

USE OF BRANDING IN THE TOURISM INDUSTRY

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Tourism is a complex multifaceted phenomenon, directly related to the progress of society, which accepts all the innovations and have influence on its development. This is confirmed, first of all, by the emergence of new types of tourism, which is a socio-economic system, as it is an integral part of both the economic and social environment of society. On the one hand, tourism contributes to the expansion of human knowledge of the world, on the other - affects the development of industries and forms economic benefits, which creates a multiplier effect on the development of domestic and foreign tourism. As an economic phenomenon, tourism is associated with entrepreneurial activity, provision of services, as a social phenomenon, tourism is inseparable from the demand for tourist services and their consumption in accordance with the needs of consumers, their income, quality of life, recreation and others.

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In today's world, tourism has transformed into a global phenomenon, both in social terms (in terms of the number of consumers of tourism services and countries interested in their growth) and in terms of economic impact (stimulation of complementary sectors of the economy and distribution of economic benefits), which contributes to national benefits economies.

The activity of tourism development in general and individual businesses depends on many factors, the main of which in the information economy, is the statement of tourism enterprises, which is determined and confirmed by branding, i.e. the formation of successful brands, the core of which is knowledge, awareness of opportunities and achievements enterprises for the provision of tourist services. The brand of the company informationally positions it in the external environment and helps to acquaint the general public with the direction of development in the tourism business. Since the industrial and, above all, post-industrial economy is a synthesis of virtual and real components, thanks to the use of the latest information technologies, it is in the brand that they can and should unite, creating a synergistic impact on the internal and external environment. Globalization, as one of the leading current trends in socio-economic development, encourages companies to form brands in order to create information transparency for consumers and partners and simplify the search for information messages in global and local networks [1 - 5]. At the same time, the risk of declining brand popularity increases, it the entrepreneurial risk and, accordingly, the costs of its creation, use and maintenance increase. Investing in the development of a tourism business is an investment not only in

expanding the types of tourism products, but, above all, in the reputation, the image of the business entity among business partners and consumers. Thus, tourism enterprises increase capitalization, the value of their assets, which recently in most cases are measured not only by the cost of material and financial resources, which in the tourism business enterprises do not differ significantly. Higher value of enterprises is accounted for by information assets, which are the image and reputation, created on the basis of the brand of the enterprise.

According to the possible active needs of the environment (consumers and partners), tourism enterprises should use both common brands and brands of individual tourism products, the main types of which are as follows: rational - to meet primary needs, empirical - primary and secondary, ethical - secondary and primary, emotional - secondary. The proposed types of brands can be divided according to the types of benefits for consumers, partners and directly the company, which they are able to promote. The types of benefits can be rational, which is mainly reflected in the financial benefits of purchasing a tourism product by consumers or participation in business processes of partners, and emotional, which are embodied in ideological, social, cultural and psychological satisfaction from using tourism services or joint business. That is, rational correspond to the financial, technical and technological, organizational components of economic efficiency of business. Emotional benefits correspond to social and environmental efficiency. Goals can be expressed explicitly or implicitly (latently). Implicit goals are based on the growth of their own prestige, belonging to certain groups of society that carry out attractive

or prestigious activities, the formation or maintenance of an attractive image, and clear ones usually involve making a profit or saving from using the brand. Explicit goals mostly meet primary needs, and implicit ones meet secondary needs.

It is expedient to quantify the consequences and results of the use of brands for a tourist enterprise on the basis of the following proposed indicators. Rational benefits - based on indicators of weight, power, breadth or attractiveness of the brand. Weight characterizes the amount of income from the sale of tourist products, power - the number of new customers and partners, latitude - the amount of resources invested by partners or the value of signed contracts; emotional benefits can be assessed by the level of attractive image of the enterprise.

When choosing a strategy for using the brand, the company must first decide on the form of its presentation: real or virtual, i.e. electronic (in this case, it is advisable to talk about e-brands). This issue is extremely important in connection with the spread of the latest information technologies and efforts to build a post-industrial society in Ukraine, as well as in connection with different approaches to the formation of real and e-brands in the form of brand websites. To establish relevant and closer ties with potential consumers, partners, managers should not rely only on the traditional form of brands, but to achieve a significant media effect to use fundamentally new approaches to communication, getting the most benefit, which is especially important for international tourism. Depending on the specific capabilities and preferences of the environment, companies should use both traditional and electronic communication channels.

The development of electronic communications allows the company to conduct PR-campaigns, advertising and individual work not only in real but also in virtual format, which significantly expands their impact on the audience. The advantages of implementing integrated communications in electronic form are as follows:

- the relative cheapness in comparison with real ones;

- high index of efficiency, which according to experts is 40%, compared with television (5 - 8%), the press (12 - 15%) [6, p.96];

- high level of real-time control due to control of creativity and planning errors, which are detected when using traditional tools with a significant delay;

- the ability to quickly reposition the brand in accordance with the expectations of the audience;

- the interactivity based on the use of software products that allow the advertising product to respond to the actions of users according to its geographical location, gender characteristics, financial capabilities, etc .;

- the contextuality taking into account semantic activity;

- the mobility in the use of electronic "platforms" for advertising messages.

It is possible to depend on the size of the tourist enterprise with types of e-communications. Tour operators - large companies should use large-scale e-communications, medium - should focus on point-by-point using Internet-advertising messages, small (travel companies) - it is possible to focus on the use of e-mail to consumers, potential customers and partners. Adaptation of communication tools on the Internet will gradually abandon the traditional, so, the

placement of direct advertising is possible in electronic publications, broadcast videos - on online radio stations. But research in Ukraine has shown that the promotion of e-communications in tourism, as in other sectors of the economy, is very slow: traditional advertising agencies do not try to actively offer Internet services, companies do not turn to professionals to obtain them and online programmers operate disparate, so the e-communications segment is growing slowly.

Typical integrated communications of a tourist enterprise on the Internet should consist of the following stages:

- creation of an official website or an alternative internet-project dedicated to a particular tourist project, route, type of tourism or covering the activities of the enterprise as a whole;

- attracting as many consumers as possible from the target audience through such methods as: first, advertising in banner networks that work with a large number of sites (its disadvantage is the low response of users); secondly - banner advertising on thematic "platforms"; third - address mailing by e-mail; fourth - the purchase of permanent banner sites in thematic directories, contextual advertising on search networks, ads on thematic forums and specialized sites.

Address mail in the system of traditional communications, as a rule, is associated with spam, i.e. aggressive and obsessive information behavior. But it also has positive features, the main of which is the ability to provide users (partners or potential customers) with detailed information about the travel service (offer), which may remain outside the traditional messages. In order to get rid of the

negative features, in the process of organizing the mailing it is advisable to use the following rules:

- to determine as accurately as possible the active audience that is interested in obtaining information, by analyzing its activity and loyalty to the tourist enterprise by means of surveys and questionnaires;

- try to create a sense of trust in users with the latest technical measures. The most common of these are: SMS messages, as they are tightly controlled by operators, which increases the level of trust in their essence; use of electronic stamps confirming payment by the enterprise which is a source of the information, sending of the information message (this fact is one of signs of a guarantee of reliability and solidity of the sender); posting questionnaires together with information about the tourist offer, which create conditions for feedback.

Since trust is the main condition for the effectiveness of mailing lists, their initiators should always use the principle of personalization in the organization and carry out only when necessary, which is most appropriate in the process of individual work with consumers and partners. Otherwise, such communication actions will negatively affect the brand of the company, its image and reputation.

As for brands, they can be placed on the Internet in two main ways:

- create representative sites that are rich in information and constantly updated (for large and financially viable enterprises);

- to place branding articles that allows to create a motivational background (for medium-sized enterprises);

create and send advertising messages in newsletters (for small businesses).

Organizational support of electronic communications by a financially viable company should be carried out by contacting specialized agencies, or to include in the staffing position of an Internet marketing manager, whose responsibilities will be to work directly with the latter or independently support current communication programs. Regardless of the size of the company and its financial capabilities, it is advisable to entrust the brand's entry into the market only to professionals who can be hired for individual consultations, or for the implementation of communication companies as a whole.

The most effective form of electronic communications is brand websites. It is worth agreeing with J. Elwood [2, p.121] that for their effective perception, it is advisable to use the following four components:

- information about the enterprise (its opportunities and achievements in the tourism business) or a specific business project (parameters of social, environmental and economic efficiency for business partners, local community and society);

- a set of methods that ensure the quality of visual presentation of information;

- interactive interaction, which provides the quality of navigation in the new channel;

- technologies, i.e. formats and systems for information transfer.

Information, as the first component, must fit organically into the philosophy of the existing brand in the traditional representation and, at the same time, present its capabilities in a

new aspect. The quality of visual presentation of information should be made dependent on the type of brand in accordance with the needs of consumers and partners. It is important that the information is presented with the speed of possible perception, accompanied by appropriate graphic effects that would be relevant to the essence of the proposals, or business orientation of the enterprise. Interactive interaction should be made directly dependent on the information needs of its users and their willingness to cooperate. Formats and systems for transmitting and receiving information should be directly dependent on the level of activity of the potential audience of influence (active or passive), its socio-economic status and stage of the life cycle.

The most accessible format of brand websites is the Internet, as it is able to create the best conditions for building interactive and personalized communication relationships between companies and potential investors. Interactive digital television and commercial channels are designed for the general public and therefore it is advisable to use them only for PR-campaigns. The high cost of these channels limits their use for medium and small businesses, which is beneficial for large brands of tour operators, which will be able to develop their presence in a low-competitive environment, which will form a high level of loyalty to them business environment.

The main functions of brand websites are as follows:

- transfer of information about the achievements and opportunities of the enterprise to the target audience regarding potential cooperation or consumption of services;

- support of public relations on the basis of conducting electronic PR-campaigns;

informational impact on the target audience based on the dominance of the created channel;
market research of tourist products;
transfer of reference information about the company or project at the request of site users.

All these functions correspond to the areas of work (advertising, PR-actions, individual work) with a potential audience of influence in accordance with modern concepts of information interaction of the enterprise with the external environment [7 - 10].

Brands can be divided according to two main features: the complexity of technologies for their construction and the level of personalization of messages proposed by A. Angern [5]. These types should also be used in the process of tourism enterprises. It is expedient to include the following in its composition.

The site-brochure is an undirected communication channel on which it is expedient to place the general information on the enterprise, its history of creation, the main achievements. Consumers and partners can get this data from other sources, so the effectiveness of such a brand website is low and it can be used as the first attempt of the company to assert itself, in addition, its creation does not require significant financial costs. Such brands are characterized by low competitiveness in today's conditions and can be quickly supplanted by more powerful competitors.

It is expedient to use the general information sites of the enterprise or a certain tourist product for their presentation by means of high technologies. Such sites are more attractive to users of information, which also have a high level of

professionalism, interest in a particular tourism product of the enterprise. Due to the fact that such sites are able to collect information about the direction of user interests, they can be quickly adapted to a particular area of greatest interest of the audience and update information about the company or product according to its expectations. The multimedia content of the site makes it an effective means of communication to inform the external environment about the capabilities and intentions of the company, the achievements (potential or real) that can be obtained by users (consumers) of a tourist product, as well as a modern tool for brand formation and attractive image. in general.

An important condition for the success of the tourist enterprise is the interest of partners and consumers in cooperation with him. This can be achieved by addressing their unmet needs, i.e. by personalizing the information posted on the brand website and updating it in the process of changing active needs. Therefore, on the second basis, it is advisable to use brands for the target audience and information channels. Although the latter have a high level of personalization, but their minor technical capabilities reduce the attractiveness of messages. Such channels can be used to obtain information about users - potential consumers and partners and place on them informational messages that can influence their perception of the potential of the enterprise and consolidate the positivity of an attractive image.

High-tech information sites of an enterprise or a certain tourist product provide for the use of complex data management systems that are able to monitor the information presented by the criterion of user interest and its updating when

the need arises. Unlike information channels, where personalization is achieved by questionnaires, on these sites tracking goes unnoticed by users, providing natural movement on the site, intuitive clarity and sociability in communication, which creates an emotional attachment to the brand site. The high level of personalization of posted professional information for partners and the latest offers for consumers, ease of use and emotional component make the use of this type of site appropriate in the process of working with priority customer groups (VIP consumers and partners).

In the current conditions of doing business in Ukraine in most cases, brochure sites are used for individual tourist products, they are mostly not presented separately. This makes existing brands ineffective in their functions and therefore managers in most cases do not see them as tools to attract new customers, but as a source of costs. The experience of building an e-economy in most developed countries requires a revision of these positions on Ukraine. The urgency of this issue arises for managers of tourism enterprises in Ukraine in connection with the trends of globalization and consumerization.

It is worth remembering that according to the modern management paradigm, both partners and consumers need to be interested in information about the benefits of long-term relationships not only rational messages, but also emotional information that can transmit high-tech brands at almost the same level as direct communication. After all, the more developed the brand website, the more opportunities it provides for the development of loyalty to the company and its tourism products. That is, it is able to significantly influence the formation of the brand, the attractive image of the business

entity. It is important to remember that, despite their personality, it is advisable to build and apply brands on the basis of clear message logic with a simple, clear and user-friendly interface. In addition, the use of a modern brand website will have a positive impact on the company's image, as it will confirm its status as a highly developed, stable, modern company that plans its development and cares about establishing and maintaining partnerships. Today, it is indecent for a travel company not to have a brand website, because it will not confirm its status as an innovator and will negatively affect the image.

The practice of foreign business confirms the need to create and simultaneously use both real and virtual brands. Since their main task is to inform a certain audience about the benefits of working with the company, which can be both rational and emotional, it is necessary to address the direction of the presentation of information in brands. It should be noted that it is impractical to clearly position brands on the types of benefits and needs of consumers and partners, it is only appropriate to distinguish them in real and virtual presentation, in order to have a comprehensive impact on potential customers and business partners from the standpoint of achieving their rational and emotional goals. satisfaction of primary and secondary needs.

Summarizing the practice of using brand sites by leading tourism enterprises in economically developed countries, it is possible to form certain tactical recommendations for their successful application in the process of tourism enterprises in Ukraine [4]:

simple navigation of the site by its name, which should be consistent with the name of the company, use it in full or use keywords, because brands that are difficult to find will be perceived as unfriendly to the outside world;

internal navigation in the brand site must be provided with sufficient speed, useful from rational and emotional positions and be accompanied by a three-dimensional multimedia image;

use of the latest technologies and innovative methods of design and implementation;

exchange of messages with partners and potential investors;

use of traditional media to stimulate the use of online and attract new users of the site;

gradual building of individual relationships with the external environment through interactive opportunities, which is one of the significant advantages of brands and their difference from traditional media, which can increase the perception of the value of investment projects or the enterprise as a whole as an attractive investment object;

use of pop-up hypertext pages with detailed information about the tourist product or enterprise, provided that it pursues a policy of full information transparency;

regular modernization and updating of the site in order to attract attention, form motives for action, achieve satisfaction of rational and emotional needs of users on the basis of personalization and openness (socialization);

use of sound effects, three-dimensional space and the necessary speed for presenting messages;

maximum personification by e-mail;

security of e-transactions;

the use of indirect incentives in the use of the site through the sale of its advertising space;

use of a search engine that has a setting;

the desire to include in information messages an emotional component that can be realized by addressing the secondary needs of consumers or, for example, the location of personal information about the best employees, customers, the most popular or exclusive travel routes, which will help create information transparency;

use of network links to brands of other tourist enterprises and vice versa;

interactive construction of messages, which is the main feature of brands and their difference from traditional media. Interactivity will increase the perception of the value of tourist offers of the company depending on the efforts spent by users to obtain them. The activity of information channels should consist in active communication of the enterprise with potential consumers and partners, on the one hand, and in active search of sites last, on the other.

One of the main conditions for the success of brands is their openness, which can be achieved through online messaging, such as online games for many users and chat rooms. Network games are a virtual controlled environment in which interested users (potential consumers and partners) have the opportunity to participate in the development of experimental tourist routes, or to refine their possible options according to their own scenarios in order to obtain probable implementation results and conclude the feasibility participation in them. If several users of brand sites will take

part in the development of such game projects, it will allow them to feel the level of competition and make a significant attempt to build collective values for activities in this area (this is especially true for partners). Chat rooms are the second type of brand sites that can be used as an individual means of communication, but their users are less structured than in the first case (network games) and more socialized, so you can expect greater segmentation, which is a positive phenomenon and can be used to form tourist routes, products or activities of the enterprise in a multifaceted space. The topic for discussion in the chat rooms should be significant innovative proposals of the company or global directions of tourism business development. The main task of brands in this case is to promote active communication in a virtual environment. If chat rooms are more socially structured, then conferences have the task of exchanging information in the case of a weak social structure of users. When organizing brand websites in the form of a conference, users have the opportunity to leave their information about the travel product, read ads or information from others on this issue.

The significance of these online formations is to maintain interest in the company as an attractive partner, its tourism products; forming and revealing public opinion about them, influencing the positive perception of the company's brand and maintaining its attractive image. The interactivity of brands allows you to close the relationship between the company and the environment in general and potential partners and consumers in particular, to determine their overriding interests, needs and values. An important condition for the success of brands is the ability to create and use sensory effects

with 3D graphics and sound to transmit images, which in the real world, the environment can not usually see. It can be a vivid image of employees of the enterprise, its clients on a tourist route, features of rendering of services, geographical features of routes.

The brand sites will perform its functions effectively when it provides active feedback to the representatives of the environment for which it was created. With the help of brand sites, it is advisable to conduct online research of the tourism market, and the number of occurrences and appeals to it to draw conclusions about the stage of the brand life cycle and the effectiveness of the brand site in general. The development of two-way communication between the company and the external environment is a criterion for the effectiveness of the brand site, which should be measured by the number of interactive participants, the number of opinions expressed or the amount of financial resources involved and the number of consumers over time. If the volume (quantitative value of indicators) of two-way communications is not significant, then the potential of the brand site is not fully used or managers treat it as a one-way communication channel. In order to establish a stable and strong information and then financial relationships, it is necessary to attract external actors to constantly use the company's website, then the latter will be able to acquire a stable positive image and get into the class of attractive "selected" objects.

The brand is the basis of the image based on information transparency, which can be external and internal, the brand website should also be aimed at both the external environment of the enterprise through Extranet and the

internal, which can be informed through Intranet. Intranet will allow to transfer operative information on a condition of use and features of tourist products, acceptance of administrative decisions. Large tour operators can develop internal and external brands, subject to a policy of incomplete information transparency of the enterprise (partial), but if it is limited, the brand should be developed and used only as internal. The advantages of using internal are: a clear understanding of the need to use the brand, acquaintance with the prospects of the enterprise, the direction of its overall and functional strategies; increasing the level of staff cohesion, their awareness of the expectations of partners and consumers, the external environment in the operational mode, which will increase the company's adaptability to external changes; reduction of time for making managerial decisions and increasing the level of their validity; reducing the amount of preparatory management work by increasing the level of automation of work and the use of corporate knowledge base based on simplification of access to information.

Thus, in accordance with current trends in tourism in the world economy, which are also inherent in the Ukrainian tourism business, the use of brands is an integral part of business, which will bring it success both in terms of industrial development and in the future according to post-industrial orientation. trajectory of advancement. Summing up, it is possible to draw the following conclusions about the relationship between real and virtual brands.

The commodity economy is gradually evolving into a service economy, and the latter into an empirical economy, characterized by the orientation of market participants to

diversity, which can be achieved by experimenting with items of purchase (for tourism - tourism products), areas of development. Brands of enterprises and certain tourism products must meet current trends in future priorities, which are to increase the "diversity" of expectations of the environment, ie their users, which is a trend inherent in the empirical economy, which is the modern economy of the XXI century. In this regard, brands should develop empirical relationships with potential customers and partners of the company through the use of a symbiosis of real and virtual brands.

Global trends force companies to combine brands and present them as one common brand of the company. As for tourist products, this trend cannot be inherent in them, because each of them is an exclusive offer. But the positioning of corporate brands in the external environment is still advisable to consolidate into an existing portfolio, limiting its composition to a small number of strong brand proposals.

The economy must meet certain needs of the subjects of economic relations, the core of whose behavior is the existence of active unmet needs. Therefore, in the course of business activities, tourism enterprises should pursue a policy of interaction with the external environment, which would be aimed at meeting these needs, taking into account the expectations of consumers and partners based on creating and maintaining semantic and economic trust through the use of online and offline technologies.

In today's conditions, according to the trends of post-industrialization, the position of the e-economy is gradually strengthening, which grows into a competition between two

business models: real and virtual. As for the tourism business, its success largely depends on the information and attractiveness of enterprises, which can be achieved using both a real way of presenting information and brands of enterprises and tourism products. Their mutual use enhances the effect of trust and total impression of the brand, strengthens its position and increases attractiveness. Economic trust in brands can be provided by cryptographic protection, secure data transfer protocols, low transaction costs, easy navigation (with the development of the Internet, the need for a simple and informative brand name, ie a high level of awareness increases). Emotional (semantic) trust is much more difficult to form, because it is based on economic, and depends on existing and used information technology, the level of their progressiveness and the impressions obtained as a result of communication with the brand in the real economy. In order for a brand website to have an emotional impact, it must reinforce the impressions of users that they received in the real economy through offline channels, by multisensory means, because the differences between e-brands are less significant than real ones. They lack emotional influence, which is one of the necessary components of the decision-making process to cooperate with the company or purchase its products (services). It is necessary that real and virtual brands, regardless of their type, or the type of a particular travel product, have both a rational and emotional impact on users. Of particular importance is the emotional impact in the process of using emotional and ethical brands of tourism products.

Thus, the viability of brands depends on their ability to convey the impression of the real economy by technical and

informational means. To this end, it is advisable to integrate the use of real and virtual brands. The first will allow potential consumers and partners to obtain reliable information about the company's capabilities and offerings of certain tourism products, to form economic trust based on acquaintance with the resource potential of the company, its receptivity to innovation, financial reliability, competitiveness and attractiveness to virtual brands. their profitability. Established attractiveness can be provided by those companies whose brands will be present both online and offline. The balance between it should be made dependent on the types of tourism products, their exclusivity, technical and financial capabilities of the enterprise, the characteristics of the audience of interaction, ie the types of potential consumers and partners, their needs, ideas about the communication process. But the rule of using both brand formats: real and virtual, to achieve economic trust and meet the needs of potential consumers and partners and other actors in the tourism market must remain unchanged. Today's business processes can be successful only if the integration of realities and virtuals.

The personalization of the economy in general and tourism services in particular requires the establishment of close direct and feedback links of enterprises with the external environment. According to B. Payne and J. Gilmore [3], feedback in the empirical economy should be built based on the rational and emotional needs of brand users. They proposed a model of impressions from them in the process of retail, the use of which will meet both articulated and latent needs of consumers, and which can be used in the branding of tourism products, adapting it according to the subject of research. B.

Payne and J. Gilmore suggest using 5 components to meet needs and create impressions:

identification;

informing;

idea;

immersion;

intrigue.

User identification should be both personal and social. As for the personal, it will perform the function of its positioning as an individual in a certain group of society for an individual or as a competitor (based on competitive status) for a legal entity. Social identification is to determine the status of an individual as a consumer of tourist services, a member of the local community from the standpoint of active participation in public life and a legal entity - from the standpoint of relations with government and local government in the economic market area. Thus, the brand allows to achieve a balance of personal and social identification of its users in the general socio-economic area.

Immersion allows you to get emotional pleasure from using the brand. In order to achieve it, it is necessary to use modern high technologies that will provide the necessary speed of information transfer according to user perception, multisensory impressions (sounds, visual images, smells, taste, sensations), take into account time, place and actions reflected in brand presentation. travel service in order for users to become part of its presented action. In order to achieve a high level of personalization, brand information should be able to be updated in a timely manner and meet the expectations of the majority of the audience that uses it.

Communication with the help of a brand has a two-way symmetrical information orientation: from the enterprise to the user subjects and vice versa. This orientation allows both communicators to receive reliable information in a timely manner in order to meet the needs of tourist services. The reward for brand loyalty is the awareness of its users about future experiences, the satisfaction of expanding knowledge and increasing profits, ie users are more likely to receive both emotional and rational satisfaction.

One of the features of the tourism business is its long-term nature. Maintain interest in the company, its brand, not only in the immediate real consumers and partners, but also in potential possible through the creation of virtual communities of consumers and partners, ie positive, loyal to the company, who do not just participate in the business process of providing tourism services, but also pass information to others about this process, the results of their relationships with a particular company, its advantages and disadvantages. This information community of the brand creates stability of relationships between consumers, partners, increases the viability of travel services. The formation of such information communities will allow companies to achieve several goals simultaneously:

to form an effective and interested target audience that is able to respond mobile information messages through the use of a new means of communication, which gives the company the opportunity to have objective information about what qualities of the tourist product consumers prefer;

to increase the level of loyalty of the audience to the brand of the enterprise and a certain tourist product, it is this

loyal audience that are potential partners and consumers in the near future;

interactive communication with the audience does not allow to create an information vacuum, which can contribute to the spread of rumors, doubts and mistrust in the quality of travel services.

The most convenient, reliable, first-hand information helps partners and consumers to make the right choice in favor of a particular brand. Having reliable data, partners and consumers are able to receive two types of benefits: rational from additional profits or savings and emotional from the awareness that the choice of tourist product they made themselves. The logical development of open and trust-based communication with community members is real feedback, which allows the company's management to assess the effectiveness of its business in general, not only in crisis situations, but also at any time, which is especially important in an unstable environment.

Despite all the advantages and rather high rates of development of electronic communications, it is still difficult to say about their predominant role in the integrated information interaction of tourism enterprises with the external environment. Electronic networks in Ukraine are not the main competitor to traditional tools of tourism marketing strategies, in today's real business environment they are an additional tool for promoting and positioning brands.

Approaches to the creation, development and management of brands should reflect the new (virtual) business models in the most important markets for the company and in important (profitable) areas and effectively combine them with

traditional (real), which will provide maximum benefits with minimal business risks. In order to achieve the optimal level of customer satisfaction of brands, and in this context potential consumers and partners, as well as in certain cases the regulation of tourism enterprises, regional governments and local governments, enterprises need to use high information technology and cultural and social, ie. secondary, the needs of users, aligning them with the primary, which should be achieved by a combination of rational and emotional benefits.

Thus, an important component of the success of branding in the tourism business is the ability to use and establish direct individual contacts that guarantee a high level of satisfaction of both emotional and rational needs. It is expedient to build strategies of development of modern brand sites taking into account three components:

- level of technological progress (simple or high);

- message details (unified or personalized);

- focus on simple information exchange or social interactions and structure (weak or rigid).

Brand development tactics should take into account their key features such as proactivity, interactivity, personal communication, easy navigation and feedback. An important task of brands is to build trust on the basis of semantic and economic activity in order to establish effective relationships between the company and the external environment.

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