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**TECHNOLOGIES OF TOURIST ACTIVITY AND PUBLIC
MARKETING**

**ТЕХНОЛОГІЇ ТУРИСТСЬКОЇ ДІЯЛЬНОСТІ ТА ПУБЛІЧНИЙ
МАРКЕТИНГ**

Summary. *The article is devoted to topical issues of tourism development. Some aspects and specific characteristics of tourism development are considered. The analysis allowed to determine possible directions of development of tourist activity by the formation of unique tourist offers based on the analysis of tourist potential of a tourist destination. The key trends in the development of tourism in the world are highlighted. Today, tourism is one of the important areas of the economy in many countries around the world. The industry's contribution to world GDP in 2019 was 10.4%, in 2020 due to the coronavirus pandemic it decreased to 5.5%. Therefore, it is necessary to develop new management models and tourism development programs to return the industry to its position in 2019, as well as to improve them in the future. In particular, some trends in the development of tourism in different countries were analyzed, which allowed making a comprehensive description of trends in the tourism market. An important component of the development of tourism is the formation of its own attractive tourist image. The image of the destination is of fundamental importance in attracting investors and consumers of tourism products. At the level of tourism marketing in the country, the creation of its favorable image becomes a state task, the solution of which largely determines the success of the tourist complex. Based on the analysis of trends in the tourism market, elements of marketing promotion that are characteristic of developing tourist destinations were identified. Among such tourist destinations was Albania - a tourist destination was described as a destination that was not in high demand due to outdated material and technical base and geopolitical situation in the country, one of the few traditional Muslim countries in Europe, attracting tourists with unique nature and rich nature a combination of recreational beach tourism and cultural and historical monuments that accompany the tourist at every turn. The analysis of the tourist potential of the country allowed to determine the features of tourist activity in the country. Based on the analysis, the article highlights the main mechanisms for the development of tourism, in particular: branding of*

tourism; creating a positive image of tourist destinations; increasing the environmental friendliness of tourism activities; promoting the recovery of demand for tourist destinations.

Key words: *tourism activity, tourism, marketing, marketing communications.*

Анотація. *Стаття присвячена актуальним питанням розвитку туристичної діяльності. Розглянуто окремі аспекти та специфічні характеристики розвитку туристичної діяльності. Аналіз дозволив визначити можливі напрями розвитку туристичної діяльності шляхом формування унікальних туристичних пропозицій на основі аналізу туристичного потенціалу туристичної дестинації. Виділено ключові тенденції розвитку туристичної діяльності у світі. На сьогодні туристична діяльність є одним з важливих напрямків економіки у багатьох країнах світу. Внесок індустрії у світовий ВВП у 2019 році становив 10,4%, у 2020 році через пандемію коронавірусу він скоротився до 5,5%. Тому необхідно розробляти нові моделі управління та програми розвитку туристичної діяльності, аби повернути галузь на позиції 2019 року, а також покращувати їх у майбутньому. Зокрема, проаналізовано окремі тенденції розвитку туристичної діяльності різних країн світу, що дозволило зробити комплексне описання трендів туристичного ринку. Важливою складовою розвитку туристичної діяльності є формування власного привабливого туристичного іміджу. Імідж дестинації має принципове значення в залученні інвесторів і споживачів турпродукту. На рівні туристичного маркетингу країни створення її сприятливого іміджу стає державним завданням, вирішення якого багато в чому визначає успішність розвитку туристичного комплексу. На основі аналізу трендів туристичного ринку було виділено елементи маркетингового просування, які характерні для туристичних дестинацій, що розвиваються. Серед*

таких туристичних destinations було виділено Албанію - туристична destination була охарактеризована як destination, що раніше не мала високого попиту через застарілість матеріально-технічної бази та геополітичну ситуацію у державі, одна з небагатьох традиційних мусульманських країн Європи, що приваблює туристів самобутньою природою та багатою історією, поєднанням рекреаційного пляжного туризму та культурно-історичних пам'яток, що супроводжують туриста на кожному кроці. Аналіз туристичного потенціалу країни дозволив визначити особливості туристичної діяльності в країні. На основі проведеного аналізу у статті виділено основні механізми розвитку туристичної діяльності, зокрема: брендинг туристичної діяльності; створення позитивного іміджу туристичних destination; підвищення екологічності туристичної діяльності; сприяння відновлення попиту туристичних destination.

Ключові слова: *туризм, туристська діяльність, маркетинг, маркетингові комунікації.*

Formulation of the problem. The processes of integration and globalization of world economic relations require modern mechanisms for the effective organization and management of a complex socio-economic and industrial and environmental system, which is tourism. In such conditions, development, in general, depends on the peculiarities of the development of tourism enterprises, destinations, and demand for tourism products, which determines the ability of a certain to meet the needs of tourists. Today, tourism is one of the important areas of the economy in many countries around the world. The industry's contribution to world GDP in 2019 was 10.4%, in 2020 due to the coronavirus pandemic it decreased to 5.5% [1]. Therefore, now more than ever, it is necessary to develop new management models and tourism development programs to return the industry to its position in 2019, as well as to improve them

in the future. Question: what needs to be done in the long run, how to manage the life processes of the tourism industry - are the main the world practice of development planning tourist activity.

Analysis of recent research and publications. Issues of tourism development are relevant, so the solution to this issue is devoted to many scientific papers, in particular, such issues were dealt with by scientists such as Golovchan A.I. [1], experts GSTC-D [2], N.V. Korzh, D.I. Basyuk [3], A.A. Mazaraki, T.I. Tkachenko, S.V. Melnichenko [4], Russell M. [5], P.D. Guidry, J.D. Waters, R. and D. Saxton G. [6] and others.

Formulation of the goals of the article (task statement). The purpose of the article is to form proposals for the introduction of modern management and marketing mechanisms in the tourism system.

The objectives of the research are:

- definition of features of development of tourist activity,
- identification of trends in tourism,
- assessment of marketing mechanisms for implementation in the processes of tourism development.

Presenting main material. The development of tourism activities is made possible by reducing the negative consequences of the development of the tourism industry and the most effective use of the positive effects of tourism activities. In order to establish the main directions of development of any tourism activity, it is necessary to conduct, study, evaluate and have appropriate documentation on possible environmental impacts.

The role of environmental certification is to have the necessary data on the use of natural resources (air, water, soil, forest resources, etc.), secondary resources (electricity, fuel, lubricants, fuel oil) [1-2].

Now, the possibility of developing the tourist activity of large and small cities is promising. After all, during the pandemic on the crown viral infection, tourism was suspended and began its recovery recently. Despite the weakening of

quarantine measures, the dangers of the virus should not be completely ignored. Now promising from the point of view of tourism will be the development of activities that allow you to safely visit historical sites and attractions.

To ensure a new level of tourism, most countries have introduced an environmental passport, which is an important state document that allows detailed and differentiated analysis of the causes of environmental change due to the impact of industrial and economic activities [3].

Ecological certification is carried out to create an economic and legal mechanism for the implementation of the enshrined right of citizens to a safe environment.

In general, the environmental passport is an official document developed to ensure public registration of objects that adversely affect the environment, control over environmental safety, prevention, and elimination of negative impacts [4].

In addition to the above prospects for the development of tourism, it is necessary to constantly improve the infrastructure and material and technical base of tourist facilities located in these places. Hotels that receive visitors as consumers of tourist services need to constantly improve the level of equipment, introduce more and more comprehensive services, and conduct continuous training of staff [5].

An important component of the development of tourism is the formation of its own attractive tourist image. The image of the destination is of fundamental importance in attracting investors and consumers of tourism products. At the level of tourism marketing in the country, the creation of its favorable image becomes a state task, the solution of which largely determines the success of the tourist complex.

The tourist image of the country is formed, first, by the mass media, which often impose a negative tourist image of the country. As a result of the media, the country's tourist image may be replaced by a political image, which adversely

affects the promotion of the national tourism product. There are a number of examples of countries that are characterized by different socio-economic systems and political systems and relevant images but have a positive tourism image. For example, the United Arab Emirates, adheres to the policy of Islamization and supports the monarchical system of the emirs, but has formed a positive image of a country attractive to tourists. Another example is Italy, which is constantly exposed to the world's chronic crime (Sicilian Mafia), unfavorable environmental conditions (landfill saturation), illegal migration and segregation of migrants, immoral behavior of politicians (cases against Silvio Berlusconi) and preserves the country for tourist visits [6].

The third example is Cuba, which, being politically and economically isolated from developed countries, remains a desirable destination for tourists from these same countries (USA, Canada, Great Britain, Spain, Germany). Other examples can be given [6].

Forming a positive image of tourist destinations requires the use of special methods, the main of which is branding. In the field of tourism business, a brand is understood in a narrow sense - as a sign, symbol, word, or combination that helps consumers distinguish between goods or services of different companies, which together are perceived as a well-known brand or company that occupies in the minds and psychology of consumers place among many like-minded.

This is not the case with regional or geographical brands, which play an important role in the promotion and development of tourist destinations. In the imagination of a potential tourist, a destination is associated with specific images that are associated with the specialization of the destination in certain types of tourism and position it as a specific object. Some brands are "promoted" through tourism, but in the end, becoming the calling card of the destination, helps it advance in the tourism market, and increases its popularity and attractiveness.

To analyze the ways of implementing effective marketing mechanisms in the development of tourism, we analyze the tourism activities of one of the

European countries, which is currently beginning to actively develop the tourism industry. Every year, tourist destinations are gaining popularity, which was not in high demand due to the outdated material and technical base and the geopolitical situation in the country. One of the most popular tourist destinations in recent years is Albania.

Albania is a small country located in the western part of the Balkan Peninsula. It is one of the few traditional Muslim countries in Europe. The territory of Albania is bordered by the Adriatic and Ionian Seas. The country borders Serbia in the northeast, Montenegro in the northwest, Greece in the south, and Macedonia in the east.

Albania attracts tourists with its unique nature and rich history, a combination of recreational beach tourism, and cultural and historical monuments that accompany tourists at every turn. For the past three thousand years, Albania has been part of Ancient Greece, the Roman Empire, Byzantium, and the Ottoman Empire, which has left its mark on its culture and architecture.

For a long time, the country was quite closed and only now Albania is gradually opening to tourists. Most foreign travelers are still wary of traveling to Albania, but it is an incredible destination with huge tourist potential, which is developing every year.

One of the main factors in the tourist attractiveness of Albania as a holiday destination is the climate. The climate in the country is dominated by continental, in the north, and Mediterranean climate in the south. Summer in the country lasts about 5 months, begins around the end of April, and ends in mid-October. The hottest month is July, in the southern parts of the country the maximum temperature is about 33 degrees. Winter in Albania is also quite warm, the average temperature during the day is 12 degrees, and at night the temperature drops to 7-8 degrees [8].

The water temperature in the sea on the surface is: in February from 7 ° C in the north to 13 ° C in the south, in August from 24 to 26 ° C [7].

In addition to beach holidays, the tourist activities of Albania are formed by many natural destinations. The country's national parks include 14 national parks and one marine park. They cover an area of 2106.6 km² or about 6.7% of the total territory of the state. Most of Albania's national parks have preserved pristine nature reserves that are untouched and accessible for ecological nature research and tourist routes. [10]

As for beach holidays, Albania has a large selection of beaches: pebble, sand, rocks, crystal clear, or excessive saltwater. The best beaches in Albania are: Albanian Riviera is the name of a part of the coast with steep shores in southwestern Albania, Palasa Beach is a new beach that has begun to develop, the underlying surface is pebbles, Gjipe Beach is a combination of a canyon and rocks yellow, the beach is in demand for camping, Jala Beach and Livadhi Beach are pebble and pebble beaches surrounded by small mountains, Porto Palermo Castle Plazhi is a beach near the ruins of Porto Palermo [9].

In addition to beach holidays, Albania has the potential to develop this type of tourism as a spa resort that uses the healing properties of mineral and thermal springs of various origins.

One of the most popular among vacationers in Albania are the thermal springs of Bilaj, which are unique in chemical composition, the composition of water includes minerals and useful compounds. Health resorts are located near Tirana, so they are especially popular with both locals and travelers. Bilyai spring water is taken from the Ayshem River. The water temperature sometimes rises to 55 degrees. The sources treat diseases such as rheumatism, and diseases of the nervous system and skin [11].

The second most popular is the thermal springs near the city of Elbasan, which are quite old springs, the healing power of which was used by the Romans. Treatment in the springs helps to cure diseases of the stomach, skin, and respiratory tract. In addition to medical procedures, spa treatments, and cosmetic and cosmetic services are provided [12].

In the resorts of Vronomero thermal waters enriched with minerals, treat diseases of the gastrointestinal tract and help to recover from surgery and disease. Near Peshkopiya sulfate sources help with diabetes, gastrointestinal diseases, skin rashes, lung problems, and other diseases [13].

An important part of Albania's tourist attraction as a tourist destination is the country's rich history, culture, and many architectural and monumental monuments.

The country's most notable monument is the Monument to Mother Albania, a 12-meter statue located in the National Cemetery of the Martyrs of Albania in Albania, which was laid in 1971. The statue represents the country as a mother, guarding the eternal sleep of those who gave their lives for it [12].

Fortresses and castles of Albania, preserved from ancient times, can have a high tourist attraction. In particular, the most famous historical buildings include the castle of Porta Palermo (built during the Ottoman period during the reign of Ali Pasha), Rozafa Fortress (founded by the Illyrians, then restored by the Venetians and rebuilt by the Ottomans, inside the fortress preserved several buildings and ruins), Pre Castle medieval castle of the 15th century, was in the 6th century during the reign of the Byzantine Emperor Justinian) [13].

The World Tourism Organization and its members see great potential for Albania as a center of tourism that needs to be developed. The WTO has recommended that Albania choose a new strategy for tourism development in the southern regions. According to the organization, Albania should develop its own model of marketing positioning and development of tourism, in contrast to the Croatian and Montenegrin. Due to the long coastline, many healing springs, and mountains, the country needs to put pressure not only on beach holidays but also on spa and mountain tourism. It is a comprehensive approach to the development of tourism in Albania, that will help expand the material and technical base of resorts, improve the quality of service, and increase the range of services.

Thus, due to the mild Mediterranean climate and many architectural monuments of antiquity and the Middle Ages, the country has a huge tourist potential and is an attractive region for travelers, there are all conditions for tourism, which was proved by marketing analysis of resort potential. formation of unique tourist offers.

Conclusions. Thus, considering the above data, it can be noted that at the moment the main promising areas in the development of tourism are:

- branding of tourist activity.
- creating a positive image of tourist regions.
- increasing the environmental friendliness of tourism.
- promoting the recovery of demand for tourist destinations.

The development of tourism will contribute to increasing the share of world GDP from tourism, which will have a positive impact on the world economy and the region.

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