

## BRANDING OF A TOURIST ENTERPRISE: STRATEGIC ASPECT

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The relevance of the study can be explained due to the fact that the state of development of the tourist market is accompanied by a business activity, increased competition in the domestic and foreign markets, changing needs and preferences of the tourists. The survival and development of enterprises of the tourism industry require a responsible approach to the development of the brand. Branding is necessary for the individualization of the image of a company, creating in consumers' minds the appropriate image and attachment to a particular company; it helps to form and maintain the image of the company, to compete in the market.

Considering the concept of company branding, it is important to pay attention to the fact that branding is a set of components such as brand name, trademark, and brand. It is offered to understand the brand name as the name, under which a product or service in the market can be advertised and promoted, on the other hand – the expression of the image, reputation of the enterprise, consumer characteristics of goods or services.

The author offers to understand the brand of a tourism company as the image of the company or services, which are provided there, created by the communicative impact in the minds of consumers, which includes a set of properties, quality characteristics, emotional and psychological states before and after the purchase and consumption, associations with certain advantages and benefits.

It should be taken into consideration that the terms “city brand” and “country brand” are used in the tourism industry.

Let's suppose that the country brand is a set of characteristics that reflect its unique features compared to other countries, show national traditions, relationships with other countries, possession of certain resources and wealth.

According to the author's opinion, branding is a long-term process of formation of company image and the creation of a positive image of the company or product, or service in the minds of consumers, which can be achieved by virtue of the use of an effective set of modern marketing communications. Successfully developed and popular brand continues to advertise itself to some extent.

In our opinion, tourism branding involves the formation of preferences (tourist attraction) of tourist destinations' places in the management and promotion of the image of tourist activity of the city or the country through tourism brand, which consists of a visual image and slogan.

Successful branding is the result of effective strategic management, management of the company development. The author has worked out the model of the branding company in the context of the strategic management of the development. The analysis of the strategies that can be used in the formation of the brand is conducted.

The model of strategic development of a new brand positioning in the tourist market is investigated.

The development of an effective system of brand management allows the company to generate competitive advantages and stably operate in the market. Under the brand management it is offered to understand a set of management functions for the devel-

opment, promotion, positioning, support and preserve the brand to sustain and increase employment market position.

Tourism market is very saturated, every year there are new players, so it is important to continuously improve the brand management.