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<https://doi.org/10.17721/2308-135X.2019.52.3-9>

UDC 338.48: 339.138

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*THE CONCEPTUAL FRAMEWORK OF BRAND MANAGNENT AND ITS INFLUENCE ON
TOURIST DESTINATION DEVELOPMENT*

Goal. The purpose of this article consists in analyzation and systematization of the leading conceptual framework of brand management as well as in additional investigations of its influence on tourist destination development.

Method. The methodological basis of the research is the basis of scientific dialectics. The main methods of research are the method of formalization, algorithm development, descriptive, analytical and synthetic.

Results. Brand management is an actual area of scientific researches in the context of its role in tourism. The brand creates a difference of a trademark or service from competing ones, helps to increase sales and generally increases profits in the long-term perspective. Therefore, the formation of the brand requires the serious approaches and the involvement of skilled managers. The practice of tourist centers or territories brands creation is widely used now, which is fully justified, as the positive image of cities or regions contributes to the creation of additional profits from attracting new tourists. The main functions of the tourist destination brand are related to: - the formation of an individual image (image) of the destination, which distinguishes it from its competitors; - ensuring its recognition by choosing a market position for the tourist product of the destination; - confirmation of the quality of the tourist product of the destination; - a positive influence on the formation of corporate consciousness of the population of the tourist territory (region, destination). The key task of branding the tourist destination is to establish position and strengthen its strengths, which should serve as the basis for the formation of the brand. Specificity of branding of tourist territories as a complex of marketing actions undertaken by their management in cooperation with stakeholders (various stakeholders) for the creation and promotion of the brand is that: - the product of the destination is multifaceted, including a number of goods and services of various industries; - the management of the destination does not have full control over the marketing complexes (marketing mix); - teamwork is required taking into account the interests of all stakeholders; - significant influence is rendered by the policy of the country / region in the field of tourism.

Practical significance. But the creation of the city's tourist brand is not chaotic. The process of its formation is under the influence of a number of regularities and principles that are considered in the article.

Scientific novelty. Modern ways of promoting tourism product take place in the context of globalization and information society development and also increase competition for consumers. Crucial conditions for survival on rigid travel market are the need for concentration

on a high-quality tourism product, able to satisfy the highest demands of modern tourism consumer, and promote itself to the market. Therefore, the process of creating a brand of tourist destination as well as investigations of its influence on positioning, identity and development of tourism destinations are represent the maim scientific novelty of this article.

Keywords. Brand, brand management, branding, tourism, tourist center, image.

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Received Editorial Board 12.11.19