

Marketing instruments of Ivano-Frankivsk oblast promotion in terms of cross-border cooperation

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Abstract – *The instruments of Ivano-Frankivska oblast promotion on the examples of festivals are outlined. The Strategy of Ivano-Frankivska Oblast Development till 2020 is analyzed in terms of region's promotion. Practicability of choosing festivals among other marketing instruments, especially for youth target group is explained. The festivals MitOst-festival, Carpathian SPACE, Porto Franko 2017 and international photo festival are analyzed. The festivals are examined in the context of cross-border aspect, which allows combining neighbouring cultures and traditions, exchange of experience, bringing adjacent nations closer together and finding the areas of common interest.*

Keywords – marketing instruments, promotion, cross-border cooperation, fest, tourism, cultural traditions.

I. Introduction

Regions the same as goods and services need professional marketing nowadays. The territories in modern economy compete for tourists, investment, location of the branches of multinational corporations, qualified staff and expansion of sales market for their goods and services. In the globalized environment with harsh competition terms only the territory with individual attractions and efficient spread of information about such competitive advantages among existing and perspective clients can win.

It is also worth mentioning that in modern world, where the consumer is oversaturated with different information and advertising messages with increasingly lower efficiency, it is of utmost importance to find instruments to influence target audiences. Segmentation and search for the most perspective target markets of consumers and marketing instruments most efficient for them are the key tasks for modern territorial marketing specialists. Indeed, youth is the largest audience eager to travel and visit new places.

II. Research results

Ivano-Frankivska oblast cares about the positive image of its territory as the touristic Mecca. At the same time the oblast positions itself the following way: «Ivano-Frankivska oblast is the region of tourism». Among the

steps towards achievement of the abovementioned goal it is worth to mention: issuing the promotion materials about the region and its touristic features, maintenance of region's participation in touristic exhibitions, organization of introductory visits for mass media and travel agencies and conducting of roundtables, conferences and other events.

Regarding Ivano-Frankivsk city as the «visiting card» of the region, there is the developed and adopted 2016-2020 Program of Ivano-Frankivsk city promotion.

Oblast has the Strategy of Ivano-Frankivska Oblast Development till 2020. Marketing of touristic capacity is one of operational goals indicated in this document. The tasks of this operational goal are the following [1]:

- creation of oblast integral brand as the touristic one;
- creation of Ivano-Frankivska oblast positive brand at internal and external touristic markets;
- maintenance of increasing competitive ability of the region's touristic supply in accordance with world standards;
- forming of regional Internet -resource about tourism in Ivano-Frankivska oblast;
- creation and introduction of single touristic and informational system of the region;
- growth of the number of internal tourists;
- growth of regional touristic products sales volumes.

These tasks are accomplished through introduction of: promotion of local touristic products; maintenance of regional touristic marketing.

The fests and various feasts or events of different nature are one of the most wide-spread and efficient marketing instruments, which contribute to tourists and visitors attraction to the territory. They attract numerous tourists and new visitors, making significant positive impact on economic development. Moreover, the image of a territory as the place attractive for leisure and entertainment also improves. In perspective the larger number of tourists stipulates development of infrastructure and new investment, which again is of special importance for the territory.

The paper aims to research the fests on the example of Ivano-Frankivska oblast. Along with this, the cross-border aspect of these instruments will be emphasized. As a matter of fact, culture is not limited by state borders. Neighbouring nations have common customs, traditions, feasts and historic roots, having been closely intertwining for ages.

Festivals belong to the instruments of event-marketing. Their major tasks are:

- to create emotional link between the brand (festival and territory covered) and consumer,
- to improve the image of event place and to attract new visitors.

Therefore, emotions are the main task of festivals. Festivals in cultural sphere have certain peculiarity: they are characterized by special sublime atmosphere of creativity, which absorbs you into special world and provides an opportunity to communicate with like-minded individuals.

Ivano-Frankivska oblast is known for its fests. There are approximately 15 fests in this oblast center annually,

including: International Fest of Smithcraft "Feast of blacksmith", Christmas Fest "Carol on Maizli", Fest of Pop Sport Dance "Fest-2016", Fest of Religious and Pop Song "Easter Bells", Nationwide Children Contest – Fest of Popular Music "Carpathian nightingale", Children Fest of Popular Arts "Colors of Childhood", Fest "Dovbushfest", Fest "Stanyslaviv Jam", Fest "Feast of Grapes and Vine", etc [2]. Such events attract attention of not only residents of the oblast, but of Ukrainian and foreign guests. Romanian and Moldovan groups and ensembles take part in them as the closest neighbours with existing tight cultural links. It is also worth mentioning that the fests are popular among young population. Therefore, it is the way to attract numerous groups of visitors to the territory – active, energetic and eager to learn something new. It is easier to influence this group than let's say the elderly citizens. Moreover, having obtained positive impressions, this target group has a chance to come back again and bring their friends and to pass along the information to next perspective visitors.

The fests are both of traditional nature with Ukrainian roots and of international scale. Ivano-Frankivska oblast held MitOst-fest – the place to meet people of different cultures, languages and communities. The task of the Fest is to create friendly environment for dialogue open to everyone. It is organized by international independent network of active people MitOst, which supports cultural exchange and citizen activism in Europe and neighbouring countries. This fest is held in different cities of different countries each year. In 2015 it was held by Ivano-Frankivsk and in 2006 in Timisoara (Romania) [3]. MitOst Fest focuses on urban planning, establishment of cultural relations in transformational period, ecology, human rights, migration, informal education, cultural heritage and modern arts.

Representatives of Carpathian region and other foreign countries take part in International Art Fest «Carpathian SPACE», which is held for the second year in Ivano-Frankivsk [4]. Artists from Romania and Moldova also represent their countries sculptures, paintings, theatre performances and concert programs. The countries of Carpathian region and neighbours also present their cuisines (Ukrainian, Romanian, Georgian, Lithuanian) and their cinema art.

Ivano-Frankivsk also takes part in International Photo Fest. Exhibition devoted to European integration and creative cooperation between the photo clubs is the part of European Photo Festival, which was held for the 6th time in 8 European countries – Moldova, Romania, Ukraine, Austria, France, Hungary, Serbia, Slovak Republic [5]. Ukraine took part in this event for the first time in 2017 as the final round of the Festival. Ivano-Frankivsk held it as the twin city of Romanian Oradea and Hungarian Debrecen. Photo Fest is the embodiment of friendly relations (lasting for more than 20 years) of Ukraine with Romanian Photographers Association, which was the initiator of this project.

This exhibition as the part of International Festival had already been shown in Romania in Oradea. After Frankivsk it will be presented in Debrecen. In Romanian

Oradia it is planned to hold the "second round" of photo-exchange – the new exhibition inviting the Carpathian artists. Landscapes and portraits represented at the exhibition draw parallels between all three countries and show similar and different features of life.

Ivano-Frankivsk united creative people from all over the world on June 14 – 18, 2017 for the Porto Franko Festival. Numerous directions of modern art and culture were represented at the Festival, in particular theatre, cinema, music, poetry, dance, speech craft, art work. The slogan of the fest was «Porto Franko 2017 – open port», so the city was referred to as the port that invites creative people from the whole world. The art was not limited by closed premises and traditional forms. There were the exhibitions on house roofs, musical and theatrical performances, kinetic performances and «creative dream rooms», where everyone could embody their creative skills [6]. Romanian artists and Romanian group Subcarpati were the guests of the Festival.

Conclusion

Therefore, when summarizing the research of fests as modern marketing instruments, it is worth to mention the activity at the level of communities and individuals as well as joint interests and cultural traditions of neighbouring countries. Culture is the major driving force of establishment and maintenance of contacts among countries. Ukraine is open to establishing of cultural contacts and various fests conducting testifies to that. Ivano-Frankivsk oblast should share its positive experience in tourists attraction through holding various events, and other regions should adopt practical experience in order to improve the image of Ukrainian territories as places with rich historical and cultural heritage and tourism capacity.

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