

Value Marketing Technologies in the Management of Socio-Cultural Projects in the System of Economic Development

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Abstract: The article considers the theoretical and methodological foundations of public value management in the framework of socio-cultural projects in the system of economic development. Managing the formation of a cultural heritage value system in the context of innovation is based on an assessment of the factors of influence that determine social value in order to increase economic development. The typology of social values according to the levels of formation is substantiated: archaeological, historical, cultural, institutional, political. A methodical approach to a comprehensive assessment of the interest of subjects in the effects of cultural heritage has been formed and an assessment has been carried out in order to increase the economic development. The modeling of the concept of managing the values of the project "Trypilsky cultural heritage" was carried out with a positive result - the level of manageability of the project "Trypilsky cultural heritage" was 59.4%. A model of blocks for the development of tourist travel interest in cultural heritage projects is presented. The study has limitations and concerns the inspection and analysis of only one of the socio-cultural projects. Prospects for further research should be devoted to the development of the international tourist traveler in the framework of increasing interest in the review of cultural heritage and stimulate economic development of region.

Keywords: Economic Development, Marketing, Management, Culture, Projects, Model, Value Marketing Technologies, Socio-Cultural Projects, Management.

1. INTRODUCTION

Material objects symbolize the ancient forces of traditional cultures, geography, urban planning, traditions and community, personify the action of cultural signs: the inner sun, spirituality, freedom, harmony, "light for the sake of light", grace, wisdom, immortality, creativity and stamina in battle, human faith in himself, pride in the Motherland, for the achievements of his own people.

Immovable monuments of history and culture are an important part of the continuity and heredity in the development of culture, to a large extent determine the spiritual

potential of the nation. Countries - the world leaders in receiving tourists receive a significant part of their income from the skillful exploitation of the historical and cultural potential as part of the development of interest in traveling with them. This is facilitated by a large number of monuments, their high artistic value, good preservation, skillful organization of tourist extension services.

The modern tourism industry is one of the fastest growing sectors of the world economy, which can be considered both an independent type of economic activity and an intersectoral complex. Today, tourism occupies a significant link in the daily life of almost a third of the world's population. Moreover, at the beginning of the XXI century. Tourism in terms of income rightly ranks third among the leading sectors of the world economy. According to the results of 2019, the tourism sector formed 32% of the global domestic prod-

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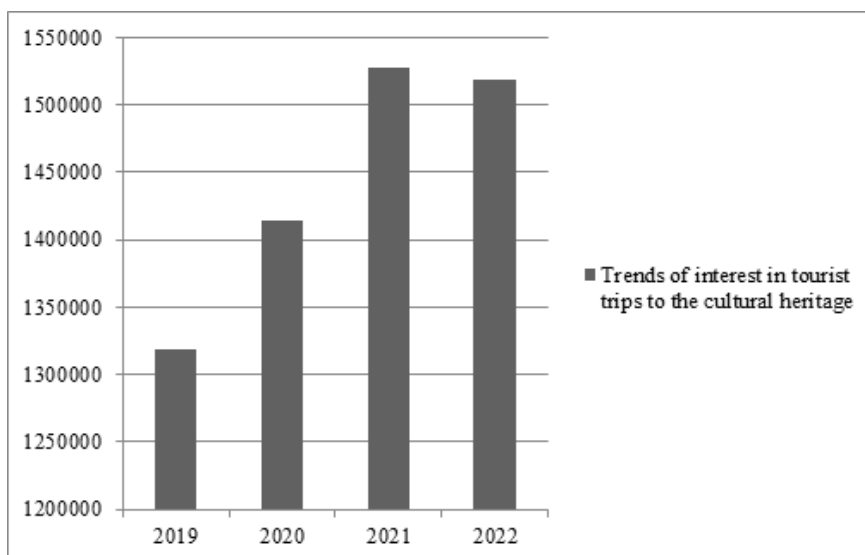


Fig. (1). Trends of travel interest to the cultural heritage of Poland and Ukraine.

uct and absorbed more than 20% of consumer spending. In many developed countries, tourism is a significant source of income.

The economic functions of tourism primarily include the economic benefits that it provides. Thus, tourism gives impetus to the development of parts of the infrastructure of various business segments, trade enterprises, etc. It causes an increase in the revenue side of the budget through taxes, which can be direct (visa fees, customs duties) or indirect (an increase in the wages of workers entails an increase in the amount of income tax they pay to the budget). Due to the fact that foreign tourists bring currency into the country, tourism is provided with ample opportunities to attract foreign currency and various investments. Also, an important economic function of tourism is to diversify the economy, creating enterprises and industries that cooperate with the tourism sector, contribute to income growth and improve the welfare of the nation.

The integration of individual monuments of historical and cultural heritage into the tourist network stimulates the approval of individual restoration programs or the creation of new cultural sites. For the development of travel within the framework of cultural tourism, it is necessary to develop and implement social programs aimed at updating, restoring, as well as adapting historical and cultural monuments to modern realities with the involvement of government officials, tourism specialists and the public. In general, only in recent years in Poland and Ukraine, the number of tourist trips to cultural heritage has increased (Fig. 1).

On the basis of value marketing, companies must target the mind, heart, and soul of the individual. Information technologies contribute to the dissemination of ideas and allow travel to view cultural heritage, and their evolution leads to the transformation of political, legal, economic, social and cultural foundations. As a result, consumer requirements become multidimensional, which determines the creative, innovative social and moral reorientation of the market and has a significant impact on the development of tourist travel and economic development.

2. LITERATURE REVIEW

A study was made of the application and adaptation of marketing ideas, points of view for the consideration of social values in the context of archeology, history, culture, ideology in relation to the Trypillian cultural heritage. Stepanishin (2018), Nagoyeva (2011) and Antonova (2019) defined the essence and correlation of the concepts of "values" and "value orientations". Turner (2012), Zaman (2020) focused on the category of value in relationship marketing, Allahar (2019) on the classification of approaches to the definition of the concept of "value". In particular, the theoretical prerequisites in the field of designing innovations were studied, namely, the relevance of the program-project approach in various spheres of society, emphasizing the aspects of purposefulness, concretization, sequence of tasks, the need to improve social interaction between various business entities (Klimenko, 2013), as well as the need to use modern analytical design tools to ensure innovative development. In the field of the Trypillia cultural heritage, factorological data were considered.

As Sylkin, et.al. (2019), Shtangret, et.al. (2018) and Kryshchanovych, et.al. (2019) noted, in many countries of the world, travel within the framework of tourism is developed as a system that provides all the opportunities to get acquainted with the history, culture, customs, spiritual and religious values of a given country and its people, and also brings profit to the state budget. At this stage in the development of society and the international economic system, travel within tourism is one of the largest and most profitable forms of international economic relations, which is developing at a very fast pace. Today, tourism within the framework of tourism is the most developed and one of the most dynamic sectors of the world economy, which employs about 10% of the world's labor force and produces about 10% of the world's gross product.

It is correctly described in the scientific and practical literature (Azeez, 2022; Nikonenko, et.al., 2021; Shi, 2019) that travel within the framework of tourism today ranks first

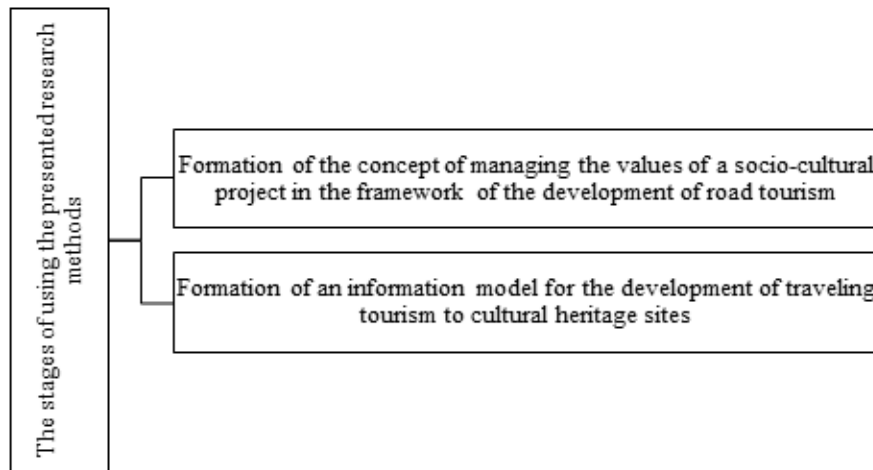


Fig. (2). The stages of using the presented research methods.

among the branches of the world economic complex in terms of the volume of exports of goods and services. In the conditions of economic development, travel within the framework of tourism becomes an effective means of forming a market mechanism for managing, receiving significant funds to the state budget, one of the forms of rational use of free time, spending meaningful leisure time, studying the history of the native land, attracting the general population to the knowledge of cultural heritage.

It is possible to identify gaps in the literature within the framework of our study (Table 1).

Table 1. Key gaps in the literature in our study.

| Main Gaps | Characteristics |
|---------------------|---|
| Methodical approach | Lack of an effective methodological approach, taking into account modern technologies of values |
| New model | Lack of an effective travel tourism development model |

The results of the analysis on the generalization of the existing approaches of scientists to solving the problems presented made it possible to recognize the prospects for the use of the value marketing complex in the framework of the development of tourist interest among tourists. It has been established that the issue of the existence of cultural heritage requires the acquisition of new aspects of the study of ways to disseminate and use historical and cultural knowledge as a spiritual asset, national heritage and brand in the public and business sectors, which necessitates new research and the development of practical recommendations for its adaptation to use in the new realities of development. The aforementioned actualized the need for a project justification for the materialization of the effect of the Trypillian historical and cultural heritage in order to influence the intellectual, social, entrepreneurial aspects of the development of human capital in the framework of the economic development.

3. METHODOLOGY

The purpose of the article is to conduct a functional-institutional study of the theoretical and methodological

foundations of the management of the values of the Trypillia cultural heritage in the context of economic development, taking into account the system of factors of the external and internal environment and modeling the degree of manageability of the Trypillia cultural heritage project of friendly interest. The tasks for achieving the set goals are the formulation of a theoretical and methodological approach to assessing the interest of subjects in the effects of cultural heritage; to modeling the concept of managing the values of the Trypillia culture project, to assessing the degree of manageability of this project based on the marketing of values as part of the economic development. For this, a number of methods were used that form our research methodology.

The stages of using the presented research methods are shown in Fig. (2).

In the process of research, the following methods were applied: the dialectical method of cognition, the deduction (in the process of determining the logic of the structure of the work, the subject of study in unity, the interdependence of components), induction (to form general conclusions), system-structural analysis and synthesis, abstract and logical, grouping; Cause-and-effect (to establish relationships between different components of the concept), program-project approach (to justify the degree of project manageability, a method of studying three-dimensional space when defining a concept).

Also, the method of functional modeling IDEF3 was used to form an information model of tourism development in the framework of the economic development. This method has the main purpose of enabling analysts to describe the situation when processes are performed in a certain sequence, as well as to describe the objects that participate together in one process. The IDEF3 dataset description technique is part of structural analysis. Unlike some process description methodologies, IDEF3 does not restrict the analyst to an overly rigid syntax that can lead to incomplete or inconsistent models.

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Table 2. Assessment of the interest of subjects by interests from the standpoint of the formation of cultural values and economic development.

| Types of public values by level of formation | Subjects of interests from the standpoint of the formation of cultural values and economic development. | | | | | Evaluation of social values | The structure of the effect of types of values |
|---|---|-----------|---------------|------------|----------|-----------------------------|--|
| | Artifacist | Historian | Culturologist | Ideologist | Marketer | | |
| Political | | | | | + 20% | 0,2 | 6,6 |
| Institutional | | | | +20% | + 20% | 0,4 | 13,4 |
| Cultural | | | +20% | +20% | + 20% | 0,6 | 20,1 |
| Historical | | +20% | +20% | +20% | + 20% | 0,8 | 26,6 |
| Archaeological | 20% | +20% | +20% | +20% | +20% | 1,0 | 33,3 |
| Overall assessment by types of effect | | | | | | 3,0 | 100 % |
| Evaluation of interest of subjects by interests in types of public values | | | | | | | |
| Amount / % | Local assessment coefficients | | | | | | |
| 3,0 / | 0,2/ | 0,4/ | 0,6/ | 0,8/ | 1,0/ | | - |
| 100 % | 6,6% | 13,2 % | 20% | 27% | 33,2% | | |

components), induction (to form general conclusions), system-structural analysis and synthesis, abstract and logical, grouping; Cause-and-effect (to establish relationships between different components of the concept), program-project approach (to justify the degree of project manageability, a method of studying three-dimensional space when defining a concept).

Also, the method of functional modeling IDEF3 was used to form an information model of tourism development of interest in travel to cultural heritage. This method has the main purpose of enabling analysts to describe the situation when processes are performed in a certain sequence, as well as to describe the objects that participate together in one process. The IDEF3 dataset description technique is part of structural analysis. Unlike some process description methodologies, IDEF3 does not restrict the analyst to an overly rigid syntax that can lead to incomplete or inconsistent models.

4. RESULTS OF RESEARCH

The marketing of Trypillia cultural heritage values as a functional part of management determines the directions and ways of practical updating of knowledge about cultural heritage and its distribution to the national and world cultural space as part of the development of interest in travel. The first stage of the Tripolye cultural heritage project led to a functional-institutional study of methodologically significant factors and existing relationships and the construction of a model of the concept of managing the values of the Tripolye cultural heritage based on the marketing of values.

The factors of the internal environment include territorial signs of the location of the object of cultural heritage, technical and technological achievements, traditional and spiritual heritage, as well as factors based on knowledge (according to the criteria of generalization, field of knowledge, practice, carriers, clarity, content, use) and the level of cultural socialization of the current and future generations as part of the development of enthusiasm for travel. The external environ-

ment determines the challenges to the formation of cultural heritage. To reduce the risk of the influence of the latter in the context of institutional, ecologization, innovative, socialization changes on the optimization of the management of the formation of the cultural heritage value system, a number of classifications were carried out, namely: the levels of formation of public values (archaeological, historical, cultural, institutional, political), subjects: consumers according to the criteria-interests, management and entrepreneurship, the functions of innovative changes, the factors that determine the investment features of the product in the framework of the economic development.

The objects of marketing values of the Trypillia culture are classified according to innovative achievements in the field of cultural heritage: firstly, by territories (regions), secondly, by technical and technological achievements and their modern significance, thirdly, by traditional spiritual heritage, fourth, according to the level of cultural socialization of the present and future generation.

"Marketers", focusing on the conclusions of artifactists, historians, culturologists, ideologists, substantiate the components of the market value of a socio-historical good, determine the cost of the goods, specify which of the presented cultural values can be used to form the layout of the "Trypillian cultural heritage" project.

The subjects of management and entrepreneurship in the project are individuals, companies, regions, the state, they expect to receive the effect of cultural heritage, respectively, personal, corporate, regional and state. Based on individual and collective effects, the national effect becomes synergistic, taking into account resource spillovers and externalities.

An assessment of the level of manageability of the Trypillia cultural heritage project is significant for its development and improvement. A high degree of agreement of opinions during an expert survey by means of a questionnaire is confirmed by the concordance coefficients of 0.841. A comprehensive assessment includes an assessment of the interest of

Table 3. Evaluation of public values by types of cultural heritage effect.

| Types of social values by level of formation | Classification of types of effects of cultural heritage, structure of types, % | | | | Evaluation of the effect by types of social values | The structure of the effect of types of social values |
|--|--|-----------|-----------|-----------|--|---|
| | Personal | Corporate | Regional | National | | |
| Political | - | - | - | + | 0,25 | 6,6 % |
| Institutional | - | + | + | + | 0,75 | 20,1 % |
| Cultural | + | + | + | + | 1,0 | 26,6 % |
| Historical | + | + | + | + | 1,0 | 26,6 % |
| Archaeological | - | + | + | + | 0,75 | 20,1 % |
| Overall assessment by types of effect | | | | | 3,75 | 100 % |
| Evaluation by types of effect on social values | | | | | | |
| Amount / % | Local assessment coefficients | | | | - | |
| 3.0 / | | | | | | |
| 100 % | 0,4 13,3% | 0,8 26,7% | 0,8 26,7% | 1,0 33,3% | | |

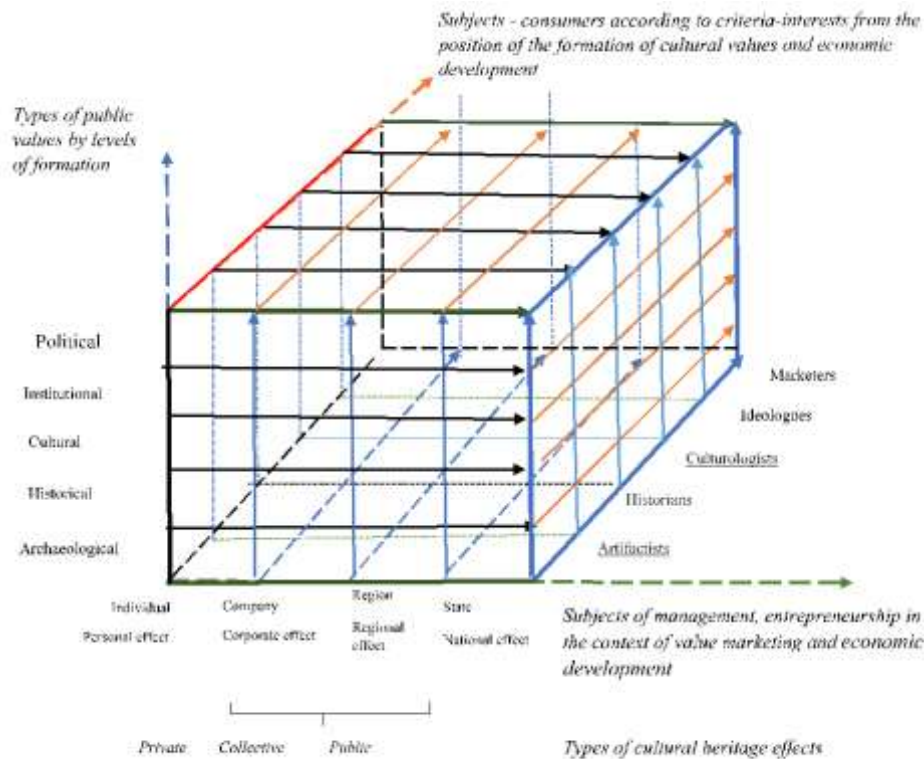


Fig. (3). The concept of managing the values of the Trypillia cultural heritage as part of the economic development.

subjects by interests in the formation of cultural values; assessment of public values by types of cultural heritage, assessment of the influence of management entities on the formation of public values, assessment of management entities of the effect of cultural heritage (Table 2).

It is significant before improving project management from the standpoint of the effectiveness of each of the areas. To conduct it and identify the interest of subjects in public values, substantiate the level of project manageability, the ef-

fects of cultural heritage (individual, corporate, regional, state) were classified and local assessments were made by types of cultural values according to the level of their formation and management subjects (Table 3).

On the basis of this and consideration of the model of the concept of managing the values of the Trypillia cultural heritage as a method of studying three-dimensional space (Fig. 3), the features and significance of the existing relationships were methodologically taken into account, including taking

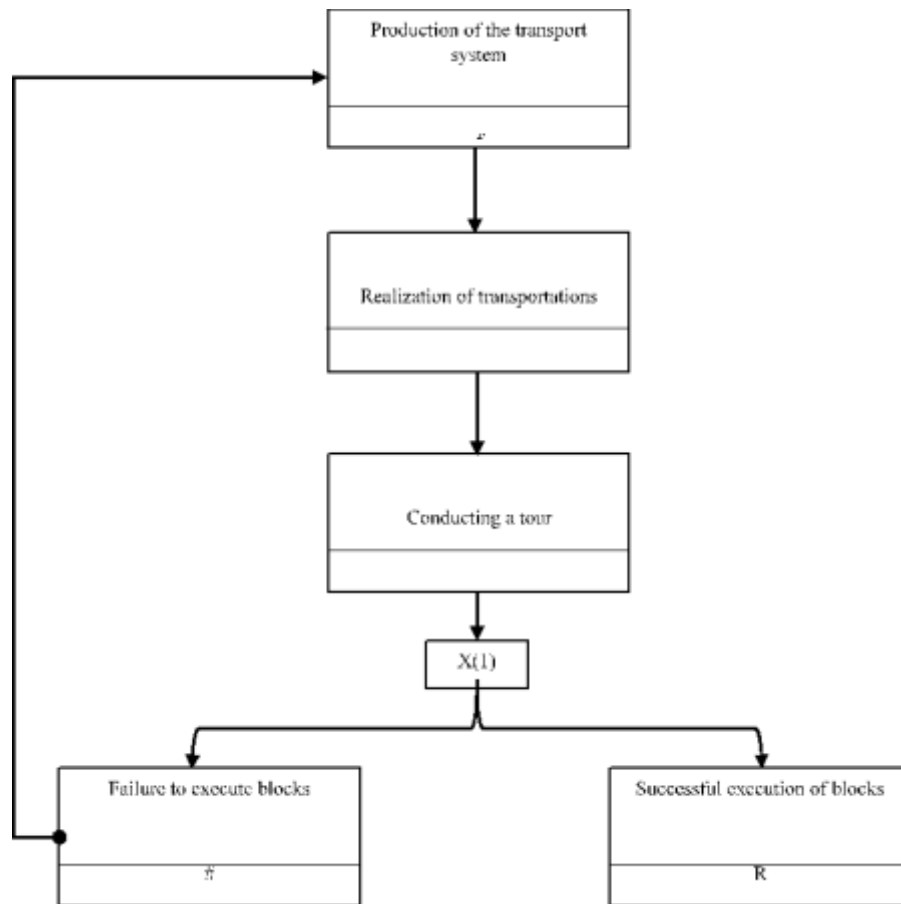


Fig. (4). The information model for increasing the effectiveness of interest in travel within the framework of cultural tourism and economic development.

into account various approaches to determining the levels of formation of public values according to criteria-interests and subjects management and entrepreneurship, the influence of factors on the social value of the project "Trypillsky cultural heritage" was assessed.

The model of the concept of managing cultural heritage values can be specified at one level of the formation of social values (archaeological, historical, cultural, institutional, political) or by one subject by interests, management, entrepreneurship, or by a specified effect of cultural heritage. In this case, one research axis is released and a new factor is introduced into the model for consideration and analysis according to the purpose of the study.

Estimated controllability of the project "Trypillian cultural heritage" was 59.4%, the rest - unmanaged processes that can increase or decrease interest in it, primarily market factors, the influence of religious and public organizations. Project management takes place within the emerging market and includes specific consumers of cultural property.

Next, we present an information model for increasing the effectiveness of interest in travel within the framework of cultural tourism and economic development (Fig. 4).

Where $X(1)$ means that one of the outcomes is possible.

J1. Production of the transport system. The development phase is a period of logistical and transport research, i.e. de-

signing a tourism product for cultural heritage. At this stage, a description of the tourist product is given, its cost is calculated, approaches to advertising, transportation and information are developed.

J2. Realization of transportations. The "launch" phase begins with the presentation of the tourism product to its target audience. During this period, as a rule, there is a slow rate of turnover of the product, profit is either absent or insignificant, the staff of the travel company has difficulty using this product. At this stage, the cost of marketing a tourism product to cultural heritage is at its highest, because advertising and information should make the clientele as aware of the new product as possible. At the same time, at this stage, there is practically no competition.

J3. Conducting a tour. However, transportation within the tour does not cover the entire trip and leaves the tourist a lot of free time to choose their own program. Such a personal program can be realized thanks to alternative additional tourist and excursion services: cultural, etc. Additional services are not included in the basic cost of the voucher and are purchased by tourists for an additional fee at the place of rest.

5. DISCUSSIONS

Discussing the results of our study, we compare them with similar ones. So, Basbas, (2023), Nikonenko, et. al., (2022) and Lemy, (2021) have proposed a cognitive model, which is

a directed signed graph, in which positive relationships between factors are marked with continuous lines, and negative ones with dotted lines. Modeling produced on the cognitive roadmap for the balanced development of the potential of the tourism industry and economic development.

Another group of scientists (Wang, et.al., 2020; Saleh, 2020 and Chen, 2020), as a result, proposed methodological aspects of the introduction of tourism clusters, which should improve the economic situation (it is characterized by an almost lack of coordination of actions, which negatively affects the results of the entire travel of the country's tourism industry, does not make it possible to hold joint festivals, exhibitions, etc.) marketing and scientific research, lack of sufficient funding, lack of qualified personnel in this specialty, managerial knowledge and necessary information resources) due to the establishment of interaction and cooperation.

For example, certain scientists (Al Azzam, 2019; Kopytko et.al., 2022; Aldrou, 2020; Saleh, 2020 and Melnyk, 2023), as a result, single out an optimization model for the formation of a strategy for the transport development of a tourism cluster with an integrated organizational and economic mechanism for its implementation, operating on the basis of coordination of activities at the micro, meso and macro levels.

Discussing the results of our study, we should highlight the similarities and differences. We refer to similarities:

1. Supporting the thesis that socio-cultural projects should be in high demand for tourist travel.
2. Agreement with the ideas that marketing is important for the development of cultural heritage within tourist travel.

Discussing the differences, we highlight the following within the framework of our study:

1. A new methodological approach to the development of a system of tourist travel to objects of social and cultural significance.
2. A new methodological approach to the management of cultural heritage in the framework of travel.

At the same time, Trypillian culture, as an object of research based on value marketing, has not received enough attention among tourist travel today. The issues of considering modern ways of updating the achievements of Trypillia culture in marketing areas of scientific research remain unresolved. In particular, based on the analysis of literary sources, the problem of insufficient substantiation of the categorical apparatus in the study of the concept of value was identified. Thus, on the example of the Trypillian cultural heritage, an attempt was made to substantiate approaches to the multi-level mechanism of relationships between the components of categorical interaction.

6. CONCLUSIONS

Summing up, it should be noted that the state policy is carried out on the principles of equality in determining the cultural heritage and religions of peoples, promoting the rehabilitation of its objects, respect for historical and modern monuments, timeliness of restoration work, constant concern

for the preservation of objects and areas of cultural heritage of interest in traveling to her. Based on this, the state policy can be characterized as aimed at the preservation and use of monuments in order to educate the population in respect for the cultural past of the nation, increase the interest in traveling to it and stimulate economic development. The object of state administration in the field of traveling tourism and the protection of cultural heritage are immovable attractions used in tourism activities, and the subject is executive authorities empowered to make management decisions, control their implementation and the functioning of subordinate institutions and organizations.

The implementation of the functional-institutional study of the theoretical and methodological foundations of the management of cultural property made it possible to carry out the first stage of the project "Trypillian cultural heritage", the purpose of which is to study the theoretical foundations for the use of value marketing in this project and substantiate the level of its manageability in the framework of economic development. This made it possible to form a comprehensive assessment of the subjects' interest in the effects of cultural heritage and conduct it. The results obtained were used in modeling the value management concept of the Trypillia Cultural Heritage project, which made it possible to assess the degree of its manageability with a positive result (59.4%) and proceed to the next stage of the project - the formation of a value marketing complex. An information model of tourist interest in a transport trip to cultural heritage has been formed.

Travel to cultural heritage is an important aspect in regional and tourism development. The presented limitations of the study affect its results in that they do not allow to cover more socio-economic projects and model the economic development. But this is fixable for future research.

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