

Excursion activity as a factor of forming the image of the territory

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Abstract

Excursion activity is a very complex and problematic sphere of the modern tourist industry. It combines many tasks to meet the aesthetic, spiritual and information needs of the tourist. For the qualitative performance of the functions of excursion, the image of the territory is of great importance.

Keywords: market segment, situation, growth rate, volume of sales

1 Introduction

The image of the territory is a set of beliefs and feelings of people that arise because of the natural and climatic, ethnographic, historical, socio-economic, political, cultural characteristics of the territory. That is, it is its image that has developed in a wide range of people: the inhabitants of the territory, tourists, people who visited this territory and people who have at least some idea of it. There are the following types of image of the territory: positive; Poorly expressed; Superfluous traditional; contradictory; mixed; negative; Is excessively attractive.

The image of the region is a very diverse, emotionally colored, artificially created image, consisting in the minds of people. The image of the region is controlled by the administration, the media, prominent figures of various spheres of society, the population of the region and the settlements that make up this region.

2 Main part

The objective component of the tourist image of the territory is the combination of competitive advantages and shortcomings that affect the general excursion activity of the region. This component is attributed to the specialization of the region, the available tourist potential, the level of development of tourism infrastructure and social sphere, investment attractiveness and so on.

The second component of the tourist image of the territory is subjective and depends on certain actions of people who form certain ideas about the region:

First, it is the assessment of the region by its consumers

- the authorities, local residents, tourists, entrepreneurs, investors, based on their own experience and observations.

Secondly, this is the actions of the local authorities, their attitude to the tourism sphere, image-making and the need to promote the territory as a single tourist product.

The image of the region depends on the nature of the relationship of all participants in the process of its formation. When researching the subjective component of the formation of the image of the territory, it is necessary to take into account the actions of the media, using competently which can achieve significant success in promoting the created image in the target groups.

For the development of excursion is not enough only economic, resource and cultural grounds. It is necessary to have a well-formed tourist image of the territory, which will "work" on the region. This image is formed taking into account the level of the economy, the level of development of infrastructure, transport, services, uniqueness and exotic nature and historical and cultural sites, the ecological condition of the territory, as well as its general attractiveness.

3 Conclusions

So, it can be said that excursion activity can influence the positive image of the territory, just as the already existing image of a particular country or region influences the tourism industry. In order to avoid a number of negative consequences that affect the quality of excursions, it is important not to ignore the phenomenon of the image of the territory. Therefore, image occupies an important place in a number of such concepts as rating, reputation, fame, prestige, authority.