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Scientific approaches to defining the concept of «destination branding»

Abstract. Today, the concept of brand is widely used not only for goods and services, but also for the territory and is among the best practices in the development of tourism. According to the scientific analysis of specialists in economics, geography, marketing and tourism, branding of the destination are assigned different characteristics. Research is required on what direction in the formation of a destination brand gives the most effective results. As a result of the study of approaches to the formation of the concept of destination branding in foreign and domestic scientific literature «evolutionary and geographical views», «managerial views directed to the economy», «marketing views aimed at the offer», «views focused on the demand of tourists» were identified and analyzed. In addition, the key players in the market promotion of the destination in accordance with the branding strategy were identified, as well as the step-by-step management models were reflected in the article.

Keywords: brand, destination, destination branding, destination supply, brand promotion, tourist demand, marketing offer.

DOI: <https://doi.org/10.32523/2079-620X-2020-4-203-214>

Introduction. The phrase «Destination branding» means «professional process of creating a brand of a certain place». The United Nations World Tourism Organization (UNWTO) (hereinafter referred to as the Association) distinguished the main types of brands, divided them into: consumer goods brand, services brand, destinations brand, places (territories) brand and developed the following concept for the destinations brand. Given that destinations are based on the experience of culture, history, language, cultural heritage, and the order of life, they are inflexible for change compared to goods [1].

The term Branding is a marketing term depending on its original existence and is understood as one of the prerequisites and/or essential components of advertising. This point of view is recognized by the branding theorist D. Aaker. A brand is a mission focused

on the identification of a product or service, a distinct name and/or designation (logo, trademark, packaging design, color schemes, and designations) that allows you to show advantages over competitors [2].

Research related to brand formation in marketing and promotion in the market began in the 1970s, research on regional, destination branding began to be considered later. Branding (state, region, city) was based on the works of Anholt [3], Kotler [4, p. 118], and destination branding by Dickman [5, p. 262], Morgan [6, p. 83], Hsu [7, p. 298]. Also, one of the important directions in the study and analysis of the world tourism community.

As an important stage in the development of destination branding, we can note the large-scale international conference of the organization of tourism and travel «Travel and Tourism Research Association's Annual Conference», held in 1998.

At this conference, the concept of destination branding was thoroughly discussed, one of the first Destination Branding books was published and a special issue of the Journal of Brand Management special issue [8, p.136].

The problem of the research work is the uncertainty of the effective direction of conducting the destination branding from the point of view of tourism sphere. In the course of the research aimed at solving the problem, domestic and foreign literature was reviewed, definitions were analyzed, four main directions were singled out in accordance with the scope of application and a consumer-oriented definition in terms of tourism was given.

Today, the scientific literature divides approaches to the definition of the concept of «destination branding» into four: evolutionary and geographical, managerial views directed to the economy, marketing views aimed at the offer, views focused on the demand of tourists.

As for Kazakhstan sources, the concept of «destination branding» appeared in a relatively close period. The law of the Republic of Kazakhstan No. 211 of June 13, 2001 «on tourist activities in the Republic of Kazakhstan» does not define the concept of «destination branding» and separate terms «destination», «brand», «branding». In the concept of development of the tourism industry of the Republic of Kazakhstan until 2023, approved by the Decree of the Government of the Republic of Kazakhstan dated June 30, 2017, No. 406, the concept of «destination» is used 25 (twenty-five) times and today we can see that the term is widely used in the field of domestic tourism. Besides, the term «destination» is used in the combinations «tourist destination», «creating a brand of destinations», «destination management». If the term «brand» is repeated 7 (seven) times, then the concept of «branding» was used 1 (one) time. The word «brand» is explained in the meaning of «brand creation», «brand promotion», «national brand», «professional brand management» [9].

The article has theoretical and methodological significance that achieves the purpose of research by means of systematic analysis of scientific literature and comparison of different points of view.

Results. One of the most significant definitions in the Western literature of destination branding in the tourism textbook «Destination Branding with an introduction by Simon Anholt», a leading branding specialist who has received worldwide recognition. In the reference «destination branding will be defined as the competitiveness of the region, and the destination brand will be aimed at creating a popular and unique look provided to visitors. The goal of the destination brand is to allow the consumer to choose an individual trajectory of the tourist route based on their approaches to tourism, recreation, and travel» [3].

In relation to the concept of brand, the derivative word «branding» corresponds to the definition of the process of creating a brand. In conclusion, the authors' views can be used to conclude that destination branding is a multifunctional process aimed at demonstrating, popularizing, and harmonizing the advantages of a particular territory with a single goal in management. Possible directions of destination branding are defined by the world tourism community and distributed in two directions:

1) Thematic branding - thematic areas on the border of this destination. For example, in France, the theme of a wine brand is developed, designed for a large audience, offering directions and products for winemaking. That is, thematic branding combines products and views that a destination can offer, and affects a specific market segment. In promoting a destination's thematic brand and branded product, all thematic brands must demonstrate its value;

2) Geographical branding - branding on the territory of geographical borders (cities, regions, States). Thematic branding of cities and regions can surpass the geographical brand, even combining countries (Baltic States: Latvia, Lithuania, and Estonia) [1].

In addition, the Association describes the similarities and differences between thematic and geographical branding, and has identified several comparative indicators of thematic and geographical branding, listed below:

- Distance: the further the destination is from the target audience, the more profitable the formation of geographical branding;

- Step-by-step definition of branding forms: if a destination has a set of tourist products and services, then it is necessary to use thematic branding;

- Complementary thematic and geographical brandings complement each other, but the thematic brand can be a sub-brand of the geographical brand (for example, active sports tourism will be an addition to the geographical branding of Vietnam);

- Event branding, destinations can organize various events (festivals, contests, Championships, international competitions) to strengthen their brands [1]. These indicators have identified important areas of practical implementation of destination branding in the

tourism industry. Other definitions that reveal the concept of destination branding include the views expressed in the preamble and collected by scientific authors on research areas.

Discussion.

Evolutionary and geographical views

As a manifestation of the destination characteristic, we consider characteristics in which the main (play a key role) are environmental factors, such as evolutionary and geographical points of view. These theories are mainly based on the formation of the terms «brand», «branding», «destination branding» and geographical aspects in the structure. This approach has an elution value and can be seen in the following table 1.

Table 1

Evolutionary and geographical views

№	Author	Definition, views
1.	Ritchie B.R., Ritchie R.J.B. (1998)	The term «goods «and «services» replaced the term» destination»: «a destination brand is a name, symbol, logo, wordmark, or other graphics that individualizes and reflects the difference of a particular destination [11, p. 92].
2.	Anholt S. (2007)	Activities related to branding, logo production (including name, designation, formula, etc.) are still purely technical. The meaning of the term «brand» has evolved and developed further. The expansion of the meaning of the terms» branding «and» brand «is currently used as synonyms for the terms «product», «name», «Corporation», « place «and» state « and has led to their depreciation [3].
3.	Balakrishnan S.M. (2009)	Macro-environmental factors (terrorism, exchange rate instability, politics), geographical restrictions (accessibility, location), history (cultural and historical heritage), diversity and influence of stakeholders (including the state), management and feedback [12, p. 617].
4.	Kiryanova L.G. (2011)	A brand for tourist destinations is not only a name but also the beauty of natural landscapes that allows you to feel certain specific effects, the cultural wealth of the local population, a reflection of the nature of the destination, life associated with special types of activity that attract the world [8, p. 98].
5.	Tulchinsky G.L. (2013)	Brands are determined by various criteria: brands of product batches and industries (product brand, service brand, personal brand, company brand, event brand, country brand, region brand), depending on the geography (global, national, regional, local), depending on the way the name is formed (multi-brand, megabrand, master brand, sub-brand) [13].

Note: the table is completed by authors

The definition that characterizes the visual appearance of the destination brand and attaches importance to its graphic appearance was given by V. R. Ritchie and J. Ritchie. And in S. Anholt's view of the concept of «brand» as a term, it has evolved and led to the abolition of such terms as «product», «name», «Corporation», «territory» and «country». S.M. Balakrishnan's views are based on revealing the definition of destination. 7 aspects of the destination, such as macro-environmental factors, geographical constraints, history, diversity and influence of stakeholders, management, and feedback, reflect a common characteristic of all areas of view related to destination branding. In the study of Tulchinsky G.L., L.G. Kiryanova, the brand criteria are defined and the brand value for tourist destinations is determined. From the authors' point of view, a destination brand is not only a set of proposed important features of a destination (infrastructure, attractions, etc.) but also a desire to get spiritual nourishment, confidence that it can meet the needs of itself, in itself and self-expression and recognition of impressions from the experience and emotions expected by the tourist [8, p. 84].

Managerial views directed to the economy

Experts who manage the economy consider destination branding not only an important component of the tourism industry but also as a prerequisite for sustainable development, which is formed under the influence of investments and consumers. According to the economic analysis of developed and developing countries, the emerging brand in the field of tourism has great support and interest from state and local governments. We can see the views of scientists on a managerial nature in table 2.

According to the study, among the management approaches of destination branding focused on the economy can be attributed the conclusions of such authors as Prot L.V., O'Keefe P.J., S. Anholt, Braun E., Esquinas, Sanchez-Carretero. The main boundary of this approach is formed between regional management and investments involved in the promotion of the destination brand, which creates trust. At the same time, in the views of Western scientists, Hautbois C., Dinnie

K., Papadopoulos N., L. Heslop and Russian L.V. Kovyneva, the following are considered as segments of the promotion of the destination brand: determining the level of profitability of the brand for a particular destination, increasing tourist competition, focusing on it by heads of state, politicians and industry experts. It is obvious that the goal is to introduce the state and local authorities to a common model based on a single concept, to form a model of economic sustainable development with an effective implementation of a particular destination.

Marketing views aimed at the offer.

Among the marketing approaches focused on the proposal can be attributed the definition of Sh. Dickman, who evaluated the proposals of the destination as epicenters of Tourism. It describes the recommendations of destinations as a prerequisite for tourist decisions in determining a tourist destination. Offer-oriented definitions of destination branding are summarized in table 3.

In the definition of Blaine C., Levy E., B. Ritchie, destination branding is not only a powerful marketing tool for choosing a tourist destination, but also today it is considered as a factor of industrial and scientific interest. P. Beritelli and Laesser C. the creator of destination branding focused on various issues of brand promotion by offer-forming organizations. According to the research of Cathy Hsu, Killion L., Brown G., Gross M., S. Huang, destinations do a significant job to ensure that their brands that distinguish them from their competitors are firmly established in the minds of tourists. However, it is very important that the image in your mind, formed under the influence of marketing advertising, coincides with the specific offer of the destination. Based on the specifics of a specific branding destination, real products, and services, it contributes to the analysis of marketing research in real terms.

Views focused on the demand of tourists.

As a result of research on demand-oriented tourist destinations, there is a trend of destination branding following a step-by-step mechanism. First, the establishments of specific characteristics of the destination brand in the pre-selected market, second, the correspondence

Table 2

Managerial views directed to the economy

№	Author	Definition, views
1.	Prott L.V., O'Keefe P.J. (1992)	Branding is one of the forms of essentialization of simultaneous unification and merging of a part of the population within the framework of a distinctive cultural identity; it also limits its composition to those who are not protected by this brand [14].
2.	Simon Anholt (2010)	The brand theory finally reached commercial practice in many cities and countries and was implemented mainly in two areas: tourism and export marketing. For many decades, there has been an active exchange of best practices in commercial marketing and «target marketing» and indeed the term «destination branding «has been used for at least a decade (however, there is considerable confusion, as it is often incorrectly associated as» regional branding «or»national branding»). Regional branding is defined as the process of creating a destination brand based on the specifics of the area and the formation of a positive image in the minds of interested parties [15].
3.	Papadopoulos N., Heslop L. (2002)	The idea of States displaying themselves as brands is very familiar to marketers today, as well as to many economists and politicians.... ..(it) is widely popular and has value. ...well received... As a result, international marketers are beginning to understand how to import capital for their brands through the effective use of domestic destinations ... [16, p. 307]
4.	Hautbois C. (2019)	Tourist competition between cities, megacities, and countries is intensifying. Thus, public leaders began to analyze the perception of their territory and create brands for certain places [17, p. 60].
5.	Keith Dinnie (2008)	Due to the use of branding and national branding methods by many states, it is considered as one of the most important phenomena. New approaches, tactics and strategies should be promoted to increase scientific, practical and State popularity. Policymakers at the national level are well aware of the power of branding to help achieve national goals [18].
6.	Braun E. (2012)	Branding of a place or region is an object intended for the tourist, in turn, provided that it combines a complete picture consisting of political, cultural and social features of the state, region, city. The main goal of branding in the region is to create a pleasant image of various market segments (Education, sports, tourism, Entertainment, production) among the population, investors, specialists, and tourists. Destination branding is a phenomenon aimed at promoting certain properties of a destination or place, correctly formed thinking, and prospective visitors (tourists, travel agents, and hospitality investors) [19, p. 260].
7.	Guadalupe Jimenez-Esquinas, Cristina Sanchez-Carretero (2018)	In conducting branding related to the creation of a trademark, local authorities control its production, compliance with certain models and tasks, quality standards, marketing, and profit distribution. The branding strategy depends on activities related to increasing the prestige of the destination: if the destination has a good reputation, it can attract investors and tourists [20, p. 5].
8.	Kovyneva L.V. (2014)	...today, branding, along with other elements of strategic development, is considered an important resource that contributes to the development of the region and increases its tourist and investment attractiveness [21].
Note: the table is completed by authors		

Marketing views aimed at the offer

№	Author	Definition, views
1.	Sharron Dickman (1999)	Destinations are the epicenters of the tourism industry. The main direction of tourist solutions for tourists is based on the services provided by destinations [5, p. 221].
2.	Kotler P., Bowen J., Makens J. (2005)	Tourists travel to real destinations. Destinations have clear borders, can have physical borders of the region, political borders, and even market borders (which form the tour operator). The realization of the desire to become a popular and market-specific destination is a complex marketing task, which is influenced by various factors [4, p. 613].
3.	Hsu C., Killion L., Brown G., Gross M., Huang S. (2008)	Destinations are actively working to create an image that distinguishes them from their competitors. The differences accepted by the established image reflect the special characteristics of the brand. It will have a name, an individual logo or other visual appearance, and the destination brand will convey relevant messages about a particular area and its recommendations [7, p. 287].
4.	Aaker David A. (1991)	Destination brand any brand, like others, has two important functions: - identification and differentiation [22].
5.	Blain C., Levy S.E., Ritchie J.B. (2005)	Destination branding-a powerful marketing tool that influences the choice of a tourist destination also attracted great attention to the industry and scientific society [23, p. 332].
6.	Beritelli P., Laesser C. (2018)	In practice, destination branding by destination branding organizations involves not only costs associated with brand creation and consulting and advertising, but also additional costs associated with the process of continuous brand development (for example, updating communication materials, managing relationships with brand partners, legal protection) and internal human resources [24, p.8].
Note: the table is completed by authors		

of feelings caused by these characteristics to the needs of tourists, and third, the participation of visitors who have received a positive influence on destination branding, expressing an opinion, was analyzed on the views set out in table 4.

The views of the destination brand, based on communication with consumers, can be considered as a demand-oriented tourist destination. It can be seen that the tourist demand, which was the basis for Kotler P., Armstrong G., Morgan N., Pritchard A., Pride R., Kima H., Stepchenkova S., V. Babalou's research, becomes part of the branding strategy. This is because the differences of the destination brand, which Unite the thoughts of researchers, must correspond to the ideas of tourists about tourism, travel. If appropriate, brand promotion teams will be interested in customer feedback.

Research by P. Kotler and G. Armstrong found that the Young & Rubicam's BrandAsset Valator advertising agency estimates brand strength on four consumer acceptance criteria. They are differentiation (what makes a brand different); relevant (according to customer needs); awareness (how many consumers know about the brand) and respect (how much the customers value and respect the brand). It has been shown that high-value brands are prized in all four dimensions. [p. 24, 271] The World Tourism Organization has concluded that in 2010 the brand strategy of the destination should be designed so that the tourist can go through the next steps :

- 1) lack of awareness;
- 2) awareness;
- 3) interest;
- 4) assurance, approval;

Table 4

Views focused on the demand of tourists

№	Author	Definition, views
1.	Kotler P., Armstrong G.	«A brand is anything that reflects the value of a product or service to the consumer. Thus, the brand is the value of the company. Brands-evoked the influence and perception of consumers concerning products and reflect their functioning. Branding strategy: building a strong brand» [25, p. 272].
2.	Morgan N., Pritchard A., Pride R., (2004, 2011) relation	The goal of a destination brand is to provide and consolidate the appropriate, effective characteristics of a particular brand in a pre-selected market. The destination brand must be stable for a long time. If other elements of its structure can not convey the ideas and significance of the brand, then the development of a logo or a positive expression of routes brings considerable benefit in the analysis and selection of directions. For destination brands to be effective: reliable, accessible, diverse, powerful ideas that stimulate trading partners and arouse the opinion of consumers [6, p. 327].
3.	Kima, H., Stepchenkova S., Babalou V. (2018)	Destination brands must have a positive and consistent value to match the expected impact of potential tourists, the practical experience of travel. Secondly, tourists need to communicate, show what is waiting for them at their destination, think, and participate in the process of branding a destination brand that is aimed at other tourists. As a result, to create a harmonious branding strategy, destination branding should elicit feedback from tourists in each of the three stages of the visit, i.e. before, during, and after the trip [26, p.195].
4.	Morrison A. & Anderson D. (2002)	As a means of communication with consumers, destinations can be defined based on the differentiation of the destination in comparison with competitors and its unique nature [27].
5.	Domnin V.N. (2009)	In the marketing literature, it is called brand identity, a feature of goods and services, a kind of destination in our case. Synonyms of the word identification include the concepts of knowledge, definition, knowledge, perception since identification is a coincidence of the received object with the one preserved in consciousness, a finding of compatibility. Identification (in other words, the system of special brand properties) is different from the «destination image». A variety of brand properties, at the request of brand developers, show that its user reaches customers and main stakeholders. A brand image shows how consumers perceive the brand and evaluate it [28, p. 178].
6.	Lazarev M. P. (2013)	If the image and brand coincide with each other, this area has a good tourist potential, as visitors are faced with the expected manifestations. If the idea of territory is lower than the visible effect, it will have a positive effect, as it helps to increase the popularity of the territory, reducing the gap between image and brand. However, when the idea of territory is higher than the actual one, the tourist can never come to this territory and spreads his negative opinion among other people [29, p. 95].
7.	Kuzmina K., Matetskaya M. (2014)	Creating a brand of destination is an algorithm for developing a strategy for promoting a destination, and a brand of destination becomes an instrument of differentiation, uniqueness, and competitiveness [30].
Note: the table is completed by authors		

- 5) buy,
- 6) satisfaction;

7) consulting with friends [1]. The examples given are summarized by the stages of the customer impact of a brand's destination strategy. As a prerequisite for a demand-driven tourism perspective, it can be a valuable part of a tourism branding strategy. Russian scientists Domain V.N., Lazarev M.P., Kuzmina K., M. Matetskaya's research provides a comparative understanding of the target brand and the target image, and the distinction between brand and destination. In this point of view also focused on the consumer, the consumer becomes a participant in the branding process if the desired idea (brand) of the destination on the destination matches the opinion (image) of the experience. From that perspective, we conclude that properly targeted branding creates a destination image.

Conclusion. According to the research, we can draw the following conclusions.

The brand concept is more extensive than the trademark presented on the market. The brand must offer the consumer value, an idea that is more than just a personal brand. It can also be considered as patterns and associations that appear in the mind of a consumer when they think of a brand. Destination brand for tourists is a small version of the amazing effects that can be felt immediately upon arrival and arrival [8, p. 128].

Destination branding is a product of geographic, economic, managerial marketing, tourism, competitive environment, and having an impact-making system.

Geographically, economically oriented managerial approaches provide for the basics of destination branding. These areas, which are targeted at the natural factors of destination, are forcing the administrative parties to move the brand.

Proposal marketing insights, marketing and promotion costs for a brand's life cycle impose on a branding organization. Proposals of the target brand are based on the specific properties of the destination and, in turn, must be true.

By comparing and analyzing the views on the concept of destination branding in general, the principles of tourism-oriented approaches to demand are widely used. With the rapid development of the tourism industry today, the image of a destination that is created as a result of a brand of destination is shaped by the successful implementation of a branding strategy. In turn, the destination branding strategy is an important component of the tourism outlook, based on positive customer opinion and a unique way of promoting brand awareness. However, organizations that are targeting the brand should be approached first and foremost in determining the geographical and thematic areas of the brand.

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«Дестинациялық брендинг» ұғымын анықтаудағы ғылыми көзқарастар

Аннотация. Бүгінгі күні бренд ұғымы тауарлар мен қызметтерге ғана қатысты емес, аумаққа байланысты жүргізілуі кеңінен қолданылуда және туризмді дамытудағы үздік тәжірибелер қатарында тұр. Экономика, география, маркетинг және туризм мамандарының ғылыми талдауларына сәйкес, дестинация брендингіне әртүрлі сипаттамалар беріледі. Сәйкесінше, дестинация брендинің қалыптастырудағы қызметте қандай бағытты басшылыққа алған тиімді нәтижелер беретіні зерттеуді талап етеді. Шетелдік, отандық ғылыми әдебиеттердегі дестинациялық брендинг ұғымының қалыптасуындағы көзқарастарды зерттеу нәтижесінде «эволюциялық-географиялық», «экономикаға бағытталған басқарушылық», «ұсынсақ бағытталған маркетингтік» және «сұранысқа бағытталған туристік» көзқарастар айқындалды және талдау жасалды. Сонымен қатар, дестинацияның брендинг стратегиясына сай нарықта жылжуындағы маңызды ойыншылар анықталып, сатылы жүргізілу үлгілері мақалада көрініс тапты.

Түйін сөздер: дестинация, бренд, дестинациялық брендинг, брендті жылжыту, туристік сұраныс, маркетинг.

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Научные подходы к определению понятия «брендинг дестинации»

Аннотация. На сегодняшний день понятие бренда широко используется не только в отношении товаров и услуг, но и в отношении территории и находится в числе лучших практик в развитии туризма. Согласно научному анализу специалистов по экономике, географии, маркетингу и туризму, брендингу дестинации присваиваются различные характеристики. Соответственно, требуется исследование того, какое направление в деятельности по формированию дестинационного бренда дает наиболее эффективные результаты. В результате изучения подходов к формированию понятия дестинационного брендинга в зарубежной, отечественной научной литературе выявлены и проанализированы «эволюционно-географический», «управленческий, ориентированный на экономику», «маркетинговый, ориентированный на предложения» и «ориентированный на спрос туристов» подходы. Кроме того, определены ключевые игроки в продвижении дестинации на рынке в соответствии со стратегией брендинга, а также отражены модели пошагового ведения.

Ключевые слова: бренд, дестинация, брендинг дестинаций, предложения дестинаций, продвижение бренда, туристический спрос, маркетинговые предложения.

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