

Корпорація «Рошен» стала спонсором Черкаського зоопарку. Тоді було розпочато будівництво експозиційного комплексу для хижих тварин «Земля ведмедів і вовків» вартістю більше 20 мільйонів гривень.

На 4 тисячах 865 квадратних метрах збудували експозиційні вольєри для ведмедів і вовків, басейн для річкових видр, вольєр для перетримки, приміщення для зимівлі тварин, господарчий блок з боксами для автомобілів і котельню, були проведені роботи з благоустрою території і облаштування дитячого майданчика.

Пізніше у зоосаду Черкас збудували комплекс «Мадагаскар», а цієї осені здали в експлуатацію ще й нову експозицію для копитних тварин.

У зоопарку планується проведення реконструкції озера, будівництво дитячих майданчиків на території, будівництво експозиції для азійських тварин, будинку приматів та експозиції для пінгвінів.

Нещодавно Черкаський зоопарк відзначив свій 40-річний ювілей. За ці роки він пережив падіння і підйоми, невдачі і успіхи. За ці 40 років зоопарк не мав жодного вихідного дня. Навряд чи є в нашому місті ще така установа.

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EXHIBITION ACTIVITY AS ONE OF THE MARKETING KEY ELEMENTS

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Tourism industry is one of the important sources of gaining income all over the world and at the same time, it is an effective factor in cultural exchanges between countries. Tourism has been known as a unique opportunity with many offers and the significant and remarkable growth of tourism in the last fifty years is an indicator of this phenomenon's great social and economical importance.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others, and exhibition can be crucial components of a firm's mar-

keting mix. They are events that bring together, in a single location, a group of suppliers, distributors and related services that set up physical exhibits of their products and services from a given industry or discipline [1].

Exhibitions are events related to the demonstration of products and services, their promotion in the domestic and foreign markets and the study of the market conditions for this purpose. The tradition of exhibitions goes back centuries ago, when local fairs were held in conjunction with major religious holidays at major stores in the Middle East. The support given to fairs in Europe by the church and then by the royal authorities created the prerequisites for the development of this institute in the form of trade events.

Conducting trade fairs and exhibitions, which by its nature is a multi-purpose means of business communication, is closely linked to the political, demographic, economic and technological conditions that determine the number, nature, geographical distribution of events, as well as their policies organizers in terms of specialization and level of services provided. The free distribution of business information, noticeable presence of transnational products in the international market and the active supply of new goods in combination with the trend of demand unification significantly affect the marketing policy of enterprises, and, consequently, their «exhibition behavior», an indicator whose magnitude in terms of frequency and the «quality» of business participation in fairs and exhibitions is directly proportional to their size [2].

In the global economic aspect, exhibitions continue to be:

- a mirror of technical development;
- «exchange» of information;
- price thermometer;
- economic and political forum for forecasting economic changes;
- a social phenomenon with economic, political and cultural implications.

The exhibition is a multifunctional, effective event which, in comparison with other events within the marketing communications complex, has its specific advantages and characteristics among which are:

- direct presentation of own products to interested consumers;
- neutralization of the size of the enterprise, providing coexistence of large-scale enterprises in the same environment and on the same basis;
- saving time for buyers and sellers through direct contact with producers of goods and services;
- giving the buyer opportunity to compare the identical product or service of different manufacturers, as well as commercial terms of sale, price and quality;
- creation of the information exchange mechanism; informing participants (exhibitors) and visitors about the development of new technologies, modification of goods and services.

Exhibit marketing is the most cost-effective means of reaching customers and prospects. It reduces the buying cycle and it allows companies to reach hidden buyers.

The following are four main marketing objectives for exhibitions:

- illustration of the new products;
- development of markets;
- produce sales;
- leads and orders, enhancing corporate status and image.

Keynote of this is to develop interest, intensify exhibitors and visitors awareness, generate immediate sales, recruit sales representatives, meet people, look at the competition and break even.

Success is more likely to attain when companies have a well thought out marketing and promotional strategy. If exhibitions are correctly performed and held, in compliance with the strategy and purposeful programming, they are very likely to succeed and attract customers of target market. Given that the exhibitions are held at local, national or international levels, they should be planned and performed in a way that is suitable for these levels [3].

Tourism exhibition is not only a place that offers tourism capacities and strengths of the country for the public, institutions, and affiliated organizations but also introduces the institutions and organizations which are administrators in the field of tourism to the public at large. Furthermore, country tourism exhibitions should be taken into account as one of the tourist attraction phenomena.

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СУЧАСНІ ПРОБЛЕМИ МЕНЕДЖМЕНТУ В ГОТЕЛЬНО-РЕСТОРАННОМУ БІЗНЕСІ

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Ще донедавна поняття «менеджмент» було новим і незрозумілим для багатьох в нашій країні. Але з розвитком ринкових відносин, процесом приватизації державної власності, розширенням діяльності комерційних підприємств, зарубіжний досвід управління в сфері ринкової економіки став досить актуальним. Нова наука, менеджмент, яка спочатку сприймалась як метод