

**KAPITEL 11 / CHAPTER 11 ²¹****BRANDING OF THE DOMESTIC TERRITORIAL TOURIST
DESTINATION IN THE POST-WAR DEVELOPMENT PERIOD****DOI: 10.30890/2709-2313.2022-15-02-010****Introduction**

Territorial branding is a new phenomenon for Ukraine in the last ten years [4]. The policy of the territorial image component of regions and destinations, in general, is already being formed taking into account the expectations of a rapid post-war recovery of the tourist business and ensuring its sustainable development in specific territories [10]. The attractiveness of the region largely depends on how effectively its socio-economic, political and cultural potential is used. One of the most important components of image policy is the creation, development, promotion of regional brands, their identification with territories. These processes explain the current trend of fierce competition for the attraction of various resources to the territory, financial investments and tourist flows in the post-war period. In connection with the trend, the authorities of specific regions should actively search for a unique competitive niche for creating and promoting brands of locations, cities, destinations, territories.

11.1. Theoretical foundations of tourism territory branding

One of the main driving forces of market growth and the expansion of tourism geography is the active competition of countries, regions and cities in the fight for travelers. Territorial branding is of exceptional importance for the tourism industry in modern conditions. In the era of globalization, states are forced to compete for attention and investment. For the country's success in international competition, tourists' perception of the image, content and power of the brand is important [1]. It is for these reasons that the work on the formation of brands of countries and territories acquires a new meaning and significance, in which country brands play a special role in the world market of international tourism. The opinion about the country-brand is formed under the influence of a large number of various factors, where the competitiveness of companies and services, the political system, the image of trademarks, scientific achievements, export of services, tourism, culture, sports, politicians, export of cultural values are of great importance. Many companies in the tourism industry have long understood how much the prestige of territory brands can be increased by increasing the importance of the real or fictional country of their origin. The country of origin of the territory brand is a reliable value that does not need to be created from scratch, because it already exists in the minds of consumers and has a certain form. Building a

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country's brand and creating its positive image is the strongest tool for increasing the attractiveness of a tourist destination, as the brand creates investment attractiveness, contributes to obtaining high profits, and ensures the country's development in the long term. Already today, during military operations, Ukraine as a brand of the country acquired a higher status [5]. When determining the post-war positioning of tourist area brands, one should take into account the characteristics of the target audience, on which it would be appropriate to target the offer of the potential of a certain destination, first of all, for potential investors. It is for these reasons that the chosen direction of research is relevant.

The indicated problems determine the expediency of finding ways to create investment attractiveness of a certain tourist area: one of the ways is territorial branding. The works of such scientists as: Aaker D., Anabestani A., Vindyuk A., Horina G., Dolishniy M., Galchynskyi A., Goldner K., Zaitseva V., Kovari I., Liu A., Sazonets I., Volchetskyi R., others are devoted to the consideration of the investment attractiveness of certain territories within the tourism industry. Thanks to scientific developments, the theoretical and methodological principles of the analysis of the state and prospects for the development of the tourism industry in regions, cities, and locations have been substantiated. In general, the specificity of territorial branding in tourism is revealed in the works of scientists such as: Vynogradova O., Gaponenko O., Durovych A., Kyfyak V., Kotler F., Maykens J., Hammer M., Saunders J., and other scientists. At the same time, taking into account the peculiarities of the current state of the domestic tourism industry, the methodical principles of business recovery in the tourist destination in the context of the investment attractiveness of the territory are not fully disclosed [7]. It is relevant to substantiate the complex approach of using tourist branding in the functioning of the domestic tourist destination based on the formation of the concept and the implementation of directions for the organization of tourist activities for the investment attractiveness of the territory in the post-war business recovery.

11.2. The content of the branding of the territorial tourist destination

The role of tourism in the domestic society is difficult to overestimate, because it contributes to the satisfaction of fundamental human needs for recreation, broadening one's horizons, spiritual enrichment, motivates adjacent branches of the national economy, acts as an employment multiplier and a driver of the growth of small and medium-sized businesses in tourist destinations [9]. The competition, which in recent years has been constantly growing in the domestic tourist market, stimulates the search for innovative technologies for the promotion of the tourist product of the territory. The main tool in this case can be the creation of a tourist brand of the territory, which will contribute to its promotion on national and international markets and the formation of



a stable tourist flow in the post-war period. At the beginning of the XXI century. the term "brand" was used exclusively in relation to trademarks and had nothing to do with objects of cultural and natural heritage, which were marked by the term "landmarks". As long as the cultural heritage was considered an attraction, tourists admired it, admired it, were proud of it, could join it, make a pilgrimage, photograph it, talk about it, but did not receive material benefit. As soon as these objects of cultural heritage, without changing their physical and spiritual essence, turned into brands, then it became possible to make a profit from their use. That is, forming a territory brand makes a certain destination more interesting for tourists. A brand is always based on the emotional response of target audiences. In addition, a strong brand explicates the cultural content of the country, destination, territory, social groups and reproduces the nature of the culture in it, thereby supporting cultural diversity in the world.

S. Anholt first formulated the term "place branding". He created the concept of competitive identity, and presented it in the form of a hexagon, which shows the six elements of a modern territory brand: tourism, export brands, politics, business and investment, culture, people. It is logical to note that the brand is created on the basis of a positive image of the territory, the basis of which is the unique ability to satisfy various consumer requests. A tourist brand is a well-known object or a complex of objects of natural, cultural and historical heritage, as well as a route covering visits to these objects, unique events, crafts, services, activities that attract a flow of tourists [2]. In turn, territorial branding consists in forming the right image and communication through which people will perceive the brand of a specific territory.

Thus, scientists of the department of tourism, hotel and restaurant business of the National University "Zaporizhzhia Polytechnic" from the point of view of the investment attractiveness of the territory studied the essence of the concept of "branding of a territorial tourist destination" & proposed their own vision of the content of this term, namely: an important factor in the promotion of the territory is based on its political, economic, socio-cultural potential and natural and recreational resources, as well as on brands of goods and services localized in a certain geographical area (But T.V.); formation and support of images of the territory in the consciousness and subconsciousness of citizens of the country or the world community (Belikova M.V.); the image of the destination brand in efforts to present itself in response to competition in the context of globalization culture (Vindyuk A.V.); a wide complex of real characteristics and potential opportunities, which has historical and cultural and psychological significance for the past, present and future of the territory and its inhabitants, "external consumers", which needs to be promoted (Gurova D.D.); an act of promotion and exchange, which needs to be considered not as an end in itself, but as an opportunity to create the image and reputation of the territory (Zhilko O.V.); a set of eternal values that reflect the uniqueness, unique, original consumer characteristics of a certain territory and community, which are widely known, have gained public recognition and have a stable demand of consumers of this territory



(Zhuravlyova S.M.); a territory marketing management tool aimed at forming its communicative capital as a component of institutional capital, the presence of which allows subjects of territory marketing to save on transaction costs (Zaitseva V.M.); the process of determining resources, which is the most valuable asset for most territories: these are the people and their interests (Kornienko O.M.); a process that contributes to the creation of the most realistic, most competitive and strategic vision in the territory (Mamotenko D.Yu.); the process of creating and managing a brand, which includes the formation, promotion and development of a brand of a specific territory (Tsviliy S.M.).

In general, the scientists of the department reached a common understanding of the term "branding of a territorial tourist destination", the essence of which is the formation of tourists' perception of the territory as: a unique emotional and positive image, which is determined by its natural, historical, industrial, socio-cultural, other unique features, widely known to the public; a guarantee to consumers of the tourist product of the territorial destination of the service quality promised to them; the appropriate subjective level of value of the territory to meet the needs of the consumer, which is formed thanks to positive associations that contribute to its visit; a priority factor of competitive advantages, income, a valuable asset of the economy. The brand should be formed from the standpoint of its investment attractiveness.

11.3. The concept of territorial branding in the context of the investment attractiveness of the domestic tourist destination

The war stage of the development of domestic tourist destinations should be defined as a transition to its new post-war state, which should be associated with deep structural changes and the transformation of the socio-economic basis of society, which highlighted a number of urgent problems: regulatory, legal, organizational and economic, innovation and investment base of regulation of relations in the field of tourism; tourist infrastructure was significantly destroyed during the hostilities of 2022; there is significant moral and physical wear and tear of the material base; the low quality of service remains in all sectors of the tourism sphere; the image of Ukraine as a dangerous tourist region has been formed; almost no statistical reporting; there is no mechanism for promoting the brands of tourist territories. Overcoming these problems is possible systematically with the support of the state. With the participation of scientists from the department of tourism, hotel and restaurant business, the Concept of Territorial Branding was developed in the context of the investment attractiveness of the domestic tourist destination.

The main goal of this document is to create favorable post-war conditions for the formation of an effective competitive tourism market. In accordance with the goal, the primary tasks are to create investment conditions for the comprehensive development of the domestic tourist destination based on taking into account the needs of other



industries: 1) development of the legal framework and legislative consolidation of support for domestic, inbound tourism as priority directions for the accelerated development of the economy of a destination; 2) creation of an effective organizational and economic environment for the formation of an innovative tourism sphere in accordance with the principles and norms of international law, including UNWTO recommendations; 3) creation of attractive conditions for investments in the tourism sphere by developing and implementing measures for the development of public-private partnership in a certain tourist destination; 4) ensuring innovative transformations, sustainable development, modernization of tourist and recreational facilities on the territory (transportation, accommodation, catering, exhibition facilities, etc.) [8]; 5) creation of competitive conditions for the formation and implementation of quality tourist services; 6) increasing the effectiveness of the protection of the rights of consumers of the tourist product; 7) provision of intercultural communications and international cooperation in the field of tourism; 8) implementation of the territorial culture of the educational and cultural-cognitive function of tourism in working with the population of the territory; 9) formation of a system of sanatorium-resort and health-improving institutions in the tourist area, which provide year-round services, taking into account their quality and accessibility for all categories of consumers; 10) construction of innovative architecture of tourist information infrastructure; 11) development of innovative entrepreneurship in the environment of micro, small, and medium-sized businesses of a tourist destination.

In general, the investment attractiveness of the domestic tourist destination will be largely determined by the post-war socio-economic conditions. Also, the external and internal factors of the development of a tourist destination in the concept of tourist branding are presented in fig. 1 and fig. 2.

However, the determining factor of the territory's investment attractiveness will be its brand, in the process of formation of which the same principles apply that are inherent to any other business: it is to strengthen the competitive advantages of the territory as a tourist destination and make its weak features inconspicuous.

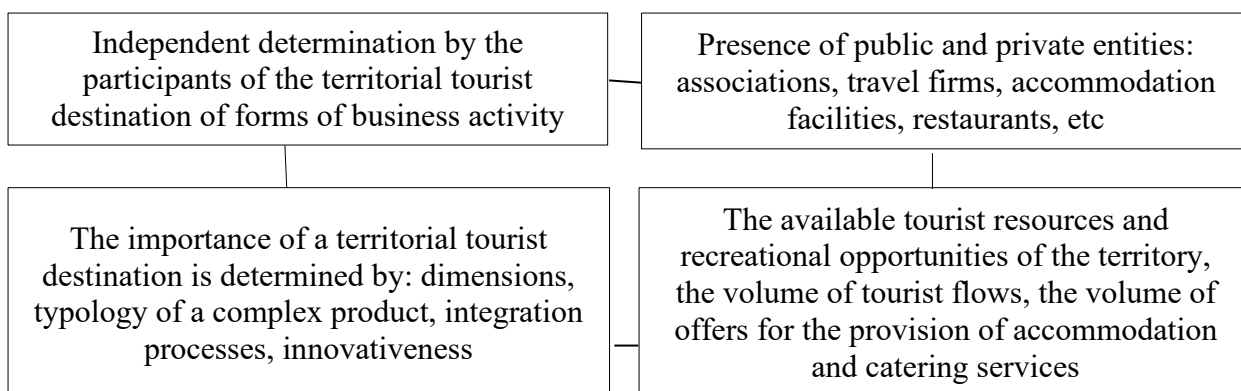


Fig. 1 – Fragment of the concept of tourist branding of a domestic tourist destination: external factors of development

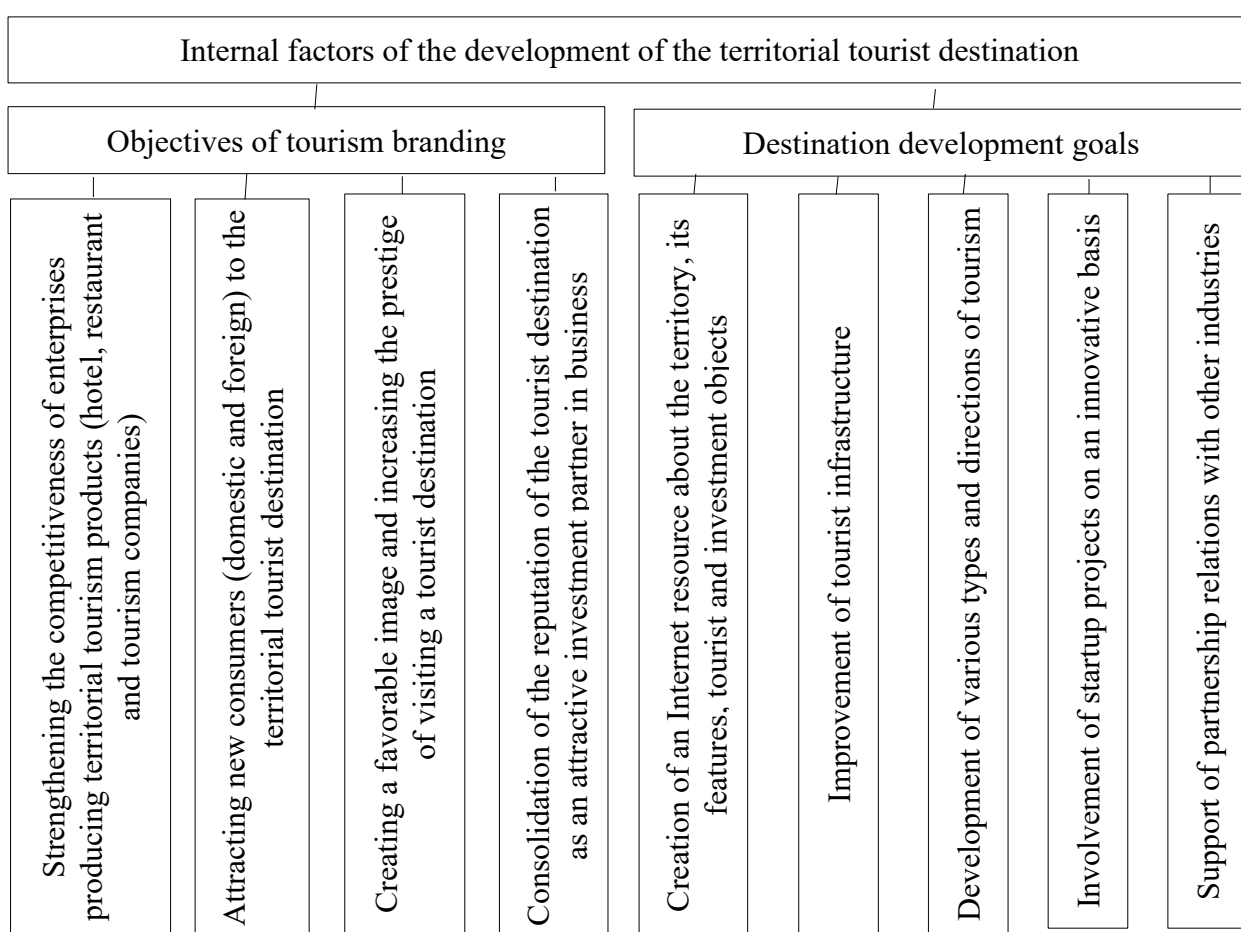


Fig. 2 – A fragment of the concept of tourist branding of a domestic tourist destination: internal factors of development

11.4. Branding of the national territory in the post-war period of development

In order for the domestic territorial tourist destination to receive the status of a brand, the following are necessary: 1) organization of effective cooperation in the specified direction between regional authorities, professional societies, institutions,



institutions of higher education and other structures [6]; 2) development of a mechanism for implementing the concept of tourist branding in the context of the investment attractiveness of the domestic tourist destination; 3) technical and economic justification of the complex tourist product of the destination; 4) formation of a system of promotion of the domestic tourist territory.

The study of the tourist possibilities of the destination establishes the need for the application of a differentiated organization of tourist activities, that is, the principle of tourist complexity should be taken into account. Adherence to the specified principle will allow to create and implement an effective marketing system for the promotion of both individual tourist resources and the tourist area in general [3]. At the same time, the concept of tourism marketing is related to the formation of a positive image of the territory among interested persons. Increasing profits by increasing the volume of sales of goods and services is the goal of tourism marketing. Developed tourist infrastructure and resources allow tourists to form a positive opinion, an image of a particular territory, the result of which can be an increase in its investment attractiveness and image. It is a positive image that can bring domestic tourist destinations an increase in profits and an improvement in the socio-economic condition.

Within the marketing of the territory, as a tool of territorial branding of the destination, the following areas should become the most relevant in the post-war period: 1) ensuring the optimal structure and mode of operation of the tourist and recreational complex; 2) implementation of tourism and recreation passporting of the territory, the purpose of which is full and systematic provision of entrepreneurship and management in the field of tourism; 3) in order to maintain a positive image and investment attractiveness of a tourist destination, it is advisable to involve the media and create an effectively functioning internet portal, the tasks of which will be to develop an effective emotional image of a certain destination, support and increase brand recognition of the tourist area, and create a presentation internet space that will contain the most complete information about tourist opportunities, services, subjects of the destination; 4) development of recommendations on rational nature management and environmental protection; 5) improvement of tourist infrastructure.

The priority in the effective implementation of the marketing strategy is the adoption and implementation of well-founded and timely management decisions aimed at increasing the investment attractiveness of the domestic tourist destination.



Conclusions

International experience shows that the presence of a rich cultural and natural potential of the territory allows various countries, which do not belong to the economically developed ones, to acquire stable competitive positions in the world tourist market, to be attractive for investment, however, under the mandatory condition of active state policy. The main directions of the policy: protection of the rights of tourists, interests of producers of tourist products, support of domestic and inbound tourism. The forms of support are different: direct investment in the development of the material base and infrastructure of tourism, personnel, advertising and information, scientific support. As a result of the implementation of such a policy in Ukraine in the post-war period, it is possible to obtain an investment-attractive modern tourist destination that corresponds to the principles of territorial branding. Further scientific developments make sense for the creation of a digital platform that would unite the interests of all participants in a tourist destination.