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CONSIDERING THE PSYCHOLOGICAL COMPONENT IN DEVELOPING THE TOURIST TERRITORY BRAND

The article analyzes the main approaches to the formation of the brand of tourism territory. It is determined that in order to create the brands of tourism territories is not only creating a positive and attractive image of the region or other place but the spread of the image in space to obtain maximum benefits and gains for its residents. We have found that such human factors as information from the media, the Internet, myths play an important role in the forming of the tourism territory image. Besides choosing one or another tourism product buyer prefers that, as it seems to fit his character. Consumers make their choice on the basis of a holistic image of the tourism product, which is formed by the interaction of their ideas about important features of a given product group, information, advertising, communicating with others, prices, tourism product availability.

Getting emotions, their own feelings and experiences, no matter what – sensory or mental – are important psychological aspects while developing the brand of tourism territory.

Key words: brand, brand of tourism territory, image, nation identity, cultural heritage.

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ВРАХУВАННЯ ПСИХОЛОГІЧНОЇ СКЛАДОВОЇ ПРИ РОЗРОБЛЕННІ БРЕНДУ ТУРИСТИЧНОЇ ТЕРИТОРІЇ

В статті проаналізовано основні підходи до формування бренду туристичної території. Визначено, що метою створення брендів туристичних територій є не тільки формування позитивного і привабливого образу регіону або іншого місця, але і поширення цього образу в просторі для отримання максимальної користі й вигоди для його жителів. Встановлено, що важливу роль у формуванні туристичного образу території відіграють такі людські фактори, як інформація зі ЗМІ, Інтернет, міфи. Окрім того, при виборі туристичного продукту покупець віддає перевагу тому, який, як йому здається, відповідає його, покупця, характеру. Споживачі здійснюють свій вибір на основі цілісного образу туристичного продукту, що формується у них в результаті взаємодії їхніх уявлень про значущі якості для даної продуктової групи, інформації з реклами, спілкування з іншими людьми, ціни, доступності туристичного продукту.

Отримання емоцій, власних відчуттів та досвід, неважливо який – чуттєвий або інтелектуальний, – вагомі психологічні аспекти при розробленні бренду туристичної території.

Ключові слова: бренд, бренд туристичної території, імідж, ідентичність нації, культурна спадщина.

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УЧЕТ ПСИХОЛОГИЧЕСКОЙ СОСТАВЛЯЮЩЕЙ ПРИ РАЗРАБОТКЕ БРЕНДА ТУРИСТИЧЕСКОЙ ТЕРРИТОРИИ

В статье проанализированы основные подходы к формированию бренда туристической территории. Определено, что целью создания брендов туристических территорий является не только формирование положительного и привлекательного образа региона или иного места, но и распространение этого образа в пространстве для получения максимальной пользы и выгоды для его жителей. Установлено, что важную роль в формировании туристического образа территории играют такие человеческие факторы, как информация из СМИ, Интернет, мифы. Кроме того, при выборе туристического продукта покупатель отдаёт предпочтение тому, который, как ему кажется, соответствует его, покупателя, характеру. Потребители осуществляют свой выбор на основе целостного образа туристского продукта, который формируется у них в результате взаимодействия их представлений о значимых качествах для данной продуктовой группы, информации из рекламы, общения с другими людьми, цены, доступности туристического продукта.

Получение эмоций, собственных ощущений и опыта, неважно какого – чувственного или интеллектуального, – весомые психологические аспекты при формировании бренда туристической территории.

Ключевые слова: бренд, бренд туристической территории, имидж, идентичность нации, культурное наследие.

✎ The problem is of forming the image of the territory, region has practical social and psychological and economic significance, since territorial symbolic capital, a positive image of the territory and successful brand – is a tool of economic competition and an instrument of struggle for recognition, the key to attracting investment to the development of the country, region, city, rising tourism flows, the development of local infrastructure. One of the possible options to declare a competitive advantage in the market and increase the attractiveness of territories for potential tourists and local population – is creating an attractive brand of tourism territory.

In the era of globalization, which erases national and cultural borders between countries and represents the time of global corporations and global brands the necessity of having your own unique image is great as ever. This is because any territorial entity related to multiple messages channels from other areas – transport, communications, finance, energy and many others. In modern conditions territorial units - regions, municipalities, the population is the subject of competitive relations to involve various factors of production - capital (investment and budgetary resources, labor, tourists, etc.). In a constantly growth of competition under equal conditions of managing marketing of any territory, namely such marketing categories as brand and image are important when comparing geographical areas which are in almost identical economic conditions. In this regard, more and more countries and cities are specifically dealing with the promotion of their territories and the formation of its own brand, which determine the attractiveness of tourism territory [12]. In the context of globalization, they lead, on the one hand, to increasing competition of territories, on the other – to the differentiation of their economic specialization, territorial marketing plays the particular role. In terms of investment attractiveness and attractiveness for living territory image is considered, one of the key components of which is the brand. By virtue of this marketing and branding as the process of formation, development and support of brand territory is becoming an integral part of the modern territorial strategic planning [6].

✎ Fundamental scientific work, which started the studying the brand of tourism territory was tourism the paper of F. Kotler "Marketing. Hospitality and tourism". A significant contribution to solving the problem of branding territories study have made foreign and Russian scientists Anholt S., Vizhalov D., Kotler F., Makatrova N. Smirniahin L. and others. Bogush D., Laba V., Nahorniak T. are engaged in applied aspects of national brand development and branding the regions of Ukraine.

✎ Territory branding in tourism – is a relatively new trend that is not common, proven over the years and universal creating and promoting technologies. Today, available works, which mainly cover the general provisions of creating the brand of tourism territory and little attention is paid to the psychological aspects. In this regard, particular relevance acquires the studying psychological component while developing the brand of tourism territory.

✎ The purpose of the article is to analyze existing approaches to the formation the brand of tourism territory and determining the psychological component while developing the brand of tourism territory.

✎ Currently, any region to promote tourism development has a developed complex of various marketing activities, including the increasing popularity of creating a positive attitude towards the region and its recognition – territorial branding.

Branding of cities and territories is now a dynamic industry where regions, cities try to present themselves for different audiences, mostly for tourism. According to Simon Anholt, the UK government advisor, who initiated the research of Index attractiveness of the city brands. (Anholt City Brands Index – CBI), the city has always been brands in the literal sense of the word, Paris – romance, Milan – style, New York – energy, Washington – power, Tokyo – modernity, Barcelona – culture, Rio de Janeiro – entertainment, etc. Large capital-cities are the economic and cultural centers of the nation, which become the platform of international competition in the capital, talent and fame. Brands of these cities are closely linked to the history, traditions international importance of cities and is an important factor in the competition for consumers, tourists, investment, prestige and impact [2].

Definition of national features and traditions are prerequisites for the development of territory branding, because the essence of brand consists not only of recognizable companies and products, but also of culture, with all its components: language, literature, music, sports, architecture.

Positioning the positive image of the region, which should be unique, is becoming a necessary condition for the development of tourism territory for which the brand is created. Tourism destinations branding plays a fundamental role in marketing of territory image and tourism destination marketing strategy and is the main tool in forming the destination image.

The term "brand" in the literal translation from English means "a stigma". The American Marketing Association defines a brand as a name, term, sign, symbol or any other feature, and combinations thereof, which are intended to identify the goods or services of one seller or group of sellers and to distinguish them from the goods or services of other sellers [14].

The analysis conducted in the last decade of researches in the field of territorial marketing allows identifying a number of trends, including the fact that marketing and territory branding are becoming the strategic direction of social and economic development and a major factor of territorial management, particularly for countries that actively operate at globally tourism market [10].

In general, the branding – is a new business philosophy, which is to create and maintain the attractiveness and prestige of the territory and attractiveness of resources focused on it and their realization [8].

Tourism brand – is known object or set of objects of natural, cultural and historical heritage, and a route that includes visits to these facilities, unique events, crafts, services, classes, which attracts large number of tourists. Tourism brands – are the outstanding monuments that are shown guests of the territory in the first place, without observing them the acquaintance with this territory is generally considered incomplete [7]. The idea of the brand is the result of a creative process of designing of associative and psychosemantical meanings in the perception of the region on the basis of common archetypes of the target audience at three levels:

- rational (benefits and advantages);
- emotional (pleasant feelings);
- spiritual (value brand to their needs and lifestyle).

In other words the brand of the city closely links tangible and intangible (including symbolic) territory resources [1].

While creating territory brands the target audience for which is allocated or highlights one or another characteristic of the place is important i.e. we need a so-called brands focusing. Tourists and travelers are interested in unusual natural attractions, special tourist routes, unique museums and their collections, places where famous people lived, places of memorable historical events, etc. But not every tourist is interested in a particular destination. Destination will simply lose their money if it is trying to attract all those who do travel. It is necessary to clearly identify target markets. In addition to well-designed target audience one should not forget about the image of territory, because the positive image is one of the main preconditions for increasing the demand for tourism product. A researcher in the field of management sociology and imageology Shepel V. M. without reducing image to appearance, nevertheless brings the concept of "image" out of the visual image, treating it as an individual look or aura generated by the media, social group or own efforts of the individual to attract attention, focusing it on the visual attractiveness of the individual, that quite narrows interpretation of the image [12]. Therefore, we can claim that a well-formed image plays an important role in the perception of the tourist area.

At present socio-economic conditions of areas, which have a unique competitive advantage in most cases, the only way is to get economic profit in the long run. These essential competitive advantages include tourist brand, which is the factor of economic growth for the territory and the formation of social identity of the region. Since the mass consciousness has many common notions of territory at the mention of which stereotypical set of major attractions and characteristics of countries and their peoples comes to memory, and that is and might be interested to the listeners in drawing their attention, and sometimes even to break a desire to see the reality of the information heard. In other words, the correct presentation of information on almost all territory may be the subject of mass interest and piece of mass notions.

By the definition of Voropaieva T. V. the identity of the nation – is its civilizational brand, socio-cultural niche of the country, a defining principle of foreign and domestic state policy. [2; p.186]. Therefore, the perception of a territory by tourist brand, which can be formed based on the mentality, social consciousness, the way of thinking of the people, allows tourist or even a resident of the area to associate a brand with their own emotions and feelings.

In this connection it should be emphasized that the brand should be focused not only on external customers, involvement of people, resources and orders that are necessary for the development of the region, but also for local residents, helping to create a sense of unity, patriotism and responsibility for his small native land. In this case we can say not only about the specific and directed correction of the method of the region if necessary, and its targeted advertising, but also the historical and cultural analysis of the uniqueness of the territory, as based on socio-cultural space, shared history, features of the regional culture the ideas of uniqueness, region originality are formed, which

is the key to success in creating a favorable territory brand.

However, the purpose of creating brands territories - is not only creating a positive and attractive image of the region or other place. This is also a desire to spread that image in space to obtain maximum benefits and gains for its residents as brand is not just a trademark or a territorial symbol;. This harmonious symbiosis of social and cultural environment of the region, its infrastructure, administrative and business links, investment attraction, authentic ethnic culture finally monuments that attract tourist flows [7].

Regional features, national traditions and historical memory of the people, ideologies, etc., create a complete image based on which we identify a country of the entire world community. It must be emphasized that in each region the set of branded historical and cultural characteristics – its own, and it is not constant. The study of domestic experts involved in the study of historical and cultural anthropology brands territories showed that, recalling images of specific areas, people produce a lot of attractive sights and events that really look as vivid branded characteristics. Such human factors as information from the media, the Internet, myths, etc. play an important role in forming the image of the tourism territory. When forming the tourism territory image tourism brand is the core on which information transmitted via communication (about objects, phenomena and events in the country that are not branded for it) is piling. This combination creates a subjective tourist image. If directly visiting countries and region is added to such combination - the objective image is formed (table 1) [7].

But we cannot close our eyes to the fact that the directed territory branding it is impossible to ignore their negative characteristics that are highly spread in the mass mind, and which to be gradually soften [6, p. 9].

While developing the tourism brand as a system of identification specialists seek to create a set of visual signs that ideally have semantic meaning (symbol, color, slogan, image, etc.) and allow establishing the link between tourism brand and buyers, to set a clear position of tourism brand in the system of values and preferences of consumers [6].

Visualization tourism destinations brands in the form of a logo or trademark, being the quintessential branding process, is based on several stylistic approaches, as international practice shows:

1. Children's picture, children's animation, style, tell consumers that tourism is cheerful, childishly directed, with open human activity.
2. Flowers as national symbols or symbols of hospitality and cordiality.
3. The colors of the national flags as the basic elements of territorial identity, symbols of national or regional priorities.
4. The main international symbols of cordiality and hospitality.

Taking into account the psychological characteristics of consumers and physiological characteristics of human in the perception of information from the environment (70% of the information is received through the organs of vision) territory branding requires the active implementation of the visual component of marketing, expressed in the existence of an emotionally attractive symbol (logo) that reflects its style, atmosphere and mood.

The emotional sources of forming the country tourism brands

Sources of information	Perceptions	Positive emotions	Negative emotions
Cognition using mass media	Visual, auditory	The desire to see with my own eyes, the interest	If the tourist did not personally see the tourist brand of the country, no negative emotions
Formation at personal visit of the object	Visual, auditory, kinetic, aromatic	The aesthetic landscapes, beautiful architecture, friendly atmosphere and bright impressions	Disappointment, hope for more tourist brand does not perform the appropriate function

The growing influence of brand symbol on consumers' behavior causes the formation of symbolic brand-capital of territories, which depicts the growth of its attractiveness and awareness among other tourist destinations [10].

Consequently, the territory can only be supplied with an effective brand, when develop a visual symbol. Thus the semantic meaning of the brand in terms of its market promotion in this case is concentrated in the visual symbol.

Moreover, a visual symbol of brand of the territory as a fairly specific object can detect its dissemination channels, choose advertising and promotional tools, more effectively allocate funds to support and promote the brand, etc.

People tend to ascribe things that surround them human and personal characteristics. When choosing one or another tourism product buyer prefers that, as it seems to fit his character. Because the tourism brands can be personalized by buyers, between people and tourism products the relationships very similar to the relationship between people may be established. Consumers carry out their choice on the basis of a holistic image of the tourism product, that formed by the interaction of their ideas about significant qualities for a given product group, information from advertising, communicating with others, prices, availability, tourism product and others. But when discussing the various tourism brands belonging to one and the same group, consumers often use different criteria (for example, one tourism brand is «fashion» and the other is «safe»), and the problem of comparison of objects described by various consumers by (usually, of course, slightly ordinary) the set of criteria is occurred [9].

One of the factors that stands for socio-cultural and tourism development of territory is a historical-cultural and natural heritage. For some areas orientation on cultural heritage resources is one of the real opportunities for economic and social recovery [6; p.132]. Besides the cultural heritage – is an economic value, and it is a public good. It includes aesthetic, historical, social, spiritual and educational values. Because tourism has a major impact on key sectors such as transport services, hotels, restaurants, trade, construction, production of consumer goods and many others, acting as a catalyst of social and economic development. There are cultural events, projects, historical events worthy not just to mark territory, but also to successfully promote at interregional markets.

Today, people want to go where they can get the emotions and experiences that matter – sensual or intellectual. In other words, you need to sell not only the product, but also the associated emotions. [13] The brand capable of displaying the «set of perceptions in the mind of the consumer» (Paul Feldwick), can be described as the sum of all human experience and his perception of an object, product, service, etc.

We can conclude that product of branding creates in the minds of consumers many unique for each individual associations (images) that may well meet the realities of the few tourism product. Everyone sees it in their own way and create a tourism product, in its sole discretion.

After reading the above material, we can understand that the brand is now the basis for competitiveness in any field. This is a unique tool for building confidence. In order to induce and maintain confidence, it is necessary to stand out emotionally, believe in its uniqueness and attractiveness of your tourism territory.

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