

**KEY ASPECTS OF BRANDING TOURISM TERRITORY WITHIN THE
FRAMEWORK OF CLUSTER APPROACH TO TOURISM DEVELOPMENT**

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Annotation. In the framework of this article, the problem of creating a brand of destinations as one of the leading strategic development tool, which has a significant impact on their promotion in the market and ensuring a stable tourist flow, is considered.

Keywords: branding, destination, marketing tools, tourism territory, tourist

The phenomenon of branding territories is one of most discussed in the era of globalization. National and cultural borders between states are being erased and the time comes for global brands and corporations, so the need to have your own unique image is greater than ever. In the conditions of constant growth of competition, destination management is forced to effectively use various marketing technologies to create market attractiveness and ensure the competitiveness of tourism products.

Due to the fact that any territorial formation is connected by many communication channels with other territories – transport, communications, finance, energy and many others. External revenues become sources of survival of the territory, and they today form the effectiveness of the life support process of a city or country, using internal and external resources.

S. Anholt, Philip Kotler, D. Vizgalov, N. Makatrova, L. Smirnyagin and others made a significant contribution to solving the problem of branding places.

In 2002, Simon Anholt, one of the world's leading experts in branding, first used the term "branding places". According to Anholt's theory, there are six elements of a

modern territory brand: tourism, export brands, politics, business and investment, culture, people [1].

The concept of "brand territory", which several years ago was perceived in our country as something new, fashionable and obscure, today it is becoming common among representatives of the tourism industry and government, regional and local authorities.

However, the approach to territorial branding today is far from professional, hence the mistakes, disappointments and subsequent rejection of branding as a marketing tool.

Tourists will not read the concept or study the brand book. They will hear the jingle on the radio many times, will see a billboard and a city-light, they will be "hooked" by a video on cable television, will remind about the desire to visit a banner in Ukraine on the World Wide Web or at the airport, and contextual advertising will offer a tourist product [2].

It must be borne in mind that the purpose of branding is not limited to the formulation of brand ideas. The idea is only the first step, although in reality it should be the second, and the first – still it is necessary to analyze the preferences of tourists and the competitive environment. Creating a strong tourism brand is work for years to come in the information, infrastructure, legislative, and training of personnel.

As in any activity involved in the creation of something new, branding of territories is not without mistakes in its creation. Among them are:

1. Lack of information on professional task setting tools. It is required to bring together advertising and PR specialists for discussion, come up with a brand and entrust a specialized agency to develop a logo. At this stage, you can not stop, any logo should be supported by ideas.
2. Lack of ideas or significant flaws in the idea. The idea of a brand is the meaning of a word, a combination of words or a vivid phrase, symbol.
3. An attempt to solve the problem of brand formation in "one fell swoop". This is when it is believed that the slogan (symbol, logo, event) will speak for itself, the rest is the details.

Based on the foregoing, we can draw the following conclusions that the process of creating a brand will be more constructive and less problematic:

1. Before creating a brand, you need to work through different offers, the value of which the brand will increase.
2. Proposals should be specific, contain information about the final product and be targeted.
3. Creating a brand should begin with an idea, then move on to symbols.
4. When developing a brand, it is important to contact professionals, avoid amateur ratings: "Like – not like." It is important to ensure that with the help of the brand the tasks of the territory are solved: the cost of its objects and offers is increased; increased status of managers.
5. When creating a brand, you must constantly compare your territory and your differences and advantages with similar characteristics of other territories.

In order for the brand of the territory to become effective, and the territory could receive the tourists and investors it needs, a cluster is necessary. The creation of a cluster consists of direct concentration on a specific limited territory of such enterprises and organizations that are engaged not only in the development and formation, but also in the promotion and sale of tourism products and related activities.

Forcing on the cluster approach is a logical stage in the development of the economy, and its ubiquitous distribution can be considered as the main feature of all highly developed economies [3].

In addition, the specificity of the cluster lies in the fact that the organizations included in it become more successful and increase their competitiveness due to the synergistic effect, in comparison with individual entities. Such a mechanism to increase competitiveness is based on an effective combination in cooperation within the tourism cluster.

Also, competitive clusters very often have developed relationships with similar clusters in other regions or even countries. A key aspect of cluster policy is the creation and maintenance of such domestic and international relations and includes

cooperation between similar clusters, and possibly the joint development and implementation of various programs for the development of cooperation at different levels.

A significant advantage of the cluster approach is its combination of different enterprises. In addition, it is the cluster approach that makes it possible to form a significant flow of tourists to a specific territory, and for the region's economy this is a serious impetus to the growth of many other related industries [4].

There are a number of conditions that can both contribute to and hinder the development of clusters in Ukraine. These conditions include the following: the presence and use of technological and scientific infrastructure is necessary; an important element is readiness and openness to cooperation. In turn, the following factors can be attributed to constraints for the development of clusters: a low level of business climate and the development of associative structures (chambers of commerce, industrial associations) that cannot cope with the task of developing and promoting the priorities and interests of regional business; short-term planning horizon — real benefits from cluster development appear only after 5–7 years [5].

The basis of the tourist brand should be laid on the characteristics of the tourist region, causing the consumer has positive emotions. The success of tourist regions depends on their exclusivity and ability to present these unique features to consumers. It is a symbiosis of attractive features of the region and a good idea that helps increase tourist flows and the development of this territory. That is, based on this, we can say that the brand should have a number of components, for example, such as the economy, culture, tourism, people. In addition, the brand should have inherent properties such as uniqueness, ideology (which is directly related to history) and optimal architecture.

Branding objects may include:

- corporate identity of the city (logo, outdoor advertising, printing, souvenirs, the Internet);
- public transport (airports, train stations, bus stations, stops, subway: stations, trains, schemes, tickets, etc.);

- navigation in the city (diagrams, signboards);
- urban objects of increased attention, attractions (museums, exhibition centers, parks);
- urban environment (urban facilities);
- registration of events and activities (city days, holidays, festivals).

In other words, the city's brand serves to form an idea of the purpose of the city and its specifics, carries an associative and philosophical message to the target audience of branding.

Territory branding in tourism is a relatively new area that does not have common, proven over the years and universal technologies for creating and promoting. The brand of the territory is not limited to the size of the city or region. In general, in practice it is possible to create a successful brand at the country level. A country's brand can tell a potential tourist a lot, and then a traveler attracted by this, studying the country when choosing specific places to visit, will be based on the "trending" of individual cities.

Each territory has two ways – to let everything go by itself and let the image of the region form spontaneously or manage this process. Indeed, if today you simply close your eyes to existing trends and do not make every effort to start the process of managing them, then they will, as before, manifest themselves spontaneously and sometimes destructively.

Success in the formation of attractive territories primarily depends on how well a consciously formed brand of the place will correspond to it, i.e., its objective qualities, expectations and needs of the consumer (tourist, investor, etc.), as well as the work of the cluster in general to ensure the functioning of this brand.

All branding activities in the region should be based on an integrated approach that allows it to be used as a strategic tool for the development of the region. The purpose of territory branding is to ensure the presence of this brand in the information space, the recognition of the whole image, to make a specific territory competitive, to ensure the influx of financial resources, the translation of regional decisions and initiatives outside.

Without active branding, which can help attract investment at the start of various attractive tourism projects, without creating a positive image in the minds of specialists needed to organize and develop a business, and without supporting various branding projects in the environment with possible branding tools, to provide the necessary breakthrough to Ukraine's competitive position in the global economy is impossible.

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