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***KONCEPTUALNE PODSTAWY I TENDENCJE W ZAKRESIE
ROZWOJU PROCESÓW SPOŁECZNO-EKONOMICZNYCH***

***CONCEPTUAL BASES AND TRENDS FOR DEVELOPMENT OF
SOCIAL-ECONOMIC PROCESSES***

***КОНЦЕПТУАЛЬНІ ЗАСАДИ ТА ТЕНДЕНЦІЇ РОЗВИТКУ
СОЦІАЛЬНО-ЕКОНОМІЧНИХ ПРОЦЕСІВ***

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3.11. Factors influencing destination branding on development tourism industry

Branding plays an important role in the service sector because it does not only a strong brand increases customer confidence, but also allows consumers to understand the service products in a better environment.

One factor that certainly has a big impact on the competitiveness of a destination is branding, the process of creating a travel destination as a brand. According to ETC / UNWTO (2009), the term "destination brand" refers to positioning a destination in the minds of potential tourists and creating competition [1]. This is what makes the destination distinctive, creative and memorable, and what sets the destination apart from everyone else. In their conceptual model of destination competitiveness, Ричи и Крауч (2013) pointed out that a "destination brand" is a name, symbol, logo, brand name and other graphic that identifies and distinguishes a tourist destination [2]. In addition, it conveys the memorization of the travel experience that is unique and associated with the destination, and also serves to consolidate and reinforce the memories of pleasant memories of it.

In the field of marketing, "brand" has been extensively studied. Brands are becoming increasingly important to the development and competitiveness of organizations because they have the potential to become, when properly managed, one of the few strategic assets that gives them a true edge.

To develop a successful destination brand, travel destinations must go through several technical steps (steps) in the branding process.

Some of the most important steps in the destination branding process, emphasized by these authors (Anholt, 2008; ETC / UNWTO, 2009; Kotler et al., 2003; Paliaga, 2007), are as follows [3-5]:

- Identification of potential target groups (visitors, local population, entrepreneurs, investors, well-known international companies, etc.);
- Analysis of the competition of the destination;
- SWOT analysis;
- Definition of vision;
- Creation of the destination brand;
- Integration of the destination brand into the social, tourism, economic and political spheres;
- Link the destination brand with all previously defined target groups.

For a consumer, on the other hand, a brand is, first of all, a definition of the source of a product, a symbolic device and manufacturer's guarantees. To be successful, a brand must ensure that the needs of consumers and the values and characteristics of the brand are aligned with each other, therefore, must establish an emotionally trusting relationship with the consumer. Hence, the brand's goal is to create communicate with consumers and, ultimately, build trust and brand loyalty. This is achieved through guaranteed and, above all, constant quality (Kozak, 2006, p. 300) [6].

When it comes to branding, most of the problems marketers face are related to financial, political and environmental issues.

Innovative branding approaches combined with outsmarting tactics can be a solution, but difficult to implement. Another question concerns the role local population in the branding process. Only if they are actively involved in branding and literally live the brand, you can ensure that the brand image matches reality.

So, destination branding is not only rational marketing activity, but a complex political activity that is deeply associated with different factors and national characteristics, for example, local pride.

Scientists emphasize that despite the existing threats to interchangeability and competition, most destinations are not very creative with brand promotion approaches when it comes to destinations. However, factors such as beautiful nature, scenic landscapes, pleasant locals, unique culture, and impressive regional natural heritage are positioned through destination branding rather than physical attributes of the area. This is the only way to grab the attention of consumers and provide them with a compelling reason to visit the right destination (Hudson & Ritchie, 2009, pp. 217-219) [7].

Scientists have studied the impact of destination branding on the development of the tourism industry. The main goal of the destination branding process is to create a desirable and attractive image of the destination based on distinctive target functions and accurately convey this image to potential visitors. This process should create a strong emotional bond between the destination and potential tourists. The emotional attachment created is symbolically represented in the form of the destination brand and should therefore have a positive impact on consumers' choice of visit. The destination branding process is seen as an integral part of the destination management.

In particular, Cai (2002) conducted a study the term "destination brand" is considered interesting in the field of tourism. Tsai (2002) defined destination

branding as "choosing a consistent combination of brand elements to identify and differentiate a destination by creating a positive image."

In the tourism industry, there is a relationship between the trust (loyalty) of tourists and the image of the destination (Rajesh, 2013). A brand can be measured in terms of awareness, image, quality and loyalty of potential tourists (Lim and Weaver, 2014). When a relationship of trust is built between tourist destinations and tourists, it always increases their desire to revisit chosen place and, motivates to recommend them to other people.

The existing literature shows that the formation of the image of a destination is a multi-stage process.

The initial image of travel consumers is formed by influencing them with various information using various manipulation tools in order to increase their attention to the place of location, for example, the media, education or print publications.

The tourism industry has attracted more attention for reasons real and sustainable benefits of economic development, as well as foreign exchange earnings in the country (UNWTO, 2016).

The purpose of the article is to study the influence of various perceptions, intentions, factors satisfaction, loyalty and brand value in the travel industry. In particular, this study is measured by the ratio:

- 1) functional, empirical and symbolic perception of relationships;
- 2) the attitude of travelers towards satisfaction and desire to visit again;
- 3) the level of satisfaction of travelers to loyalty;
- 4) loyalty to the destination brand equity;
- 5) intent to visit in terms of brand equity of the destination, this is collects data through an online survey.

The tourism industry has had a major impact on the global economy and development each nation (Milne and Ateljevic, 2001). Currently, many countries, instead of producing or manufacturing products are increasingly showing a trend towards services such as business consulting, technology, banking, cooking, cleaning, advertising, accounting, education, and tourism. Among these services, the tourism industry is gaining attention in the international market.

The tourism industry is itself a service industry, but it also includes other sectors such as hotels, restaurants and entertainment, and fosters the growth and expansion of the workforce markets. According to the World Tourism Organization (UNWTO, 2015), "the global spread of tourism in industrialized and

developed countries brings economic and employment benefits." Some countries have recognized the importance of the tourism industry and imply him as the main source of his income and economic growth. Several countries already changed their business to the tourism industry by attracting many foreign investors for foreign tourists.

With globalization, many people have more freedom and opportunities to easily visit different countries of the world than ever. Thus, UNWTO predicts that the number of tourists will not only continue, but will grow, and therefore the tourism market will be very competitive. However, there are hundreds countries around the world that can be recognized as tourist destinations by people, including

islands. That being said, good strategies and marketing tactics are needed for travelers to identify themselves in each country. Among these strategies and tactics - is there a "target brand" (or nationality) needed. Direction branding according to

Morrison and Anderson (2002) allow a country to have a unique identity when compared to others. This term is a relatively new concept in tourism research and has different meanings. versus "product branding" (Echtner and Ritchie, 1991). Purpose of appointment branding is intended to reinforce the value of a nation in a world where borders are disappearing more and more (Schaar, 2013).

Addition, according to author Gnoth (2002) [9], who studied a hypothetical and useful model of how a nation is advancing, how a tourism brand creates leverage with its goods and services in export markets to leverage the interaction of service providers instead of a distribution channel. This concept guides the management of interactions between tourists and destination services, it affects the development and brand achievement in the use of export products [2-3]. By categorizing different perceptions in functional, empirical and symbolic directions, it studied how changes affect the attitude of travelers.

If there are brand cities, does this mean that a city can be used to make a brand of a region or country? Ukrainian cities are entering a period of active and growing competition among themselves. They will have to compete for investments, information flows, but above all for tourists. Convenient geographic location or abundance of mineral resources no longer guarantee a territory's economic success. In such a situation, how can the cities of the regions of Ukraine preserve their population and find their economic and cultural niche? One of the

ways is to master the marketing of the city, and one of the most effective forms of marketing is to promote the interests of the territory through the formation of a city brand.

Today, the marketing of the territory fully reflects the modern interpretation of marketing as a system of strategic relationships between different actors, where the main goal of decision-makers (for example, authorities) is to increase the satisfaction of both end and intermediate consumers, forming loyalty within the whole chain of relationships [8].

Considering separately the concept of marketing countries, in which the branding of places, it should be noted that it represents a set of measures aimed at improving (maintaining) the country's image, attractiveness to other countries, their businesses, other social institutions and the population, prestige in international organizations [7]. Thus, the key aspect of the country's marketing activities is the purposeful formation, positive development and promotion of the created image of a certain territory.

In a broad sense, the country's marketing should be understood as a national idea, within which the country's brand - its intellectual property - a set of thoughts, feelings, associations and ideas that arise in humans. Thus, if the country's marketing is a systematic promotion of the state's interests, then the country's branding is an integrative form of marketing. The brand of the place is valuable in promoting the interests of the state to solve specific problems of its development [3].

A country's brand - as a component of a country's marketing - is a set of characteristics (name, term, sign, symbol, image, slogan, etc.), that unite ideas about the country, contain its exclusive and positive characteristics and distinguish the territory from other countries. Thus, the branding of territories becomes as integral a component of state and territorial policy as the business strategy of any commercial enterprise.

The destination branding concept is a new marketing concept in the travel industry and is different from product branding [5]. The goal of destination branding is to reinforce the value of a nation in a world where borders are disappearing more and more. Taking advantage of new technologies and the Internet also allows destinations to become more competitive by increasing visibility, reducing costs and increasing local collaboration. Destination marketing should lead to optimizing the impact of tourism and achieving strategic goals for all stakeholders.

Virtual reality (VR) is a rapidly developing technology with a wide range of applications. The tourism industry, using VR in its marketing strategy, has a significant impact on the information search and decision-making process of potential tourists. Tourists can familiarize themselves with the destination, its atmosphere and possible emotions in advance. In this way, they can create a more detailed depiction of destinations and realistic expectations of their visit. This enables them to better decide whether or not to go. Virtual reality makes finding information faster, more interactive and more detailed than traditional advertising materials. The results can be useful for destinations to understand how relevant the use of virtual reality is to promote the brand of destinations.

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