Abstract. Introduction. In a market situation, the role and importance of reputational factors of economic growth is greatly enhanced. Especially with regard to service industries, where local brands territories, reputation of companies is a primary factor in deciding where to travel and tour operating. Purpose is scientific substantiation of the importance of creating a national brand of tourism. Bringing the position that the communicative function of the brand triggers a chain reaction to stimulate and increase the sales of tourism products, strengthening the competitive position of the enterprise and improve the competitiveness of tourist destinations. Methods. The authors demonstrated that the globalization of the tourist market determines not only the only mega environment of industrial, economic, financial and administrative operations, but also the high level of competition to attract tourists. It was determined that a new quality of tourism activities can bring to the formation of the national tourist brand, which is built on the symbolization of customer value of tourism resources and territory has a characteristic, respectively, on which the socio-economic and cultural influence of the tourist destination and its attractiveness to potential tourists and export development oriented model of tourism. Results. The study proved that the solution of scientific problems of formation of tourist attractiveness of Ukraine precedes the perception of academic positions: first, the essence of the national tourism brand is regarded as basic element for design, positioning, promotion and perception of national tourism products and the mechanism of growth of tourism in the region. Objective and subjective factors of tourism brand, as well as indicators that contribute to the socio-economic value were identified. Basic principles of the national tourist brand were proposed. Keywords: tourism; national tourist brand; image; goodwill; tourism potential. JEL Classification: D69, F15, H73, L14, R11
Introduction. Tourism is undergoing a considerable extent of research in recent times due to its high relative influence on the economy of nations. The area is subject to multiple studies done by scholars.

The territory of Ukraine while having significant tourist potential (unique geographic and geostategic locations, natural resources, and ecological systems) is not completely used for economic development of tourism. The fundamental basis for activation of tourist flow growth is the tourism appeal of the country that represents the status of normative legal environment of tourism development in conjunction with world-class tourist infrastructure, professional skills of personnel, and careful attitude towards natural resources.

The tourist appeal is stipulated by set of appealing touring resources and is the basis of territorial multiuse for various parties, can also be branded. In this case, the possible branding is in making people aware of the location and then linking desirable associations. Increasing mobility of both people and business and growth in the tourism industry has contributed to the rise of place marketing. It is in the context of tourism that a geographic location is limited by geographic location, its mission should be visited; serves as evidence of territory investment potential of the territory, regional tourism opportunities but is also focused on execution of the below basic functions: consumer, emotional and symbolic. This stimulates opportunities, transport avoidance as the tool to obtain benefits and develop long-term relationships with significant target audiences based on their emotional favor and loyalty. Study relevance of the tourist brand as sound reason of formation of country tourist appeal is stipulated by the following:

Firstly, by aggravation of competition in the tourism market accompanied by switching from the price war to rivalry based on non-price competition principles (a travel company with competitive brand(s) has stronger positions than a company with strong trend development or market opportunities).

Secondly, tourist product propositions require permanent modification (differentiation).

Thirdly, by strengthening significance of tourist networks that are essentially interested in sales of tourist products among known and popular consumer brands.

Results. Factors of tourism brand formation. Exploring the essence of the national tourist brand is incomplete without identification and arrangement of the factors that contribute to its formation, and the given color features have double determination: objective and subjective. Factors of tourist brand formation have been generalized as objective general factors: geographic location, social economic, natural and climatic, cultural, historical, demographic, political, ecologic; scientific and technical; special factors: status and outlooks for tourism development; regional tourism opportunities but is also focused on execution of the below basic functions: consumer, emotional and symbolic. Factors of tourist brand formation have been generalized as objective general factors: geographic location, social economic, natural and climatic, cultural, historical, demographic, political, ecologic; scientific and technical; special factors: status and outlooks for tourism development; regional tourism opportunities but is also focused on execution of the below basic functions: consumer, emotional and symbolic.

Generalizing the above reasons we can state that tourist brand is the key success factor and competitive advantage in the globalized world, where different micro-, meso-, and macro level processes are intersected. These processes stipulate social economic and cultural impact, investment appeal, and development of export-oriented tourism model.

On this basis, it is necessary to form the promotion system of the national tourist brand (Figure 2).

Brand as a basis for the formation of tourist appeal. Tourist appeal is a significant component of tourism development and depends on the tourist potential areas of consumer preferences, tourist competencies, travel companies, tourist features, own experience, and information that impacts creation of certain image (Teplymin, 2010).
service providers, and other economic relations between the participants in the tourist market.

Tourist appeal of countries as destinations can: 1) reveal the functional role of tourism in the national economy; 2) affect the development of export-oriented model of tourism.

Serve as the basis for strengthening the competitive position of travel companies and tourist service providers in various segments of the tourism market.

- This may correlate their operation with opportunities of competitive advantages to achieve scalable and focused leadership through differentiation of the tourist offer.
- Provide a link between demand and supply area (as goods) to balance the needs of consumers (demand) with the possibilities of the territory (offer).

Considering importance of formation of travel appeal of Ukraine, the measures directed to resolve the specific task should be implemented in the concept of the national tourist brand as multilevel context of associative connections with national travel opportunities. Information within the frameworks of the national travel opportunities should be interpreted in set and desired directions as illustrated in Figure 3.

Implementation of the national tourist brand concept as megaproject is oriented towards a certain result that has significant and long-term impact on tourist regions development and travel appeal of Ukraine formation due to creation of communicative space to establish export oriented tourism model. Since the national territory brand is marked with geographic borders, its mission should represent global geopolitical (within a country) or national geographic territory mission (within regions).

In its turn, this will require to consider the whole complex of indicators that stipulate social economic value of
the national brand to the fullest extent as generalized in (1) and formalized as the function:

\[ VTB = F(FU, E, SC,NH,I,RS) \]

where: \( VTB \) – Social and economic value of the national brand; \( F(U) \) is set of conditions providing quality and value of life; Emotionality \((E)\) is set of emotions produced by the territory brand (unique natural climatic and geographic conditions, events and measures – festivals, holidays, exhibitions, conferences, sporting events, etc.); Social and cultural perception \((SC)\) – is territorial subculture, scholarship, and tolerance of population; Spiritual and historic perception \((NH)\) – is perception of historical cultural and religious legacy of the territory; Innovation \((I)\) – is set of characteristics determining development of a new segment in tourism market; new/improved tourist product; improved business process; Responsibility of governmental authorities \((RS)\) – is attitude towards ecologic safety; provision of safe stay.

The national tourist brand should be estimated according to methods that enable to determine its rating within the format of the global tourism market. Experts annually estimate more than 190 country brands using the Nation Brand Index (NBI) rating estimation method developed according to S. Anholt’s methodology (Ritzer, 2004; Anholt, 2005, 2010). In particular, Ukraine takes medium positions in NBI rating among the countries that have growing potential according to estimation of tourist, trade, and innovative appeal (see Table).

<table>
<thead>
<tr>
<th>Rating Indicators</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloom Consulting Country Branding Ranking Trade</td>
<td>88</td>
<td>46</td>
</tr>
<tr>
<td>Not ranked estimation: satisfactory (CCC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bloom Consulting Country Branding Ranking Tourism</td>
<td>59</td>
<td>60</td>
</tr>
<tr>
<td>Not ranked estimation: quite good (B)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future Brand Country (Brand Index)</td>
<td>105</td>
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</tbody>
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Analyzing the reasons of worsening of the national brand rating of Ukraine as tourist macro destination, it was found that geopolitical factors are negative factors. At the same time, the experts note that estimation of the tourist brand in position «B», despite of the negative tourist balance and import oriented demand, is the basis to activate tourism development. In particular, the analysts forecast growth of tourist demand until 2022, specifically, foreign tourists by 65%; external tourists by 57%; expenses of tourists by 41 and 32%, respectively.

Conclusions. Summarizing the study results of the national brand as the factor to increase rating of country’s travel appeal, it is worth mentioning that organization economic formation mechanism should represent the following:

Firstly, the integration characteristics of the national brand should represent a set of ideas about country economy, which determines the brand study results consist in the brand integration mechanisms and its results.

Secondly, the resulting characteristics of the national brand that creates conditions to obtain or skip additional benefits appearing from approval of economic decisions on cooperation with a certain system by different business groups.

One of the main conclusions of the brand study results consists in efficient national tourist brand, the one which is the basis for successful development of national tourism within the globalized mega economic system. Strong tourist brand within structural component creates steady consumer associations on high consumer value of the tourist resources based on the territorial identity that will impact strengthening of tourist appeal.

References


Fig. 3: Format of the national tourist brand conception development

Source: Developed by the Authors

Thirdly, the national brand dynamics should be provided by creating objective conditions impacting change of subjective ideas.

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