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ASPECTS OF FUNCTIONING OF TOURIST DESTINATIONS IN THE SPHERE OF TOURISM

Abstract. The article examines the peculiarities of functioning of tourist destinations as an important object of management in the tourism sector. The key components of a tourist destination are identified: convenience, accessibility, organisation of tourist activity, and the offer of the existing tourist product. It is substantiated that an essential prerequisite for the functioning of a tourist destination is its resources and image, which create motivation for travel. The features of successful management of a tourist destination are analysed to ensure its continuous development. The strategies and means of management such as marketing tactics, resource supply and infrastructure development are considered. The importance of a thorough approach to managing a tourist destination, taking into account its unique features, potential and impact on the local environment, is shown. It is determined that the understanding and practical application of management strategies aimed at improving the image of a tourist destination and meeting the needs of different groups of tourists is a priority for the development of a tourist destination.

Keywords: tourist destination, types of tourist destinations, management strategies, infrastructure development, attractiveness of a tourist destination

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АСПЕКТИ ФУНКЦІОНУВАННЯ ТУРИСТИЧНИХ ДЕСТИНАЦІЙ У СФЕРІ ТУРИЗМУ

Анотація. У статті розглянуто особливості функціонування туристичних дестинацій як важливого об'єкта управління в туристичній сфері. Визначено ключові складники туристичної дестинації: зручність, доступність, організація активності туристів, пропозиція існуючого туристичного продукту. Обґрунтовано, що суттєвою передумовою функціонування туристичної дестинації є її ресурси та імідж, що створюють мотивацію до подорожей. Проаналізовано особливості успішного управління туристичною дестинацією для гарантування її постійного розвитку. Розглянуто стратегії та засоби управління, такі як: маркетингові тактики, ресурсне забезпечення, розвиток інфраструктури. Показано важливість ґрунтового підходу до управління туристичною дестинацією, враховуючи її унікальні особливості, потенціал та вплив на місцеве середовище. Визначено, що розуміння та практичне застосування стратегій управління, націлених на підвищення іміджу туристичної дестинації та задоволення потреб різних груп туристів, є пріоритетним напрямком розвитку туристичної дестинації.

Ключові слова: туристична дестинація, типи туристичних дестинацій, стратегії управління, розвиток інфраструктури, привабливість туристичної дестинації.

Statement of the problem. In the modern world, in the circumstances of globalization and internationalization processes, tourism is becoming one of the largest industries, and in some countries a key industry in the structure of GDP. The flows of tourists demonstrate their interest in places with a developed tourist and recreational infrastructure. It leads to increasing of financial flows to the regions, increasing of investment in the development of the local tourist base and the creation of new workplaces. Successful use of the recreational, cultural and historical potentials of the territories is one of the priority areas of sustainable regional development. In the modern tourism industry, there is an important concept "tourist destination", which comprises the main aspects of the tourist attractiveness of the territory. The functioning of a tourist destination is a result of tourist and recreational potential of the territory and the availability of appropriate tourist infrastructure. According to this approach, a tourist destination is defined as an object of management in the field of tourism. This is the motivation for the relevance of the study.

Research of tourist destinations are actively carried out by many domestic scientists: V.Y. Brych, D.I. Basiuk, A.I. Golovchan, N.V. Korzh, O.O. Liubitseva, T.I. Tkachenko, O.V. Tretyakov. In their studies they describe tourist destinations in the light of the theory, management and branding, examine conceptual and methodological aspects of the development of tourist destinations and propose a classification of tourist destinations.

The importance of studying of tourist destinations is determined by modern conditions. Changes in internal and external factors require the determination of effective tools for managing their development, which influence their functioning.

The purpose of the article is to analyze the theoretical and practical aspects of the functioning of tourist destinations as an object of tourism management.

Presentation of the main material. Present-day tourism is a major factor in the socio-economic development through the growth of tourist flows, attracting investments

in the development of local infrastructure, and the rational use of natural and cultural resources of the territory, as well as active participation in national and international trade in services. It is important to predict the process of forming a tourism product, forecast future changes and adapt the tourism infrastructure to new market trends. For the successful development of a tourist centre, it is necessary to have a scientifically based sustainable development strategy that serves as the basis for managing the region's tourism industry in the context of general socio-economic progress and environmental well-being [4]. Therefore, it is based on the creation and exchange of consumer values, personal experiences, travel experiences and cognitive processes that consumers consciously or unconsciously manage.

Tourism demands careful planning and management, as many different stakeholders need to be considered, including tourists, residents, property owners and employees of the tourism sector. In particular, the main priority is to make global tourism destinations sustainable in the long term by formulating specific sustainable development goals, also known as urban goals. To achieve it, we need to make cities inclusive, safe and sustainable. Ratings of tourist places are based on the analysis of tourist popularity and attractiveness taking into account changes in the city's image [2].

The city's tourist attractiveness includes such components as developed infrastructure, safety and comfort for tourists during their staying in the city, services provided to them, traditions, national culture and gastronomic preferences. Tourist attractiveness of the city is the presence of tourist potential of the territory, provision of conditions for the protection of tourist resources and achievement of economic and social effect without disturbing the ecological balance. The attractiveness of the tourist destination affects the attractiveness of the territory for the implementation of commercial or non-commercial activities to meet tourist demand. The development of a city can be called strategic if it affects the most important aspects of its functioning: positively and negatively

The strategy should clarify what is the main engine of development, and thus "drive" the development of other districts of the city. The essence of this strategy is the

mandatory coordination of economic, environmental and human development on the condition that the quality of life and safety of people will not decline from generation to generation, the environmental situation will not deteriorate, and the economy and society will develop. It also affects the ability to solve socio-economic problems by using opportunities created by the external environment, as well as the potential for development within the city, whether primary or secondary purposes.

The primary destination attracts the attention of the customers and makes them want to visit it. The main goal is to satisfy this desire within a specific period of time, for example, during a day or a week. In terms of attendance, the primary destination should attract tourists for a long period of time [5]. The attractiveness of a secondary destination for tourists is lower and, therefore, its main task is to attract a large number of tourists, but for a short time. It is important to note that the secondary product of the destination does not have sufficient complexity and uniqueness to attract tourists on its own. Typically, such destinations are small cities or towns with limited tourist attractions that can be visited in one or two days. However, in the context of being located close to primary destinations, they can be competitive as a complementary product.

A primary destination is always characterised by a specific location on the territory (e.g. Legoland), whereas a secondary destination must be in a good location with respect to transport links, resulting in extensive primary links. The tourist attraction base of a tourist destination consists of existing and potential tourist attractions, which can range from local to international. The ecological characteristics of a tourist destination are a healthy environment, interesting landmarks and high-quality spatial organisation of tourist destinations and their surroundings. The degradation and damage of existing or potential tourist attractions reduces the potential for the development of a tourist destination. The same effect is seen in the decline of the quality of their environmental characteristics. Thus, the destruction of the elements of the tourist base, as well as the environment in the long run, can lead to a significant reduction in the originally estimated development potential of a tourist destination.

The tourist destination is characterized by:

Accessibility. An important factor for tourists is the development of transport links. Tourists are expected to satisfy the need to use car hire, or book a tour bus, when they can see many sights and historical monuments in just one day.

Convenience. Namely, the close location of the hotel with cafes, shops, sports grounds and various entertainment options. All this should create comfort for a person who has just arrived in a new city.

Services. You need to provide as many services to make the visitor feel comfortable in another country. Inform how to book a particular program, such as a tourist excursion or a trip to the spa.

Tourist destinations are classified according to the characteristics of the tourist product. The following types of tourist destinations are distinguished:

The first type is capitals and large cities that attract tourists with the possibility of business or leisure tourism; the second type is centres that are attractive to tourists, not capitals, but cities that attract tourists with their history and culture. Villages where original culture, customs, and history have been preserved. Usually, tourist accommodation facilities are built near villages and towns and villages are often used for tourist accommodation. The third type is specially built centres for tourists. For example, the Harry Potter theme park in the UK, Europa-Park in Germany, Luna Park in Greece and France.

Integrated tourism destination management is aimed at solving the following tasks: to provide quality tourist services; to preserve the existing tourist potential; to organise economic relations between enterprises involved in the process of tourism activities; to provide the necessary conditions for the organisation of tourist services.

Over the past few decades, cities around the world have been competing with each other, actively trying to attract and accommodate more visitors. As a result, many cities have seen a significant increase in the number of visitors, and it was not only the traditional tourist cities such as Berlin, Madrid, Prague, Milan, Warsaw, but also other lesser-known cities. The number of international tourists is also growing, and these

cities were hardly on the tourist's map before the 1990s. It can be seen that the number of international tourists visiting cities is constantly and steadily increasing with some urban destinations that attracted twice as many such visitors in 2018 than eight to ten years ago (e.g. Istanbul), but they have been overtaken by Asian cities such as Phuket and Pattaya.

Asian destinations are becoming increasingly competitive on the world stage and as a result many Asian cities are very popular. Asia is known for its rich and diverse culture and heritage, which have attracted visitors for decades. However, the latest international recognition of the sites, especially by UNESCO, has raised the awareness and popularity of several cultural and historical heritage sites in or near Asian cities. These include, for example, the Great Wall and the Forbidden City near and in Beijing; the Taj Mahal Complex and the Red Fort in Agra. Another factor that has expanded tourism in Asian cities is the development of a greater number of entertainment attractions.

Another factor that has expanded tourism in Asian cities is the development of a great number of entertainment attractions. Considering the dynamic nature of cities as tourist destinations, there is a constant need to update the tour products, services and experiences that offered to visitors. The main current trends in the development of cities as tourist destinations include exploring unknown parts of the world. The ability to see the city as a tourist destination through your phone, and quickly choose the tour you like. Tourists from different countries are also attracted by modern technologically advanced medicine, the implementation of scientific research, and the experience of highly qualified medical staff in the treatment of certain diseases and injuries. So social tourism is collective, organized and has its own priority types. It is primarily cultural, cognitive, health, educational and recreational in nature.

One of the main areas of technological innovation in tourism is the use of virtual space to inform and promote its services to the market. Scientists are discussing the combination of artificial intelligence and big data with the Internet of Things in tourist destinations. Robots with artificial intelligence and service robots are gradually being introduced into global tourist cities businesses and individual tourism enterprises. Robot

services in city hotels are becoming increasingly popular and have received a boost in the "touchless" environment during the COVID-19 pandemic [10].

Tourism cities will increasingly use new technologies and innovations in a wide range of sectors, from transport and mobility to citizen engagement. This technology should be interoperable integrated, and it should be implemented in an integrated manner to benefit the overall functioning of cities. The development of tourist destinations in cities is influenced by the policies and priorities of the national government in relation to tourism. When countries place a high priority on economic development and diversification, tourism development is generally encouraged, as in Singapore and Thailand.

So, creative management, forecasting, taking into account external factors and working with internal factors influencing the evolution of the destination, constant monitoring of the marketing environment, active actions of destination managers aimed at sustainable development of the territory around a tourist destination. Adherence to the basic and specific aspects of management principles will contribute to the effective and reasonable development of a tourist destination as an innovative and successful project.

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