

68. Personal-Branding in Tourism Industry

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Introduction. Personal branding is a fast-growing trend which is slowly turning into a marketing tool. A company, which combines the company and personal brands, is more competitive. We may admit it on the examples of large companies:

- Apple and Steve Jobs' brand;
- Tesla and Elon Musk's brand;
- Amazon and Jeff Bezos' brand.

Therefore, company builds the trust, while company's founder's brand appeals to the audience and widens it. So, why do only very few use personal-branding in tourism industry?

Materials and methods. General scientific and special methods was used.

Results. Tourism is a sphere with a high level of competition and well-worked personal-brand is a great advantage. Moreover, travelling is a topic, which always resonates with the public. As far as self-branding is also about word-of-mouth which is the most effective way of oral marketing. People trust personal recommendation because there is person behind it recommending it. The same applies for brands and people standing behind those brands.

In Mel Carson's recent talk at BrightonSEO, titled, 'How to Make a Better Impression through Personal Branding', he admitted that 90% of consumers would be more likely to trust something communicated to them by a friend compared to the 10% of consumers who are likely to trust a brand message [3].

The good thing about tourism business is that most people think that what we do is cool. They usually have lots of questions and want to know about trips and any tips. Ryan McGredy suggests communicating with prospective clients in person at first, at a party, an event or even in a Google+ chat. From there, keeps the relationship going via email or social media. The face-to-face foundation is a powerful one that helps customers remember you.

In fact, planning a trip requires time and research. Tourists aren't impulse buyers. They usually visit lots of sites before buying a ticket somewhere. Your first priority should be to inspire, not to advertise, in this case, people will follow you and your product. Having personal public accounts on Instagram, Twitter, YouTube or others media is a great way of promoting yourself as a brand.

Conclusions. To conclude, developing of strong personal-brand of business owner is must have in today's world. Travel entrepreneurs are in favorable position for using this marketing tool to advantage.

References

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