

New Approaches to the Branding of Tourism Destination

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Abstract— The article deals with the content and stages of research of tourist destination image, They include the identification and study of factors of geospatial image of the territory, the priority image-forming objects selection, the formation of the rating and the search for variants of visualization and verbal characteristics of geospatial image of the territory.

The approaches to the branding new tourist destinations on the basis of integration of natural, socio-cultural and mental-mythological geospatial images of the territory are defined. The group of natural images includes objects of natural heritage, unique natural phenomena, especially protected natural territories, picturesque natural landscapes, etc. The socio-cultural images are formed on the basis of objects of cultural heritage, traditions, cultural events, rituals, ethnic cuisine, literary, artistic, cinematic works, etc. The mental-mythological images are based on myths, legends, tales, objects of esoteric practices of the territory.

The technique of branding was tested on the example of Tarkhankut as a new tourist destination of the Crimea.

Keywords— *branding, tourist destination, geospatial image of the territory.*

1. INTRODUCTION

The theory and the practice of modern tourism is characterized by certain trends and changes, among them, the most popular is the idea that the impressions, images, representations of tourists about a tourist destination significantly affect its choice as a place of rest or other tourist activities. In the context of these changes, the challenges and risks associated with the positioning the tourist destination in the regional, national, and especially international market can be overcome through methodological approaches to strategic management based on the formation and promotion of the brand.

Image-making studies of a tourist destination in the last decade are the subject of scientific interest and discussion of scientists in various fields. The formation of the brand should be implemented through the study of the image of tourist destinations among specific target groups [1]. The main elements of branding are "tourism, export brands, politics, business and investment, culture, people" [2]. When there are certain differences regarding the application of the brand concept in the context of tourism [3], its undeniable value is emphasized [4,5,6,7,8]. Branding is defined as the process of developing a unique identity or image of a tourist destination, as well as an appeal to the consumers of tourist services of the

territory through the name, slogan, design or their combinations to create a positive image [9]. Some authors consider branding as a tool for the complex identification of the tourist destination that distinguishes it from competitors [10,11]. A number of researchers associate the branding of a tourist destination with the concept of an image, understood as a set of opinions, ideas and impressions caused by a certain area [12], as a formed system of knowledge obtained from various sources [13]. Strong brands with a positive public image influence the process of demand formation when purchasing elements of both tangible and intangible offer of a tourist destination [14]. The special role of the image cultural component as an element of the territory brand is emphasized [15].

In this regard, it is important to form the brand of a tourist destination taking into account its geospatial characteristics, which are manifested not only in material form of tourist natural and cultural attractions, but also in the form of mental-mythological images associated with a certain territory and forming a unique combination of aesthetic, emotional and associative impressions of people. The purpose of this article is to form a methodical approach to the formation of the brand of a tourist destination based on the integration of natural, socio-cultural and mental-mythological spatial images of the territory. The objectives of the study are to analyze the content and stages of image-building research of the tourist destination, including the identification and the study of the factors of creating the geospatial image of the territory, the definition of priority image-forming objects, rating and searching for visualization and verbal characteristics of the geospatial image of the territory.

Tarkhankut was chosen as a new perspective tourist destination of Crimea as a base for testing the branding methods.

2. THEORETICAL AND METHODOLOGICAL APPROACHES

In the most General form, the brand is a visual representation of the unique characteristics of the tourist destination product, both functional and non-functional, which have acquired an appropriate value for the consumer [16]. From the point of view of the consumer, the brand of a tourist destination can be considered as the holder of all information, feelings and experience that they received either during their direct stay in it, or when receiving certain information [17].

Thus, the main purpose of the brand is to form a sense of trust, confidence, status and exclusivity that will provide in the minds of the consumer the advantage of a certain tourist destination over others [18].

The basis of the modern approach to the formation of the brand of the tourist destination are: understanding of the factors that attract visitors, encouraging them to make a decision on the choice of a tourist destination [19]; multi-step branding process [20]; a set of brand elements - a name, symbol, logo, trademark or other graphic elements, which together at the same time both identify a tourist destination and differentiate it in the context of differences from the territories-competitors [21, 22, 23]; values and characteristics that determine the brand identity [24].

The algorithm for building a brand of a tourist destination includes the following:

General characteristics of the tourist and recreational market in the region.

The identification of geospatial images of a tourist destination based on natural, socio-cultural and mental-mythological geospatial images of the territory arising from consumers of recreational services. The group of natural images includes objects of natural heritage, unique natural phenomena, specially protected natural areas, picturesque natural landscapes, etc. Socio-cultural images are formed on the basis of cultural heritage objects, traditions, cultural events, rituals of the local population, ethnic cuisine, literary, artistic, cinematographic works, etc. Mental-mythological images are based on myths, legends, tales, and objects of esoteric practices of the territory.

The selection of priority objects and characteristics of the of the tourist destination to create an image.

The development of proposals for visualization and verbal identification of the of a tourist destination spatial image.

The image of a tourist destination can be defined as the perception reflected by associations in the tourists' memory. To assess the perception of future consumers of the tourism product, the questioning was used. The questionnaire included several blocks of questions: to identify the opinions of respondents on general ideas about the Tarkhankut as a tourist destination, to identify the main motives and goals of visits and to perform the associative ideas about Tarkhankut.

3. RESULTS

The Tarkhankut Peninsula, located on the Western coast of Crimea, is a new but poorly actualized recreational region, receiving about 20% of the tourist flow [25].

In order to identify the views of Tarkhankut as a tourist destination, 200 respondents - citizens of the Russian Federation, including 61.95% of women and 38.71% of men were surveyed. The predominant age groups were young people under the age of 25 (65.20% of respondents), as well as 26-40 years (20.32%). 40.65% of respondents have ever been to Tarkhankut and only 49.21% of them visited the Peninsula once. This confirms the image of Tarkhankut as a young tourist destination. Almost all respondents correctly indicate

the geographical position of Tarkhankut in the Western part of Crimea: 79.35% of respondents indicated the West, 15.48% - the North-West.

It was revealed that the modern recreational specialization of Tarkhankut corresponds to the respondents' views on the tourist opportunities of the region: 56.13% of respondents associate Tarkhankut with recreation on the sea coast, diving (24.52%), landscape inspection with aesthetic purposes (15.48%) and natural and cultural educational tourism (12.26%). Among other goals entertainment, excursions, auto tourism, ecotourism, as well as research on specially protected natural areas were indicated.

It should be noted that Tarkhankut does not cause negative associations among respondents. The main associations are related to the sea (34.84%), rocks and cliffs (28.97%), bays and grottoes (12.25%), steppe (10.32%), diving (9.03%), beach (9.03%), beautiful views (7.1%). Among other associations were called "festival", "heat", "insects" and "drink Tarhun", that is similar in sound to the Peninsula name.

Tarkhankut is associated with some well-known natural and recreational attractions - the Black Sea as a universal object of Crimea (18.64% of the respondents), Big and Small Atlesh rocks (13.6%), the Bowl of Love at Cape Tarkhankut (15.91%), Cape Tarkhankut (5.45%), Donuzlav lake (5.0%), landslide-the coast of Dzhangul (6.82%) and Belyaus sandy spit (3.18%). Tarkhankut is not associated with any natural objects in 21.29% of the answers.

Cultural and historical associations with Tarkhankut were assessed as weak; 67.74% of respondents found it difficult to name the well-known cultural attractions of the region. This is the result of limited information about the region and the lack of promotion policy in the segment of cultural and educational tourism. The list of attractions of respondents included underwater Museum "Avenue of Leaders (30% of respondents), historical and archaeological Museum-reserve "Kalos-Limen" (28.57%), the lighthouse Tarkhankut (18.57%) and the ancient settlement of Belyaus (10%). Some questionnaires also noted the wind power plant, the Dolphinarium "Prairie Harbor", diving center "Tarkhankut" and the Marina "Fishing camp".

When identifying events related to Tarkhankut, more than 70% of respondents expectedly noted the youth International festival "EXTREME Crimea", which in 2017 was visited by more than 50 thousand tourists from 15 countries in 19 days. The rest of the marked events were personal, including "tourist campaign", "graduation", "parachute jump", "wedding photo shoot" "fishing". 46.45% of respondents do not associate the region with any events.

The colors of the sea and sky, traditional for the Crimea, prevail in the color associations (shades of blue were marked by 50.97% of respondents). Tarkhankut is also associated with the color of sand (white - 9.68%), the sun (yellow - 16.13%) and the color of nature (green - 28.39%).

Emotional associations reflected a generally positive image of the region; negative emotions (fear, sadness, fatigue) were noted by only 5.33% of respondents. Among the prevailing emotions were "freedom" and "joy" (24.67% and 26.67% of

answers), due to the low territorial concentration of tourist enterprises in the region, open spaces and low population density. Feelings of "calm " and" delight", noted by 23.33% and 11.33% of respondents caused by the sea and picturesque coastal landscapes.

The descriptions of Tarkhankut as a tourist destination often use the epithets "beautiful "(66.5%), "attractive, interesting" (9.87%),"bright, sunny"(9.64%), "spacious "(5.42%), as well as "unusual, unlike, rare" (5.42%). Some questionnaires described the region as "promising", "fabulous, mysterious", "clean" and "quiet, cozy, peaceful".

In general, the analysis of the tourist associations system indicates the absence of an individual image of the Tarkhankut, its perception is partly influenced by the tourist image of the Crimea. This conclusion is also confirmed by the identification of Tarkhankut with mythological heroes: 61.29% of respondents do not have any associations. Among other answers associations with ancient Greek gods (42,03%), fairy-tale characters and movie heroes prevailed.

A separate block of the questionnaire assessed the perception of the system of tourist service of Tarkhankut. Water tourism, especially diving, windsurfing and yachting, was identified as the dominant by 46.15% of respondents. Beach recreation and eco-tourism are also considered to be the branches of tourist specialization. However, in general, the destination's tourist programs are estimated low: "3" and "2" out of five possible points prevailed. The region was rated "five" in the categories "beaches", "sea purity" and "state of natural sites" (44%, 67% and 34%).

Taking into account the results of the study, the brand of Tarkhankut can be created on the basis of three concepts (table.1.).

Table 1. Directions of visualization and verbalization of the Tarkhankut brand

Brand concept	Verbal associations	Visual associations	Dominant color
Tarhankut Sea	clean sea blue water picturesque coast underwater world	wave, seashells beach, blue sea rocks, cliffs bays, diving	blue, blue, brown
Tarhankut free	freedom wind extreme sport spacious steppe	man with open hands, bird in flight inclined tree, wave sail to sea, water tourism steppe vegetation, sun	white, blue, green
Tarkhankut historical	ancient settlements on the coast	ruins, arches, columns, figures of ancient Greek gods	brown, yellow, blue

As part of the creation of a common brand "Multi-Faceted Tarkhankut" the marketers can use such elements as a blue wave, a sail, showing the prospects of water sports tourism

development and the Great Atlesh arch as a symbol of the high attractiveness of the picturesque coastal landscapes of the peninsula.

4. SUMMARY

A new methodological approach to the formation of the brand of a tourist destination based on the integration of natural, socio-cultural and mental-mythological geospatial images of the territory is implemented on the example of Tarkhankut.

According to the results of the survey the respondents' views on the main associations, key image-making objects and images of Tarkhankut as a tourist destination of new development were revealed. Within the framework of the general brand "Multi-Faceted Tarkhankut" three concepts of branding and variants of visualization and verbal characteristics of geospatial images of the territory were proposed.

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