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Research on brand marketing based on Ukrainian tourist destination

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Tourist destination is a place to attract tourists to make a short stay and visit here. The competition of tourism is increasing day by day, and the competition between tourist destinations has turned to brand competition. Tourism destination brand marketing refers to the brand marketing activities that take the government departments and tourism enterprises as the marketing subject and take the cultural resources, natural landscape and tourism services of the tourism destination as the marketing content. Brand marketing plays an important role in tourism destination marketing, but the current research on the related problems of brand marketing is still relatively shallow, lack of theoretical and empirical research on the characteristics of tourism destination brand marketing. The brand marketing system of tourism destination based on the overall interests of the region has important guiding significance to the marketing practice of tourism destination. Based on the theory of marketing, this paper constructs the brand marketing theory system of tourism destination based on the overall interests of the region. This paper introduces the brand marketing of tourism destination in Ukraine as a case study, Starting from the status quo of tourism brand marketing in Ukraine, this paper expounds the existing problems of tourism in Ukraine, and finally puts forward some countermeasures to improve the brand marketing of tourism destination in Ukraine. And tries to apply the conclusion of brand marketing of tourism destination based on the overall interests of the region to tourism practice.

Key words: Ukraine, tourism destination, integrated marketing, new media marketing, internet plus, tourism brand, brand marketing.

Problem statement and analysis of recent research. Tourism is the product of the development of social productive forces to a certain stage and the higher level of consumption demand formed by people on the basis of meeting the basic living needs. When people are in the stage of well-off, the desire for tourism is gradually strengthened, and the demand for tourism is increasingly individualized and diversified. When the stage of prosperity is reached, the demand for tourism is gradually brand. Tourism has entered the stage of brand development and transferred to brand consumption, which represents a cultural symbol.

Tourism is recognized as the first sunrise industry in the world, and it is also one of the most dynamic emerging industries and new economic growth points in various industries of China's na-

tional economy in recent years. With the vigorous development of tourism, we find more and more that image is one of the key factors to attract tourists. The deep development of tourism resources, the effective promotion of tourism market and the efficient operation of tourism industry can not be separated from marketing. Obviously, tourism marketing will play an increasingly important role in the development of tourism in the future. Tourism marketing includes: brand marketing in order to enhance the overall competitiveness, many provinces and cities in China have regard tourism industry as the leading industry and priority development industry, tourism development momentum is very rapid, tourism market competition is becoming increasingly fierce. Tourism marketing competition presents an important feature: the

stage of "product marketing" of tourism is gradually giving way to "brand marketing", tourism marketing has entered the era of brand competition, and "brand power" has become the core competitiveness of modern tourism industry.

According to Mr. Liu Yongju, "the brand is something that satisfies the emotional value of the consumer corresponding to the product, not a simple symbol, a trademark or packaging. Brand is the added value of the product, the identity of an emotional benefit attached to the product, and the satisfaction of the emotional value of the corresponding group of the product". The connotation of tourism brand is different because of the different understanding of brand connotation. The tourism brand in a narrow sense refers to the brand of a certain tourism product, and the tourism brand in a broad sense has the brand of a single product, the brand of a tourism enterprise, the brand or chain brand of a tourism group, the brand of a public product, the brand of a tourist destination, and so on, which is structured to include a single product "brand". According to Yao, "Tourism brand is a kind of benefit commitment which can bring unique spiritual enjoyment to tourists. It is based on the uniqueness of tourism resources or tourist regions and is related to a specific tourism product or tourism product group and shows the source and standard of this commitment. Tourism brand is mainly operated by tourism enterprises and takes the corresponding tourism products as the carrier, but it has a close relationship with tourism resources and tourism regions".

Deng Hui and Lu Weimo believe that "tourism brand is a comprehensive concept that integrates the quality, characteristics, name, logo, personality image and market influence of tourism products. It is an important factor to further consolidate and expand the tourism market, enhance market competitiveness, enhance the overall image of tourism, and promote the healthy and rapid development of tourism in a country or region". Wang Chunlei believes that "tourism brand refers to the product or service pattern or its combination used to identify one or a group of tourism enterprises, which is a comprehensive embodiment of the quality, value and reliability of tourism products or services to meet the utility of tourists". According to the nature of the main body, they divide the tourism brand into tourism destination brand, tourism enterprise brand, tourism product brand and tourism service brand.

Liang Mingzhu believes that "tourism brand is the sum of tourists' cognition of tourism area, the individualized expression of regional tourism, which can bring unique spiritual enjoyment to tourists and bring social, economic and environ-

mental benefits to tourist destinations. From the consumer's point of view, brand is a comprehensive concept formed by consumers' perception of products, services or spatial scope under the influence of relevant information". Wang Qiong and others think that brand is a kind of name of tourism product, brand also shows as tourism brand name, mark, symbol or their comprehensive application.

From the current research, most researchers mistakenly equate the destination tourism image with the destination tourism brand. In fact, the destination tourism image and the destination tourism brand are two concepts that are both related and different. In many cases, the two overlap, because to some extent, the destination brand also refers to the image of the destination in the eyes of tourists. Image is the psychological carrier of brand, and the process of building brand is also the process of establishing image. But destination image can not be simply equivalent to destination brand, the concept of destination image is diverse, generalized and abstract and the concept of destination brand is unified, distinct and concrete.

The aim of the study. Tourism destination brand marketing refers to the brand marketing activities with government departments and tourism enterprises as the main marketing body and the human resources, natural landscape, tourism service and so on as the marketing content of tourism destination. Ukraine is rich in tourism resources. In the brand marketing of tourist destination, the marketing process is analyzed from the perspective of regional overall interests, and the brand marketing strategy of tourist destination is formulated, which is helpful to make up for the deficiency of brand marketing in scenic spots. Enhance the brand awareness of tourist destinations. From the perspective of the overall interests of the region, this paper analyzes the successful experience and shortcomings of tourism destination marketing in Ukraine, explores the methods and strategies to promote tourism destination marketing, and better promotes the development of tourism in Ukraine. At the same time promote the rapid growth of the economy.

Material and research methods. Empirical Analysis Brand Marketing of Tourism Destinations in Ukraine. Tourism is a kind of pre-consumption product. Consumers can not choose goods intuitively like traditional consumption activities and form rapid consumption after payment. Therefore, the influence of tourism product brand on consumer purchase decision is particularly important. In the modern marketing concept, brand can be said to be the core and soul of marketing. As one of the important factors to attract consumers to buy, brand should convey to consumers the unique image and the attraction of tourism prod-

ucts. Brand is the sum of the relationships between products and services and consumers. It is not only a sign, symbol, but also the experience and feeling of consumers consuming a certain product. Behind each brand is a product and service to support the brand image and concept, but at the same time, the brand must go beyond this product or service, and exist relatively independently. Brand integration marketing has many successful precedents in the world, and Hong Kong has launched a theme every few years, which has successfully attracted a large number of tourists. The stage of "product marketing" of tourism is gradually giving way to "brand marketing", tourism marketing has entered the era of brand competition, "brand power has become the core competitiveness of modern tourism", that is, who can build the most powerful and well-known tourism brand, Who has the future tourism market. In the 21st century, the global economy is integrated into the trend of brand economy development, Ukraine tourism ushered in the era of brand management, we should seize this form to develop their own tourism.

Research results and discussion. *Tourism development in Ukraine* is conducive to the increase of local employment opportunities. For every 1,000 tourists, there are 1,000 jobs guaranteed (200 in tourism enterprises and 800 in related industries), while the cost of establishing a job in tourism enterprises is about 20 times lower than that in the industrial range. Tourism is a major source of foreign exchange earnings because it exports services to foreigners.

The two pictures above show the large number of foreign tourists in Ukraine in recent years, which shows that the tourist attractions in Ukraine are still very attractive. In 2016, the simplified visa process for Chinese tourists was started at

the airports of "borispol" (Kiev) and "Odessa" in Ukraine, and the visa processing time was equal to 15 to 20 minutes. As a result, the flow of tourism from China has soared. At a press conference marking the 25th anniversary of China's diplomatic relations with Ukraine, Chinese ambassador John Dewey said the number of Chinese citizens visiting Ukraine from China in 2016 was 20,600, the highest number in the past 10 years. However, it must be admitted that most of the Chinese visitors to Ukraine are businessmen, while the number of tourists is only 536. If Ukraine underestimate China's huge market and Ukraine will lose hundreds of billions of dollars in profits. According to the world travel and tourism council, Chinese people increased their spending in foreign countries by more than 10 percent after 2004, and by 25 percent in 2019 to \$2920 billion. According to this, the flow of outbound tourism in China is expected to exceed 200 million people by 2021, and the relevant investment will reach 3 trillion yuan (over 3.4 billion us dollars). The simplification of the visa system has boosted tourist flows from China. Historically, the largest number of foreigners entering Ukraine has been from border countries, whose share has gradually declined from 85.5 percent to 80.7 percent since 2016.

Data released by the China tourism academy shows that it has become easier for Chinese tourists to travel to Europe as a number of new routes to Europe have been opened across China. In the first half of 2019, 3 million Chinese tourists visited Europe. Central and eastern Europe and the silk road countries are getting a lot of attention. Key silk road hubs such as Georgia, Armenia and Azerbaijan and Ukraine are also becoming popular destinations for Chinese tourists, according to booking data from brilliance CITS.

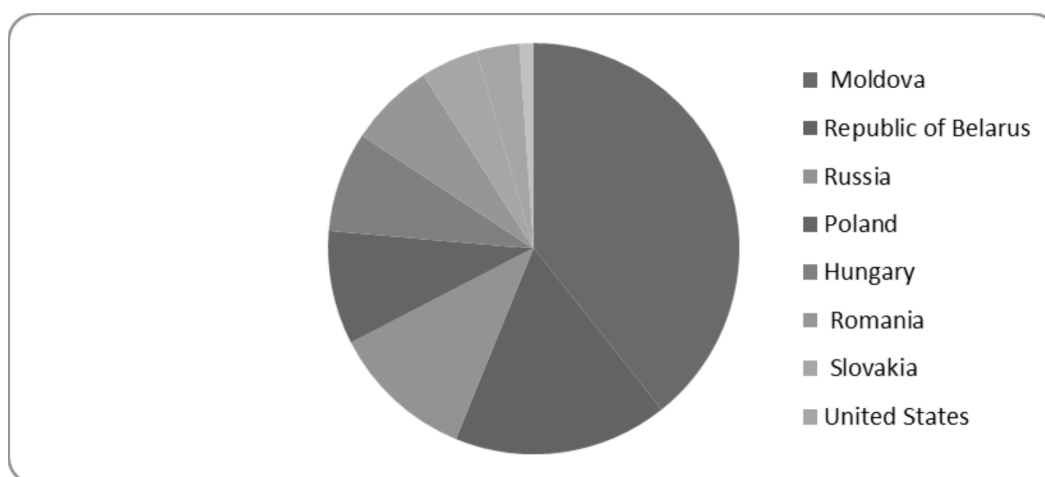


Fig. 1. Distribution of inbound tourism in Ukraine.

Source: the State Statistics Service of Ukraine.

Table 1 – Top10 Number of tourists to Ukraine in 2018

The serial number	country	The number of people
1	Egypt	902600
2	Turkey	515582
3	Turkmenistan	297744
4	India	284956
5	China	243729
6	USA	230462
7	Lebanon	229484
8	United arab emirates	115887
9	Belarus	66400
10	Germany	41576

Source: the State Statistics Service of Ukraine.

Table 2 – Number of tourists who served tourist firms of Ukraine, by type of tourism (persons)

	Number of tourists who served tourist firms of Ukraine, total	Of which by		
		foreign tourists	outbound tourists	domestic tourists
2000	2013998	377871	285353	1350774
2001	2175090	416186	271281	1487623
2002	2265317	417729	302632	1544956
2003	2856983	590641	344,332	1922010
2004	1890370	436311	441798	1012261
2005	1825649	326389	566942	932318
2006	2206498	299125	868228	1039145
2007	2863820	372455	336049	2155316
2008	3041655	372752	1282023	1386880
2009	2290097	282287	913640	1094170
2010	2280757	335835	1295623	649299
2011	2199977	234271	1250068	715638
2012	3000696	270064	1956662	773970
2013	3454316	232311	2519390	702615
2014	2425089	17070	2085273	322746
2015	2019576	15159	1647390	357027
2016	2549606	35071	2060974	453561
2017	2806426	39605	2289854	476967
2018	4557447	75945	4024703	456799
2019	6132097	86840	5524866	520391

Source:

1. Data exclude the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and temporarily occupied territories in the Donetsk and Luhansk regions.

2. 2000-2010 based on data from the Ministry of Infrastructure of Ukraine, since 2011 based on data from to the State Statistics Service of Ukraine.

The impact of COVID-19 on demand for mass tourism

Sensitive to the development of tourism, tourism product has the vulnerability, easily affected by various factors, such as natural, social, political, economic and policy aspects of influence, but throughout the development of tourism, is affected by the epidemic is not a lot of see, SARS in 2003 has on tourism brings shocks, but compared

with the 2020 COVID - 19 is not very great. New type of pneumonia outbreak spread all over the world, made a great impact of tourism at home and abroad, Ukraine issued suspended tourist enterprise management activity, include transportation, hotel, tourism attractions, almost all enter a state of stagnation, as a typical representative of tourism, the outbreak of tourism income of tourism, tourist visitors and tourism image, tourism

employment caused serious influence. The impact of coVID-19 is widespread, and the entire social and economic development has undergone a major adjustment, including tourism. Despite the desire to travel, the scope of travel remains limited, according to the McKinsey report. After COVID-19, there have been significant changes in mass tourism demand, which are mainly reflected in the following aspects:

1. Tourism consumption is still a growing trend

According to the 2019 national economic data, China's gross domestic product is close to 100 trillion yuan, or us \$10,276 per capita in terms of the average annual exchange rate. The general rule of tourism development is that when a country's per capita GDP reaches us \$3,000-5,000, it will enter a period of explosive growth of tourism consumption. According to the Big Data Report of China Tourism Consumption 2018, the travel capacity index of Domestic residents reached 17.8% in 2018, and the popularity of tourism consumption has become a trend. In the household consumption expenditure, the proportion of development and enjoyment consumption expenditure has greatly exceeded the proportion of survival consumption expenditure, and China's consumption structure has on the whole shifted from subsistence to development and enjoyment, which has created conditions for the rapid growth of tourism consumption. The data in China Tourism Consumption Big Data Report 2018 shows that from 2016 to 2018, the high net worth customer group, urban leisure group and mass consumer group have contributed nearly 50% of the total amount of tourism consumption. It can be seen that the potential of tourism consumption needs to be further explored.

2. Change of mass tourism consumption distance

On July 9, 2020, BigData Research released an analysis Report on China's Tourism Industry in the first Half of 2020, which investigated users' travel intentions after the epidemic. Since the outbreak of the epidemic, people's willingness to choose short and medium distance travel has more than doubled, from 20.8 percent before the epidemic to 75.9 percent. Ctrip released the Report on The Renaissance of Peripheral Tourism within The Province. In April, the number of tourists within the province and around the city increased by 220% compared with March, which has become the absolute main force in the current tourism consumption market. At the same time, the frequency of customized leisure travel around the city, including rural travel, also increases to different degrees, and may even become a high-frequency consumption trend. According to the big data of

Hornet's Nest tourism, after the epidemic in 2020, tourists are more likely to seek niche destinations with fewer people and beautiful scenery, and rural tourism has become a popular choice. Since July, the search heat of "rural tourism" keywords on the platform has increased by 184% month-on-month. According to the data center bedad, after the impact of the outbreak of the new champions league, in the domestic mini-vacations become the user's preferred, before the outbreak of the user to travel outbound tourism accounts for more than half way, followed by the domestic long-distance swimming, after the outbreak of residents' willingness to spend and willingness to travel restrictions, especially labor time the qingming festival vacation in April and may, some spots open, in the domestic mini-vacations become the first choice for most people. From the above data, it can be seen that in the "post-epidemic era", for the sake of prevention and control, the public's demand for future tourism will be released in the medium and short-distance tourism represented by peri-urban tourism, which will show a trend of high frequency. In order to meet the personalized tourism needs of the middle class, high-end customized tourism products may also have more development. After the epidemic, everyone needs to get rid of the confusion of staying at home and get in touch with nature and enjoy the flying mood. However, at the same time, there are many safety concerns. "Don't travel far" has become a daily routine of public travel.

3. Changes in the consumption experience of mass tourism

In terms of consumption experience, mass tourists will no longer take a cursory and extensive tour as before, but tend to pay more attention to health. What they need is a sense of tranquility and health, safety and rest, and a sense of integration into nature to let their minds and bodies fly. What they need more is a deeper immersive experience. Travel involves deep personal experience, and travel companies need to understand all aspects of travel from a broader perspective, so as to design more intimate experience products for travelers.

Brand Marketing of Tourism Destination in Ukraine. Autumn 2019, the popular international tourism portal Lonely Planet (Lonely Planet) released a list of the best tourist destinations for 2020, including many relatively unknown and exotic places. But none of the 40 places on the list has anything to do with Ukraine. Ukraine itself had abundant natural and cultural resources, but it was lacking in their use. Subsequently, the Government of Ukraine approved a three-year development plan for the Carpathians, covering the

Carpathians, Ivano-Frankovsk, Lvov and Chernovce regions.

The difficulty of obtaining information about Ukraine is one of the main factors impeding the flow of foreign tourists to the country. A successful example of Ukraine's efforts in recent years to popularize tourism through the Internet is the Kyiv tourism portal, where virtual 3 D tours, updated maps of the region and other useful information are now available. The announced single tourism portal could be an engine to enhance Ukraine's tourism potential online. One can only hope that developers will not be limited to one language version, but will also add English, and it is best to also add the language of most visitors to Ukraine. First of all, many service personnel in Ukraine still have a low understanding of foreign languages and even English, and Ukraine still has a long way to go in language communication. Secondly, the development of tourism in Ukraine requires a number of legislative reforms, mainly in the areas of hotel classification and travel agency licences.

Ukraine is indeed far behind Europe, and to be competitive, it needs to enter Europe as soon as possible. Despite the lack of such "modest" attention to the development of tourism in recent years, Ukraine has been able to significantly increase tourism revenues from the national budget in 2019 (thanks to the Chernobyl series). In just nine months of last year, Ukraine's budget received nearly 127 million tourists, more than the figure for the whole of last year.

At present, it is the key period of Ukraine's economic structure transformation and the key period of Ukraine's tourism resources development and construction. The proposal of global tourism also provides direction guidance and development opportunities for the development and construction of tourism resources. The development and construction of tourism resources and the promotion of tourism brand in Ukraine should be a long-term and dynamic process, which requires us to give more attention, better protection, better development and inheritance. Based on the overall interests of Ukraine, brand marketing of tourism destination is the common responsibility of government tourism department, tourism industry organization, tourism enterprise and local residents, in which the government is the core subject of tourism brand marketing. Problems in the development of tourism in Ukraine are as follows:

1. The location condition lacks the superiority, the infrastructure construction needs to be perfected. Ukraine is located in the middle of Europe, most of the territory is plain and hilly, there are the Black Sea, the coast of the Azov Sea and the Dnepr River area, the main mountains in

the territory of Ukraine Carpathians. Ukraine is between marine climate and continental climate, winter is cold, temperature difference is large, the overall tourism development lacks advantage. Although the Ukrainian state strongly supports the development of tourism, it still faces the problems of imperfect infrastructure construction, lack of flow of industrial elements, and relatively backward innovation and entrepreneurship system. Special location conditions make Ukraine because of remote areas, scattered scenic spots, poor road conditions, poor service facilities and other problems resulting in low tourist experience, is not conducive to word-of-mouth publicity.

2. Tourism brand influence needs to be promoted urgently, core competitiveness is weak.

The development of tourism resources in Ukraine is showing a growing momentum, and local governments have issued some help policies, but the famous tourist attractions have few characteristic brands, low visibility of tourism resources, insufficient publicity, low level of resource development, and weak overall development level. In the increasingly fierce competition of tourism resources and the transformation of tourism competition into brand competition, the core competitiveness of tourism resources in Ukraine needs to be promoted urgently, and the integration of industrial development should be increased to promote regional economic development and cultural revitalization.

3. Traditional propaganda marketing as the main, lack of new media means.

Ukraine's scenic spots pay great attention to the promotion of brand market competitiveness and have participated in international tourism promotion meetings and other activities. These measures have played a positive role in the creation of Ukrainian tourism brands. However, the traditional marketing methods are still the main ones.

Conclusions. According to the above problems, the marketing countermeasures of Ukrainian tourist destination brand are as follows:

1. Branding of Ukraine's tourist destinations from a regional perspective.

After the implementation of brand positioning strategy, the brand positioning of tourism destination makes the popularity of destination greatly improved. The brand positioning of tourism destination should fully consider the overall interests of the region, and can not only realize the single industry development of tourism. The brand of tourist destination should reflect the whole form of destination, and the brand orientation of tourist destination should fully reflect the resources and cultural characteristics of destination. Tourism destination brand positioning should not only consider the devel-

opment of tourism, but also fully consider other economic and social development in the region. In addition to displaying its unique national characteristics, Ukraine can also convey its good living environment, investment environment and other information in its brand positioning. In the process of brand marketing practice, the government is the leading multi-level brand marketing subject. For example, develop characteristic cultural industry and agricultural manor.

Ukraine has a long history and is a famous historical city in the world. Ukraine has many tourist attractions, such as St. Sophia Cathedral. Ukraine is known as a granary in Europe, with the best wineries, and even one of the largest wineries in the former Soviet Union, brandy and wine. Therefore, we can develop ecotourism manor with abundant grain resources, and develop processing experience activities which integrates agricultural products picking, fruit processing and food winery production. Carry out agricultural catering, leisure farm and other leisure activities. Through the development of characteristic cultural folklore exhibition, the establishment of cultural museum, folk performance of characteristic drama, etc., to create characteristic cultural brand and develop cultural industry. We should increase the innovation of tourism products, encourage local residents to carry out deep processing of agricultural and sideline products, increase the added value of agricultural products, promote industrial transformation and upgrading through the integration of tourism and cultural industries with agriculture and industry, and convey a coherent destination tourism image to consumers in a coordinated manner.

2. The government helps to promote brand advantages. Increase the pace of infrastructure construction, improve the scenic area management system. Tourism development planning should consider the infrastructure construction of tourism development planning and take into account tourism function on the basis of ensuring public infrastructure. Perfect infrastructure is the basis of tourism development, to enhance Ukraine's brand influence. First, we should be able to "go out" and "bring in ", implement road reconstruction projects, and improve traffic quality. Second, in the construction of scenic spots, Ukraine can use advanced management experience to set up tourism development associations to build bridges between scenic spots and the government, people, tourists and enterprises. Give full play to the management role of the association to the industry and scenic spots, constantly improve the level of management development, and promote more efficient, more scientific and better development of scenic spots.

According to the requirements of Ukraine to build an international tourist city, Ukraine should not only guarantee the domestic tourism market, but also further develop the international tourism market. The promotion of tourism image in the international tourism market needs to be supplemented by the promotion theme slogan matching with the international requirements. In the construction of Ukraine's international tourism city, it is necessary to create a tourism propaganda card which can accurately represent the characteristics of Ukraine's tourism personality and spread it in the international market.

3. Implement integrated marketing to spread tourism destination brand. Image communication is a planned and complete process, and the whole communication activity is carried out step by step according to the overall goal of tourism destination planning according to its image. The promotion and promotion of successful tourist destinations greatly benefit from the systematic and effective marketing strategy of destination marketing organization mechanism. the Tourism Development Commission of Ukraine organizes various forms of domestic and foreign tourism promotion activities, and requires the participation of tourism departments and key tourism enterprises in the states. At the same time, in order to prevent this kind of propaganda activity from becoming a mere formality, the state tourism development committee should make clear and specific promotion plans every year to ensure the planning and standardization of tourism promotion and promotion activities. For three consecutive years, Ukraine has designated it as the "year of tourism promotion" to carry out tourism promotion and promotion in foreign markets, including Russia, China, France, Poland and so on, in order to enhance the international visibility of Ukraine's tourist attractions. Full use of festival and exhibition promotion, major events promotion and other tourism promotion methods .

4. Focus on marketing promotion, build tourism brand. Use the Internet to expand marketing channels. The development of tourism industry can not be separated from brand marketing and advertising promotion. Tourism marketing is also the main way to expand sales and improve economic efficiency. In carrying out tourism propaganda and promotion, Ukraine should realize that under the background of the media era, government construction, product promotion, public service advertising, knowledge propaganda and so on can not be separated from the Internet platform. To this end, Ukraine should fully tap Internet resources, through the public number, short video, Web number, web page top advertising

and other ways to expand visibility. Through the government "image marketing", enterprise "product marketing", residents "service marketing", Ukraine's popularity in the development of tourism continues to improve, attracting more tourists to come. To evaluate the effect of brand marketing, the marketing communication of tourism activities mainly through tourism promotion meetings, conferences and exhibitions, experience activities, inspection activities, sports events, festival activities and other forms, using and holding large events, traditional festivals, specific places and other forms of marketing activities. The purpose is to attract public attention and establish a distinct brand image of tourism destination in the eyes of tourism consumers. Marketers should evaluate the effect of brand marketing in time to guide future marketing activities. Brand marketing evaluation index system of tourist destination can be divided into three levels of tourist impression of tourist destination indicators including brand emergence, brand recall, tourist satisfaction, brand image.

5. Strengthen modern information infrastructure and establish cooperative resource sharing. The infrastructure construction of scenic spots should take into account the subsequent development of scenic spots. While paying attention to the construction of traditional tourism infrastructure, we should pay attention to the construction of Internet, innovation industry and other related infrastructure, and build modern information incubator park, creative training center, etc. To help Ukraine realize the deep integration of traditional tourism and modern Internet innovation industry, and provide a good foundation for the future development of tourism in Ukraine. At the same time, we can carry out industrial integration liaison through the Internet, attract investment, develop tourism dedicated lines, develop online sales, online booking, online statistics. In addition, through the construction of online museums, online 3D and other historical allusions, on the scenic spots can automatically tell the story of scenic spots, through these ways can effectively enhance the tourist experience, Help tourists better understand Ukrainian history, inherit the spirit of ancient towns, and carry forward ancient town culture.

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Дослідження маркетингу брендів на основі туристичних напрямів в Україні

Ляньфен Чжан, Данько Ю.І., Чжуаньцин Чень

Туристична дестинація – це місце, яке приваблює туристів для короткочасного перебування і відвідування. Конкуренція в галузі туризму з кожним днем зростає, а конкуренція між туристичними напрямками перетворилася на конкуренцію брендів. Маркетингова марка туристичних напрямків належить до маркетингової діяльності торгової марки, в якій як маркетингові об'єкти беруть участь державні департаменти та туристичні підприємства, а культурні ресурси, природні ландшафти та туристичні послуги туристичної дестинації стають маркетинговим змістом. Маркетинг брендів відіграє важливу роль

у маркетингу туристичних напрямків, але поточні дослідження пов'язаних з ними проблем маркетингу брендів все ще відносно поверхневі, відсутні теоретичні та емпіричні дослідження характеристик маркетингу торгових марок туристичного напрямку. Система бренд-маркетингу туристичного напрямку, заснована на загальних інтересах регіону, має важливе керівне значення для маркетингової практики туристичного напрямку. Спираючись на теорію маркетингу, в цій роботі побудована система теорії маркетингової діяльності брендів туристичного призначення, виходячи із загальних інтересів регіону. Цей документ представляє маркетинг брендів туристичних напрямків в Україні як приклад. Починаючи зі статусу кво маркетингу туристичних брендів в Україні, цей документ викладає існуючі проблеми туризму в Україні і, нарешті, пропонує деякі контрзаходи для вдосконалення маркетингу бренду, а також застосувати висновок про бренд-маркетинг туристичного напрямку, виходячи із загальних інтересів регіону, до практики туризму.

Ключові слова: призначення туризму, інтегрований маркетинг, маркетинг нових медіа, інтернет плюс, бренд туризму, маркетинг бренду.

Исследование брендового маркетинга на основе туристических направлений в Украине

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Туристическая дестинация – это место, которое привлекает туристов для краткосрочного пребывания и посещения. Конкуренция в сфере туризма растет день ото дня, и конкуренция между туристическими направлениями превратилась в конкуренцию брендов. Марке-

тинг бренда туристического направления относится к деятельности по маркетингу бренда, в которой в качестве маркетингового объекта принимают участие государственные ведомства и туристические предприятия, а в качестве маркетингового содержания – культурные ресурсы, природный ландшафт и услуги туристического направления. Маркетинг брендов играет важную роль в маркетинге туристических дестинаций, но текущие исследования проблем, связанных с бренд-маркетингом, все еще относительно поверхностны, отсутствуют теоретические и эмпирические исследования характеристик маркетинга брендов туристических дестинаций. Система бренд-маркетинга туристического направления, основанная на общих интересах региона, имеет важное руководящее значение для маркетинговой практики туристического направления. Основываясь на теории маркетинга, в данной статье строится система теории бренд-маркетинга туристического направления, основанная на общих интересах региона. Этот документ представляет бренд-маркетинг туристического направления в Украине в качестве примера. Исходя из статус-кво маркетинга туристических брендов в Украине, в этом документе излагаются существующие проблемы туризма в Украине и, наконец, предлагаются некоторые контрмеры для улучшения маркетинга бренда, а также применить вывод бренд-маркетинга туристического направления, основанный на общих интересах региона, в туристической практике.

Ключевые слова: направление туризма, комплексный маркетинг, маркетинг в новых медиа, интернет плюс, туристический бренд, маркетинг бренда.



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