist product within other local tourist destinations, regions, and territorial and recreational complexes of Ukraine.

Keywords: Vinnitsa, tourism, tourist product, tourist market, promotion, city brand.

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