

**POHODA N.V.**

candidate of economic sciences,  
associate professor of department tourism and hotel business  
National University of Food Technologies,  
Kyiv, Ukraine

**BUDNIKOVA A.A.**

student of the 6th year, majors «Tourism»  
National University of Food Technologies,  
Kyiv, Ukraine

## **MANAGING THE DEVELOPMENT OF THE ODESA REGION ON THE BASIS OF ITS POSITIVE IMAGE**

**Keywords: region, tourism, management, image**

To form a coherent image of Ukraine as an attractive tourist state is necessary to develop or improve existing image of a given region or territorial entity.

The rapid and effective development of tourism in a particular region is possible if effective mechanisms to create a positive image of the area.

In the face of fierce competition between the regions, their image becomes a tool to ensure the socio-economic and regional development and a key factor in the process of gaining market advantage. Attractive image area can significantly improve its competitiveness.

For the development of tourism in the region not only economic components and the availability of recreational resources, it is also important tourist image quality is formed, which will create a positive representation of people of the area.

Nowadays, the number of tourist business increases in comparison with previous years, and the income from such activities diminish. Therefore there is a definite need in attracting tourists to the territory of Ukraine.

The image of the region - a set of characteristics that emotional and subconscious level is associated in people of our country and foreigners from certain territory. Important to note that tourist image may have as a country as a whole and each of its regions.

Image area consists of two main components: cognitive and emotional. The cognitive component includes beliefs and knowledge of material properties in the region, and emotional - experiences and emotions associated with the characteristics of the area.

Odesa region - a region that is located on the Black Sea in the far South West of Ukraine, the largest in the region of the state. According to its recreational potential of the area is a leader among other regions of Ukraine.

The favorable geographical location of the region and the presence on its territory of sandy beaches, medical resources, developed infrastructure and rich historical heritage - are contributing to the development of different types of tourism. This follows from the fact that over the last few centuries the region has repeatedly changed its political affiliation. With this and we can connect such a variety of cultural traditions, customs and ethnicity.

So the theme of improving the image of the region is important in the context of the development of tourism in Ukraine.

An important role in improving the image of the region is its regional center - the city of Odesa. The image of Odesa today - colorful and multifaceted. "Capital of humor", "Pearl of the Sea", "South Palmyra" - all these expressions are associated in public with solar and friendly Odesa. However, despite these positive developments, the whole image of the Odesa region in the context of tourism need quality improvement.

The successful improvement of the image of the Odesa region depends on the harmonious combination of two components:

1. Objectivity highlighted the qualities of the region
2. The expectations and perceptions of visitors

It should be noted that the formation or improving the image of the region, in any event, be associated with risks of way of the proposed measures. Among such risks are:

- Environmental (man-made disaster or accident)
- Political (change of government, the adoption of new legislation)
- Financial (inefficient use of funds granted, a sharp change in exchange rates, lack of investment)
- Economic (disorder of the banking system in the country, inflation is too high)

An important factor in improving the planning image of Odesa is that without sufficient funding project activities from the state, their successful implementation is impossible.

The program outsourcing and development of international activities Odesa region for 2014-2016 years. was planned to allocate only 529,8 thous. that is twice lower indicator than the previous program [1]. It follows that it is appropriate to propose to increase funding for this area of activity.

Thus, improved image Odesa region will allow it to expand markets for tourism product to attract more investment to the region, to increase the financial revenues to local budgets, create jobs and boost the quality of life of local people.

Odesa region has all opportunities and resources for the development of tourism in the future.

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