



WAYS TO DEVELOP BRANDS AND PR MANAGEMENT OF TOURISM ENTERPRISES WITH A FOCUS ON NATIONAL MARKETS

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ABSTRACT

The subject of the research is theoretical, methodological and practical approaches to the peculiarities of the formation and use of new products and brands, PR-management technologies in the development strategies of tourism enterprises with a focus on national markets and domestic consumers. The purpose of the work is to determine the features and suggest ways to form and use new products and brands, PR-management technologies in the development strategies of tourism enterprises with a focus on national markets and domestic consumers, domestic tourism in the context of global restrictions on the movement of people and international tourism activities. The methodological basis of the article is both General scientific and special methods of scientific knowledge. Monographic and historical methods were used in determining the content of tourism products and brands and their evolution; system-structural analysis and synthesis in justifying the types of brands (travel companies, places or destinations, types of tourism and recreation, etc.), advertising and PR-management tools with their promotion; statistical and economic, mathematical modeling and programming in the development of opportunities to attract new products and brands, PR management in marketing strategies for the development of tourism enterprises and rural green tourism enterprises. The article

defines the features and suggests ways to form and use new products and brands, PR-management technologies in the development strategies of tourism enterprises with a focus on national markets and domestic consumers, domestic types of tourism in the conditions of global restrictions on the movement of people and international tourism activities. It is established that to maintain the competitiveness of enterprises or strengthen the dynamics of their market development, it is advisable to use a rebranding strategy. It is proved that PR management should shape the fashion for recreation and tourism, affirm national human values and feelings of national dignity and patriotism. It is determined that tourism companies should develop more actively external advertising in order to successfully promote their own brands-one of the oldest ways to bring the advertiser's appeal to the General public. The conclusions and results of the article can be used in the educational and scientific process of economic faculties of higher educational institutions. It is advisable to transfer them for practical use in the management of tourist enterprises in order to increase their efficiency on innovative principles. Modern competition conditions are burdened by the coronavirus pandemic. They require tourism enterprises to focus on national tourism markets, domestic tourism and the national consumer at least in the near term. This determines the further differentiation of tourism products and services under a certain brand, taking into account the specific needs of individual groups of customers. This specialization involves creating different brands under the same or different brands that target specific segments of the consumer market.

Key words: PR management, tourism enterprises, restrictions, national markets, internal and external tourism activities, products, services, brands, models of formation

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1. INTRODUCTION

In recent years, leading travel companies have demonstrated examples of successful brands and corporate identity not only for themselves, but also for their products and services. They purposefully inform the target audience about their brands through PR management and advertising events, paying significant attention to their own reputation, image, and the form of presentation of tourist products to consumers. However, many domestic enterprises in the industry have not yet joined this process, especially in the field of rural green tourism.

Given that multinational companies have temporarily lost their marketing positions, it is advisable to step up the development of national tourism business, including in rural areas, by creating and promoting new products and brands, and PR management technologies. This is all the more important at the present time to overcome the coronavirus pandemic and restrict the movement of people between countries, including in the field of tourism.

Analysis of recent research and publications

Foreign tourist companies have prepared the Foundation, created a fashion for certain tourist products and services, brands, types and directions of tourism. This significantly facilitated the entry into the markets of domestic analogues. However, multinational corporations have retreated, but this is projected to be a temporary trend. Having vast experience in overcoming various crises, they are now looking for ways to regain their share

of the domestic market. Therefore, the task of creating new products and brands for the purpose of competitive development of tourism enterprises and rural green tourism enterprises is urgent and timely today.

In Ukraine, there is a certain experience of this work in theoretical and practical aspects. In particular, General issues of management and marketing of tourist enterprises were considered in the works of L. Boyar, S. Corina, M. Ihnatenko, O. Ilina, A. Mazaraki, L. Marmul, O. Marchenko, S. Melnychenko, O. Muzychenko-Kozlovska, O. Sarapina, K. Pylypenko, I. Romaniuk, T. Tkachenko, T. Tkachuk, etc. However, a comprehensive study of new brands, products and services, PR management technologies and their use in the marketing of tourism enterprises, including at the level of rural green tourism, requires further development.

The purpose of the paper – identify the features and suggest ways to form and use new products and brands, PR-management technologies in the development strategies of tourism enterprises with a focus on national markets and domestic consumers, domestic types of tourism in the context of global restrictions on the movement of people and international tourism activities.

2. METHODS AND MATERIALS

The process of creating travel brands is, on the one hand, creative, and on the other – a complex and painstaking analytical and practical work. It consists of a number of stages of market research and its competitive environment, studying the needs of consumers and their requirements for existing brands, their components, cost, fashion, prestige, and other preferences. We are talking about the formation of a brand that would be an integral part of a tourist enterprise, complement and complete its image in the minds of consumers.

To create a socially and economically successful brand, you should pay attention to other analogues that are present in the same or other segments of the tourist market. This will avoid repeating the existing one and take into account the mistakes and miscalculations of competitors, and may also lead to an original idea [1]. In the course of research, it was revealed the exceptional importance of both national and special products and brands in the development of improving the efficiency of domestic tourism enterprises and rural green tourism enterprises in the tourism services market.

This is due to the following factors: brand identity of enterprises and trademarks means a high business reputation and competitiveness of enterprises and products; the highest quality of products and services that are offered. Using branded services means the status and prestige of consumers. For enterprises, this is the formation of permanent long-term customers; ensuring large market shares in the market structure. We have proved the algorithm for creating brands, which consists of 11 stages.

These include brand positioning; strategy development; idea justification; brand naming; brand testing; and brand tracking. At the same time, travel companies can use modeling methods to create brands. Among them, the most important model is the "brand Wheel", where the brand is considered as a set of 5 elements-the core, the Central idea, personality, advantages, attributes. It focuses on developing a brand that meets consumer expectations.

First, brand positioning in the market. First of all, the key characteristics of the brand and ways of its promotion are analyzed, its place in the market is determined, taking into account the needs of consumers and the perception of the brand as a significant component of a tourist enterprise. The brand's place in the consumer's view in relation to other competitors is considered the brand's position. This determines further tasks: analyzing the target audience for which the brand is created; determining the benefits that the consumer will receive from this brand; understanding the goal that the brand is needed to achieve [2].

So, initially, PR management focuses on forming a brand strategy. At this stage, strategic direction programs are developed, which the tourist company uses to create the value of its brand. When developing a strategy, the following questions are analyzed: what is the target audience and its composition; what tools, products, and services are needed to attract the attention of this audience; what brand impressions should remain with the target audience? Strategic brand planning should be carried out using the methods of marketing research regarding the target audience: analyze the behavior of consumers, their socio-psychological and demographic characteristics, which will help to conclude that the brand is correctly created, named and advertised.

The idea of a brand as the final element of PR management with the creation of an image and image of a tourist enterprise should attract the attention of the consumer, capture it with its uniqueness and dissimilarity with competitors. At the same time, consumers should accumulate a maximum of positive information about the travel company, the services it offers, and so on. In addition, to create a successful brand, businesses can attract professionals from specialized branding and consulting agencies and PR companies, or target audiences of potential consumers through surveys about their ideas and proposals.

It is important to search for the brand name. Among all the elements that make up the brand name (or brand name) is the most important, because it is most often associated with the name of the company. Searching for a brand name and developing ideas based on its name is a difficult and lengthy process that requires various research, including semantic and sound research. When developing a brand for the international market, linguistic analysis is performed for negative associations in the languages of the country where the brand will be presented. His name should bear positive associations, be pleasant to the ear, memorable and easy to pronounce both in the country of creation and around the world [3].

Before entering the market, the brand name is tested, that is, the attitude of consumers to various variants of the brand name, image, and design is evaluated. During testing, we also evaluate the effectiveness of brand communications with the target audience, the perception of its properties and the advantages it offers. The effectiveness and volume of costs for developing and testing a brand depends on the length of its life cycle.

The longer the lifecycle, the more efficient the costs can be, since the unit cost will decrease in this case. The life cycle of most brands is much longer than that of products. Products sold under a particular brand may cease to be produced due to the disappearance or change in consumer tastes, but the brands themselves may exist in the minds of consumers indefinitely.

Modern researchers of PR management, advertising and marketing use the term “brand tracking” to refer to methods of measuring the effectiveness of an advertising campaign, as well as the use of the brand. It is important for brand tracking to determine the number and composition of a sample that provides enough representative information. Since ads are usually aimed at a specific target group, the effectiveness of an ad campaign is evaluated only among representatives of this target group. At the same time, the target (focus) group is not just a set of people with a certain set of socio-demographic characteristics, but consumers of the category of goods (services) that the advertised brand belongs to.

"Classic" research is carried out in at least two stages: on the eve of the advertising campaign and no later than two weeks after its end. If the effectiveness of an advertising campaign is evaluated regularly and is of a monitoring (tracking) nature, then the next measurements are planned before the end of the corresponding stage of the advertising campaign. The analysis of the quality of influence of various brands shows that the most important factors are the qualifications of sales agents, the level of service, the prestige and design of places of sale, the content of materials published in the media on the branded

product (service) and work with it (it) [4]. When creating a new brand, a travel company can use a specific model for developing a strategic plan for positioning a new brand in the tourism market.

The Brand Wheel model helps to describe in detail and systematize the process of interaction between the brand and the consumer, where the brand is considered as a set of five elements enclosed in each other. The elements of this model are: the core of the brand, the Central idea, personality, advantages, and attributes.

According to the Thompson Total Branding model, the core of the brand is the product and its quality characteristics. The next element is the purpose of the product and its components that distinguish it from others. Next, the target audience of potential consumers acts. And the last component will be the brand identity. This model helps you identify the factors that shape your brand impression.

According to the Brand Key model, brand creation is based on determining the target audience and analyzing the competitive environment; determining the motives inherent in consumers that can be used to build a brand [5]. The Brand Name Development Services model provides for the stages of brand creation: market positioning, brand strategy development, idea creation and verification of the purity of the future brand, linguistic testing and testing during marketing research. This model describes the main stages of creating a brand and promoting it to the market. The creation and management of a brand should be presented in the form of stages that form a cyclical process.

When creating new brands, marketers and PR managers of travel companies are faced with the task of choosing the best name from an alternative list of names, checking its memorability, associativity, expressiveness, loyalty to it of consumers, recognition, ability to influence the consumer, etc. [6]. Testing is carried out on a group of target consumers. After that, the company makes a final decision about the brand name, for example, "Tez tour", which is translated from Turkish as "fast tour". The process of forming the brand "Tez tour" included checking the brand name for purity, that is, whether the selected brand name was registered by another organization.

Under Ukrainian law, a legal entity or individual who illegally uses another's trademark must stop using it, compensate for the damage caused, and may even be held criminally liable. It is worth noting that the formation of a positive image is not an easy task for enterprises, since at the present stage the domestic market of tourist services is characterized by the lack of reliable official statistics and information about the activities of major companies. The right choice helped "Tez tour" determine the basic features of its image, as well as form appropriate associations among partners and consumers. After choosing a brand, the tour operator has developed its own branding strategy, which contains:

- expansion of the product line (extension of the brand name to new services and products supplemented with new properties within the tourism sector. In other words, the brand name is expanding to new tourist destinations, as well as to luxury, standard, economy-class tours, etc.;
- expanding the boundaries of the brand – extending the brand name to new services from a different category. "Tez tour" has created: own fleets in Egypt and Turkey with new, comfortable buses that meet tourists at the airport and take them to the hotel, and new business class cars for individual transfers; tour bureaus in different countries with professional guides and interpreters;
- combined trademarks made up of two or more well-known brand names. The essence of this strategy is to offer the same product or service under two or more well-known brands. Each organization that represents its own brand expects that another brand will

attract additional customers to the product. "Tez tour" partners are: leading airlines of the world "Air Canada", "American Airlines", "British Airways", "Mexicana", "Luftgansa", "KLM", "USA Airways", etc.; hotel chains "Marriott", "Sheraton", "Le Meridien", "Sol Melia", "Princess", "Hilton", "Iberostar", "Four Season", etc.

Since advertising in the mass media is no longer a sufficiently effective means of promoting the brand, the tour operator "Tez tour" has started publishing its own printed publications addressed to both agencies and consumers. This activity is inextricably linked with market research, in particular, the range of competing and related services, the specifics of the competitive environment, the price situation, consumer preferences, segmentation of consumers and information channels, saturation and development trends, and features of legislative regulation. To form a strong brand, it is advisable to identify a travel company in a professional environment and competitive environment, forming its specific position in the market and thus distinguishing it from others. For the first time, the Ukrainian tourist market was studied by the marketing company UMGInternational [7]

To maintain the competitiveness of enterprises or strengthen the dynamics of their market development, it is advisable to use a rebranding strategy. It means a complete or partial change of the brand due to a change in the ideology or strategy of development of enterprises. Rebranding often has more effective results than large amounts of investment in high-cost projects. It should be noted that the most recognizable brands on the domestic tourist market are the brands of large tourist enterprises-Tez tour, Turtess, Pegas touristik, Coral Travel, Anex tour, etc. (see Fig.1).

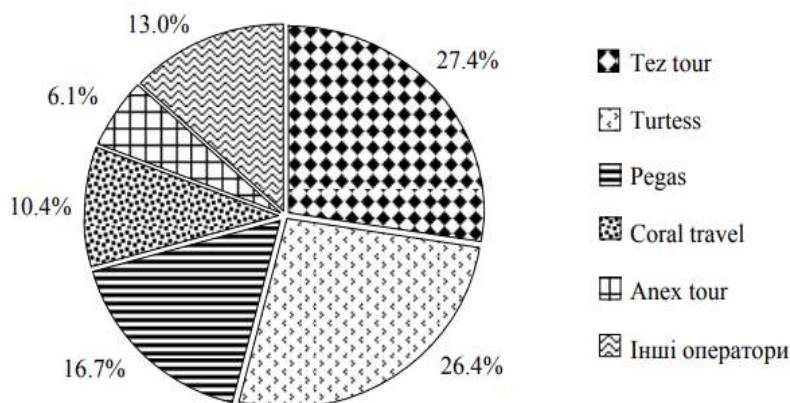


Figure 1 Rating of tour operators in the tourism services market of Ukraine, 2019

So, in the Turkey and Egypt segments, the main competitor of "Tez tour" is the tour operator "Turtess". "Tez tour" has developed a strong brand with stable market positions and high customer loyalty, which gives the tour operator significant advantages. In particular, this reduces the risk of competition, makes the brand resistant to possible economic or market crises, softens the reaction of consumers to price fluctuations, and opens up opportunities for brand expansion.

Domestic tourism companies do not have such well-known brands. This significantly reduces their competitive opportunities. However, in the context of changes in the rules of life in the conditions of quarantine measures, movement of citizens, border crossings, and so on, the nearest prospect in the tourism industry concerns the development of domestic tourism. Meanwhile, there are significantly fewer travel agents and operators working for the domestic market in the country.

So, only a few large companies successfully combine internal and external tourism – "Calypso", "Extravaganza", whose brands are noticeably outdated and do not have the same

popularity. It is obvious that their names are quite euphonious and mysterious, but do not carry information for consumers about their specialization, nationality, are pretentious and well-founded. Another thing is the travel company "Kraina Yu EY", which immediately gives you an idea of the direction of activity and covers the target audience.

However, the leading market participant was a fairly young travel company "7 Days". Its name has become almost the only new brand on a national scale in this market segment [8]. The company has its own hotels, vehicles, perfectly developed a variety of tourist programs, routes, staff of qualified guides and guides. It promotes and provides healthy food, other attributes of a healthy lifestyle, travel safety, and related services. Both the name, travel products and services, and the concept of work are well represented on the Internet, and enjoy a positive assessment of consumers. This is evidence of well-organized, professional PR management, thanks to which the company has already become a real brand.

If companies-brands are present in the domestic tourism market, although in a small number, then national tourist products and their brands are practically not represented or are used very insufficiently. The same conclusion can be drawn about tourist places or destinations as brands. In this context, we can say that Ukraine has an ancient rich history of outstanding people, unique events and structures, monuments of culture, art, and nature, but their use has mainly educational functions, and commercial and tourist significance is in the background.

Thus, the monuments of Trypillian culture near Kiev are of world-historical significance; places associated with a person of world significance - the Apostle Andrew the first-called, who brought Christianity to these regions. Practically not used as tourist products and brands of the monument of the princely era. Even near the capital, neither the princely court, nor the settlements of that time, nor the routes of the Kievan princes campaigns are reproduced. The General public knows little about the activities of Askold and dir, for whom the tribute to Kievan Rus was paid by Byzantium itself; Oleg, who successfully fought against the Khazar Khaganate; Igor, who defeated the Pechenegs; Olga, who continued their work of consolidating Russian lands, relations with Byzantium, and collecting tribute. Their places of activity could be national tourist brands

National brands associated with the reign of Yaroslav the Wise, who was called the father-in-law of all Europe, could have international significance. His daughters had male European monarchs and were Queens of France (Anne), Germany (Eupraxia), Norway (Elizabeth), and Hungary (Anastasia). However, we have no historical reconstruction of those events. The same applies to the Pantheon and references to the ancient Slavic religion, the baptism of Rus. Meanwhile, national tourism products and destinations that could become brands could be created on this basis.

This fully applies to the era of the Cossacks and Hetman Ukraine, the Ukrainian people's Republic and its leaders, and so on. The cities of Kiev, Odessa, Dnipro, Kharkiv, Lviv and others are associated with the life of state figures, culture and art, patrons, entrepreneurs, world-class military leaders. There are many monuments and unique nature in the country that are not used as destination brands. Historical and natural tourist and local history routes, individual architectural structures and complexes have a great potential for brand awareness. However, they do not have proper advertising and position as valuable tourist attractions and services.

On the other hand, the existing tourist destinations and brands-Sophia of Kiev, St. Andrew's Church, Kiev – Pechersk Lavra, Golden gate, Vladimir Cathedral, memorial museums-apartments or houses-require better PR management with the involvement of virtual networks and event tourism. This applies not only to domestic figures, but also to foreign ones.

The situation with branding and PR management of rural green tourism enterprises is even more complicated [9]. In our opinion, their brands should be developed with a focus not only on individual businesses, but also on tourist destinations where they are located. Therefore, the brands "Tavriyskie Zori", "Green farms of Tavria" for rural green tourism enterprises in the Kherson region, "Cossack village", "Native village" in Cherkasy region, etc. are offered. More famous are the brands of tourist agro-farms in the Carpathians, on the black sea coast.

However, brands of places or destinations in rural green tourism did not become widespread at all. Meanwhile, they exist, but are not known to a wide range of compatriots. So, it can be a fishing hut of V. Vishny in a village near Kherson, Dovbush Rocks in the Carpathians, the farm of the outstanding artist Nikolai GE in the Chernihiv region, where the world-famous writer Lev Tolstoy visited him. These are Shevchenko's places, real masterpieces of gardening and pack art, former landowners manors that have been preserved, and modern agro-farms stylized in the folk style, as well as numerous unique features of nature.

PR management should shape the fashion for recreation and tourism, affirm national human values and feelings of national dignity and patriotism. In this direction, it is possible to organize and implement national tourist advertising and PR campaigns. For example "we Meet Sunny mornings in a steppe village", "we Meet autumn dawns in the Carpathians", "we Invite you to the summer mushroom hunting in the Polessky villages" and so on. At the same time, they should contain brief, but exhaustive and interesting information about places and standards of accommodation, food, recreation, entertainment, services, tourist destinations, prices, conditions of communication, etc. [10].

We are also talking about holidays that already exist or may become national-vyshyvanka holiday, etc. These are religious and folk traditional mass holidays-Christmas, Green Sunday; rural churches in honor of the patron saints of a particular village or named after rural churches; Ivan Kupala Day, etc. We are talking about national or local gastronomic holidays and festivals-a week or day of borscht, Varenik, derun, desserts, cheese, watermelon, wine, bograch, bread, wine, and so on. Rural fairs, such as Sorochinskaya, Petrovskaya and others, need to be revived.

Places of authentic folk crafts are very popular among tourists: pottery in Opishna, Poltava region, art painting in Petrikovka, Dnipro, lizhnikarstvo in Kosovo, cooperage in Yaremche, Ivano-Frankivsk. This will contribute to increasing the competitiveness of rural green tourism enterprises, meeting the needs for quality recreation, profitability of this type of activity and business, and the implementation of its social and environmental functions in modern conditions and in the future.

In General, the market for tourist services is very saturated. Every year new players appear, so it is important to constantly improve brand management, namely, to actively use integrated marketing communications: an advertising company should be focused on consumers memorization of the brand and manufacturer; in the advertising campaign, it is advisable to focus on tourist services: most consumers perceive "Tez tour" as a "high-tech tour operator" (the company's slogan is "High-Tech Tourism"), but when buying a tourist package, they focus not on technology, but on the quality and quantity of services offered [11].

It is important to maintain the loyalty of your consumers, a positive image of tourism enterprises through sponsorship activities, promotions, placement of post-materials in places of sale and the largest crowd of people-you need to become not just a brand, but a popular brand; offer new types of products and services, because consumers are becoming more demanding and more picky in their choice of travel operator. At the same time, Ukrainians are willing to pay more for a higher-quality tourist product of premium or luxury level.

Management needs to improve the technology and organization of tourist trips, paying more attention to each client and quickly responding to any questions, comments and shortcomings.

In order to successfully promote their own brands, tourism companies should more actively develop external advertising – one of the oldest ways to bring the advertiser's message to the General public. Among the measures to promote sales in the tourism sector until recently, discounts prevailed. They are offered in low season, with early booking or at the end of the season. To promote sales, the so – called "reinforcement" is also used- additional services or gifts.

In order to form a positive public opinion and improve the image, it is necessary to constantly cooperate with the media, including through the Internet, bloggers or the creation of blogs [12]. Editorial materials of various genres, reviews of tourists and vacationers, freelancers, and local residents have a more effective impact on potential consumers than advertising, since readers treat them with a greater degree of trust. Video blogs and materials from professional travelers are particularly interesting.

3. CONCLUSION

Modern competition conditions are burdened by the coronavirus pandemic. They require tourism enterprises to focus on national tourism markets, domestic tourism and the national consumer at least in the near term. This determines the further differentiation of tourism products and services under a certain brand, taking into account the specific needs of individual groups of customers. This specialization involves creating different brands under the same or different brands that target specific segments of the consumer market.

The latest trend in the branding of travel companies is the transition to Internet resources when promoting tours, advertising and booking. Ordering tours via Internet resources is becoming more and more popular, and advertising materials are moving to social network resources. Through the Internet, travel companies sell up to 75,0 % of their proposed destinations, programs, packages, services and other products.

International experience shows a significant reduction in the number of small tourism enterprises, changes in the forms of cooperation between operators and intermediaries, the transition to booking tours online, booking tickets, hotel rooms, and so on. Another situation is observed in the field of rural green tourism. Here the owners of small farms and family hotels embody businessmen, guides and other employees, marketers and PR managers in one person. Therefore, it is extremely important for them to have not only a positive image, but also the support of rural communities and local authorities in the context of providing guarantees of good-neighborliness, goodwill, security, and availability of not only special tourist services, but also General services.

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