

## BRANDING TOURISM SERVICES IN GLOBALIZATION CHALLENGES

**Likhonosova G.S.**

PhD of Economics,

Assistant Professor of Tourism Department,  
Kremenchuk Mykhailo Ostrohradskyi National University

The article describes the possibilities of the modern market of tourist services, in particular through marketing tools, the formation of a tourism service brand through Internet advertising, which provides the tools for the advertiser to reach the target audience on a global scale. It is noted that the Internet in Ukraine is developing much faster than any other means of advertising. It has been proved that the use of social networks to promote tourist products also significantly reduces the costs of implementing communication policies. The main means of promoting tourism business in social networks were found: creation of own web-site, creation of own page in social network, promotions and competitions in social networks, viral marketing, targeting advertising, "people radio" among participants of already formed groups.

Differentiation of the brand of a tourist organization will be effective if the customer's self-concept and the image of the brand-identified organization are identical, so this brand must have its own personality, vintage image. Each brand of tourist organization is designed for consumers of a certain type. Consumers will strive to buy services

with individuality, corresponding to their values, life style, social status. The choice of strategy for the differentiation of the brand organization is also determined by the features of its internal and external environment.

A strategy for differentiating a brand requires the organization carefully calculated and worked out estimates of expected profit compared with the costs incurred, as in the implementation of this activity, the following risks (dangers) are possible: unreasonably high price for the services of the new brand; the inability of the organization to distinguish such a characteristic of services that is valuable to customers; ignoring the company when creating a new brand the need to bring to consumers information about its values and individuality, etc.

Thus, the possibilities of a global Internet computer network allow it to be used as an effective tool in the activities of travel agencies, primarily in marketing. The Internet network allows travel companies to join modern technologies, opens up new forms of work with clients, provides an opportunity for constant interaction with partners, as well as access to various information sources.