

Tourism Branding of Cities and Territories

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Introduction. Branding cities and territories is a vibrant area now where regions, towns and cities are trying to present themselves to different audiences, usually for tourism. According to Simon Anholt, an adviser of the UK government, who initiated the study of Brand Index attractiveness of cities (Anholt City Brands Index – CBI), the cities have always been brands in the literal sense of this word, Paris – a romance, Milan – a style, New York – an energy, Washington – a force, Tokyo – a present, Barcelona – a culture, Rio de Janeiro – an entertainment, etc. Big capital cities are economic and cultural centres of the nation, which are becoming a platform of international competition in the spheres of capitals, talents and fames. Brands of these cities are firmly connected with the history, traditions and values, international value of metropolises and are important factors in the competition for consumers, tourists, investment, prestige and influence.

Materials and methods. Methods of measuring the potential of urban brands (an author – S. Anholt) involves assessing the impact of the six main criteria, namely “international importance” (contribution of a city to the global progress), “location” (scenic terrain and climate), “potential” (economic and educational opportunities in the city that can be offered to its visitors, immigrants and businesses), “rhythm of life” (number of attractive employment and entertainment that can be found in the city), “conditions” (the necessary living conditions and level of the development of infrastructure in the city) and “people” (security and friendship to visitors and immigrants).

The problem of the image of the region territory is of practical social-psychological and economic importance because territorial symbolic capital, a positive image of the area and a successful brand are a means of competition and struggle for recognition of the instrument, the key for attracting investment into the development of a country, region, city, increasing tourism flows, the development of local infrastructure.

Results. According to preliminary estimates, 1\$, invested in promotion, makes 20\$ profit from tourism. However, without the use of modern tools and technologies to create a strong brand territory, region, city successful struggle for tourist flows, domestic and foreign investment, and economic rating are impossible.

Conclusions. However, no scientific analysis, holistic theory and practice were conducted to develop and promote tourism brands of Ukrainian cities and regions, socio-economic

justification for branding areas as a factor of regional development and the basic principles, techniques, and practical tools for managing the formation of brand territory.

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