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K.P. MUSSINA,¹

PhD, acting associate professor.

L.M. MUTALIYEVA,¹

PhD, associate professor.

S.B. KUTBAYEVA,²

master student.

L.N. Gumilyov Eurasian National University.¹

Les Roches University, Switzerland²

SCIENTIFIC FOUNDATIONS IN FORMATION OF COUNTRY'S INTERNATIONAL TOURISM BRAND

Abstract

International tourism in the context of globalization has become an important component of modern international economic relations and at the current stage of its development is a global phenomenon. Any country that operates on the international tourism market enters into a complex system of competitive relations with other territories, regions, countries, and the role and place of each state in the international tourism market depends on how effectively the tourism policy is organized and implemented. The problem of forming a positive perception of the international tourism brand is of special importance for Kazakhstan, which is in the process of transformation and integration. The creation of an effective international tourism brand for Kazakhstan is an instrument to strengthen the country's international competitiveness and is an important factor in ensuring the growth of tourism business revenues, the replenishment of the country's budget, and the improvement of the welfare of its population. The article summarizes the approaches to the definition of concepts that characterize various aspects of branding, considers the points of view presented in the scientific literature regarding the formation of brand constituents of the territory, and proposes a model of the process on forming the country's international tourism brand.

Key words: branding, tourism, destinations, tourist policy, competitiveness, income, welfare.

Despite a large number of publications in the scientific literature on the formation and positioning of the country's brand, certain theoretical and practical aspects remain unresolved. In particular, there is no single theoretical approach to the interpretation of the economic nature of the country's international tourism brand, a clear typification and structuring of factors affecting its formation is also lacking. So far, theoretical and practical approaches to the integrated presentation of the process on forming the country's international tourism brand have not been formed. All this determines the urgency of the problem of creating and effective international positioning of the tourism brand of Kazakhstan in the international market of tourist services.

The aim of this work is to study the theoretical and applied aspects of branding the territory as a resource for the development of domestic and inbound tourism.

In order to obtain reasonable conclusions, general scientific and special methods, such as: methods of analysis and synthesis, deduction and induction, analysis methods, comparisons, modeling methods, were used in the process of the work.

The information base for the study was provided by the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan. Also in the course of the study, special literature, materials of scientific and practical conferences, reference materials, periodical publications were used.

At present, the key discussion issues of forming the brand of the territory as a resource for the development of domestic and inbound tourism are: the definition of the essence of the "territory branding" concept, as well as the "territory brand", and the formation of brand constituents of the territory (city). Let us consider the available approaches to solving these issues. Table 1 (p. 120) summarizes the approaches to the definition of concepts that characterize various aspects of branding.

Table 1 – Interpretation of the essence of the “territory brand” concept and the concepts cognate to it in the scientific literature

Author	The concept	Definition
S. Anholt	Branding (National)	Systematic process of coordinating actions, behavior, investments, innovations and communications of the country for the implementation of the national security strategy and competitive identity
D. Vizgalov	Territory brand	broad, systemic concept, which includes such aspects as: - a unique emotionally positive image, due to specific features of the territory, which became widely known to the community; - guarantee of qualitative satisfaction of the consumer’s needs of the territory, obtaining certain benefits; - the most important factor of competitive advantages and incomes of the territory, a valuable intangible asset of its economy
World Tourism Organization	Brand of the country	The combination of emotional and rational representations, which is the result of a comparison of all the signs of the country, own experience and rumors that affect the creation of a certain image
O.Zh. Ustenova	City Branding	instrument of state regional policy, in which authorities, the public and business should be involved
S.R. Erdavletov, O.Zh. Sagimbay	Brand of the region	The set of impressions about the region that form in the minds of consumers and determine its position in the market, that is, the rating among other regions
F. Kotler	Territory brand	A set of unique qualities, enduring human values, reflecting the uniqueness, original consumer characteristics of a given territory and community, widely known, received public recognition and enjoying a stable demand of consumers of this territory
M.R. Smykova	Brand of the region	a key element of the territorial development strategy; demonstrates competitive advantages and increases the attractiveness of the region for investors and various groups of the population
D.L. Biktasheva	National branding	reputation, image of the country
Yu.N. Ababkov	Brand of the country	a complex trade proposal is an emotionally strong brand that has not only a name or design solution but also a whole complex of associations and identifications through which consumers perceive it
A.M. Godin	Territory brand	An extremely important non-material asset of its economy, provides growth of competitive advantages of economic entities, as well as political subjects of a particular territory
S.A. Starov	Territory brand	Socio-humanitarian technology aimed at ensuring the interaction of such concepts as «territorial identity», «territorial interests», «territorial community», etc.
A. Sharomov	Brand of the region	One of the key tools for implementing the long-term political and macroeconomic strategy of the region

Note – Compiled by the authors on the basis of the source [1–7].

Based on the aforesaid, it can be concluded that each researcher concentrates on one of prominent features when considering the concept of “brand of the country”, which is of particular interest to them, depending on the basic author’s definition, scientists suggest ways to improve the strategy of tourism branding, most definitions emphasize the country’s perceptions, its image and ability to meet the needs of tourists. Thus, in most scientific sources, the essence of the “territory brand” concept is determined through the statement of its features such as a complex of associations, emotional and rational representations, a strategic orientation (expectations of long-term results), and the ability to attract investment resources.

Within the framework of the second discussion issue, it is advisable to consider the points of view presented in the scientific literature regarding the formation of brand constituents of the territory. Schematically hierarchical structure of the tourism brand of the state can be viewed as the process of entering the market of a unique tourist product, positioning and promoting its brand by consumers in order to meet tourist needs, interests and motives (Figure 1). Proceeding from the named scheme, the tourism brand should be considered as a combination of qualitative features of the tourist image and the tourist image of the state, perceived through the image attributes, such as: logo, slogan, design, symbols, etc. [8]. The tourist image of the state inherent stability and a complex structure that absorbs the natural, socio-economic, political, cultural and other features of the administrative-territorial unit. The tourist image of the state is a dynamic education, is transformed in time and space, is its business card and is formed under the influence of many factors. According to our vision, they include:

- ◆ human activity (study of historical and cultural, geographical features, information, etc.);
- ◆ communication: a tourist arriving from one country to another is associated with the tourist image of his country and gets acquainted with the tourist image of the host country;
- ◆ purposeful propaganda of the country by attracting the attention of the world public to the history, daily life of the state (sports championships, Olympiads etc. are held for this purpose);
- ◆ activities to create a tourist image through marketing (advertising, public relations, exhibitions, sponsorship), etc.

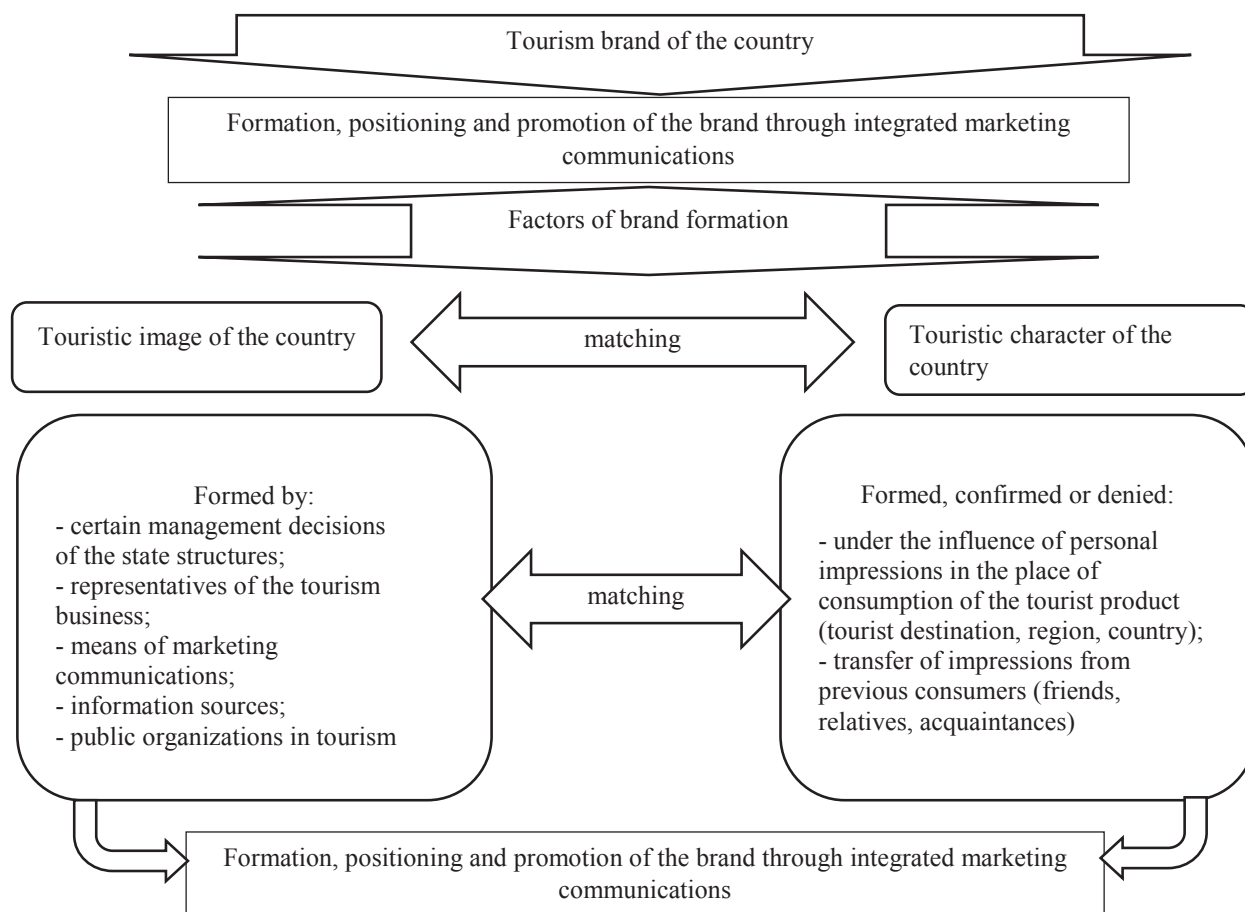


Figure 1 – Tourism brand of the country

Note – Compiled by the authors on the basis of the source [6].

The formation of the tourism image of the country is of great importance in the context of preserving the national identity of the territory. Therefore, it is important to identify the dominants of cultural, historical and natural-social features of a certain territory. Considering them, the tourism brand of a country opens new opportunities for establishing cooperation between representatives of state authorities, tourism business and the public. In this process, it is important to highlight the special

qualitative characteristics of the tourism brand of a country as a set of additional brands, namely brands of tourist destinations, brands of accommodation facilities, brands of tourist products, souvenir brands that work for a single integrated brand of the state. However, it is necessary to distinguish the tourism brand and tourism branding, which are components of the overall process of formation, positioning and promotion of the tourist product and its access to a higher level of promotion.

An innovative mechanism for promoting the country as a national tourist product to the domestic market and beyond is the tourism branding process of creating and managing a tourist product, which is achieved through its advertising, promotional activities, promotion and positioning in the minds of consumers. Travel branding identifies a tourist product, person or place, in such a way that the buyer or user experiences a special, unique added value that best suits his/her needs. At the same time, the prerequisite for the success of a tourism brand is its ability to maintain these added values despite competition [4].

The international tourism brand of the country should reflect its mission and development strategies. The following model of the process on forming the international tourism brand of the country is proposed (Figure 2).

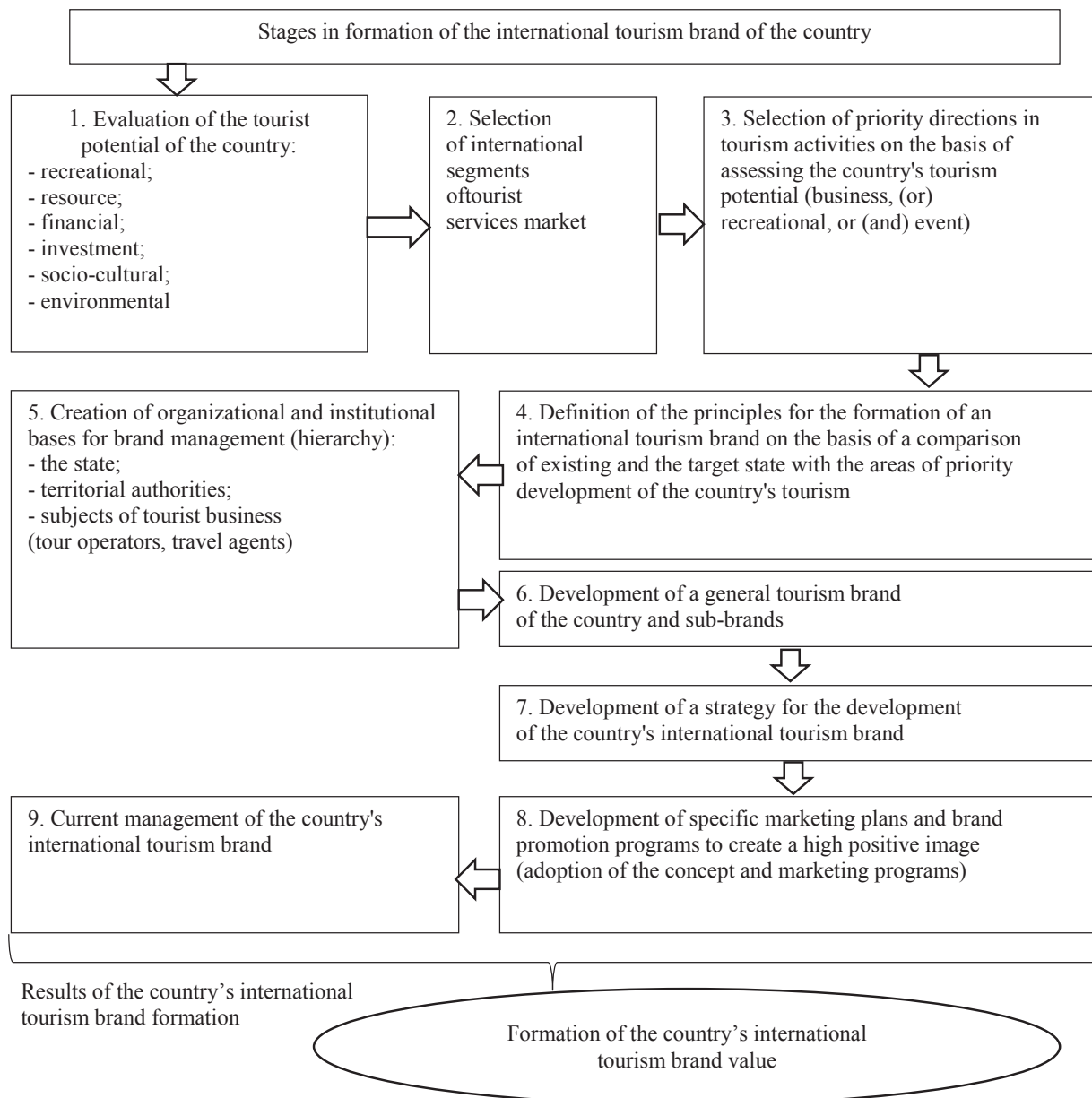


Figure 2 – The process of forming country's international tourism brand

Note – Compiled by the authors on the basis of the source [4].

The purpose of forming an international tourism brand of the country is to create an image that corresponds to the theme and composition of tourist services, taking into account the preferences, habits and mentality of tourists.

At the first stage in the process of forming country's international tourism brand, the country's tourism potential is assessed, at the second stage, the selection of international segments of the tourism services market takes place.

The next stage is the creation of organizational and institutional foundations for brand management, which implies the development of a system of normative legal acts, instructions, decisions regarding the development of tourism activities in the region according to the hierarchy "state – territorial authorities – tourism business entities (tour operators, travel agents)." At each level, favoring conditions should be created, including a sound and effective tool to promote the formation, development, dissemination of information on the international tourism brand of the country. Each of the tools should be justified for application at the appropriate level, in order to promote the creation of the brand's value in the international tourism market in the most effective manner.

The stage on development of the country's general tourism brand and sub-brands, provides for the selection of the most appropriate tools for presenting the image of the country as a tourist attractive according to specific levels in perception of the country's international tourism brand. The general methodical approach to the development of the international tourism brand of the country can be based on considering it as a process that consists of three stages: 1) the formation process; 2) the promotion process; 3) the implementation process. It is advisable to depict the process in the form of a sequence of processes (Table 2).

Table 2 – Structure and characteristics of the process on creating country's international tourism brand

Stages of implementation process	The sequence of actions and the content of the stage
1. Creation of a structure, working group responsible for the implementation of the national branding campaign	The working group includes politicians, civil servants, representatives of industry, media, education, art, tourism, who have a definite position on various aspects of the country's tourism brand: economic, social, cultural, etc.
2. Survey of competitive environment and assessment of the current state of the country's image	It provides for market research with the help of marketing tools, structuring and clarification of marketing information, preparation of analytical materials for making managerial decisions, determining target audiences and content of communications for each of them, engaging to work with target audiences
3. Formation of the identity of the country's international tourism brand. Brand image development	The «design team» is responsible for developing the system, which creates a positioning system, values, a single image, and forms ways of implementing and methods of communicating the image and values of the brand to the target audience. This process assumes a certain sequence of actions: 3.1. Definition of the philosophy and values of the country's international tourism brand; 3.2. Development of the communication platform of the country's international tourism brand; 3.3. Development of a creative component of the country's international tourism brand
4. Creation and implementation of the concept of the country's international tourism brand	Working group: 4.1. Develops a national program for the introduction and adaptation of the brand concept for each strategic government program, as well as ways to implement it; 4.2. Coordinates the implementation of the national program in all areas of public administration – from government departments and embassies to private and public organizations whose activities are related to the formation of the country's image
5. Development and implementation of the strategy for the country's international tourism brand	Provides the following actions: 5.1. Identification of the main areas of the strategy application; 5.2. Determination of the key tools for implementing the strategy; 5.3. Implementation of the strategy on the country's international tourism brand

Table 2 (continued)

6. Monitoring and evaluation of the country's international tourism brand	It provides for the creation of an international tourism brand evaluation system based on available information and sound evaluation criteria and methodological apparatus
7. Correction of the country's international tourism brand and its implementation strategy based on the results of the evaluation	Consistent improvement of each item in stages 1-5 of this process based on the results of monitoring and evaluation of the international tourism brand if the effectiveness criteria for the positioning of this brand in the international tourism market are not met
Note – Compiled by the authors on the basis of the source [6].	

Thus, the process of the formation, promotion and implementation of the country's international tourism brand implies control over the compliance of the events held: a single message, the main idea that the international tourism brand of a particular country bears. The management of the country's international tourism brand provides for the identification of target audiences and content of communications for each of them. The outcome of the formation and management of the country's international tourism brand includes the formation of its value, that is, the intangible asset that the country has in case of successful implementation of its identity.

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Аңдатпа

Жаһандану жағдайындағы халықаралық туризм заманауи халықаралық экономикалық қатынастардың маңызды құрамдас бөлігі болып табылады және оның қазіргі кезеңінде жаһандық құбылыс болып табылады. Халықаралық туризм нарығында жұмыс істейтін кез-келген ел басқа аумақтармен, өңірлермен, елдермен бәсекелестік қарым-қатынастың күрделі жүйесіне енеді және халықаралық туризм нарығында әр мемлекеттің ролі мен орны туристік саясаттың қаншалықты тиімді ұйымдастырылуына және жүзеге асырылуына байланысты. Халықаралық туристік брендті оң қабылдауды қалыптастыру мәселесі трансформация және интеграция үдерісінде тұрған Қазақстан үшін ерекше маңызға ие. Қазақстан үшін тиімді халықаралық туристік бренд құру еліміздің халықаралық бәсекеге қабілеттілігін нығайтудың құралы және туристік бизнестің табысын арттыру, елдің бюджетін толықтыру және халықтың әл-ауқатын жақсартудың маңызды факторы болып табылады. Мақалада брендингтің әртүрлі аспектілерін сипаттайтын тұжырымдамаларды анықтауға арналған тәсілдер жиынтығы, аумақтың бренд құрамдарын қалыптастыру туралы ғылыми әдебиеттердегі көзқарастар қарастырылған, сондай-ақ еліміздің халықаралық туристік брендін қалыптастыру үдерісінің үлгісі ұсынылған.

Тірек сөздер: брендинг, туризм, бағыттар, туристік саясат, бәсекеге қабілеттілік, табыстар, әл-ауқат.

Аннотация

Международный туризм в контексте глобализации стал важным компонентом современных международных экономических отношений, и на современном этапе его развития – это глобальное явление. Любая страна, которая работает на международном туристском рынке, входит в сложную систему конкурентных отношений с другими территориями, регионами, странами, а роль и место каждого государства на международном туристском рынке зависит от того, насколько эффективно организована и внедрена туристская политика. Проблема формирования позитивного восприятия бренда международного туризма имеет особое значение для Казахстана, который находится в процессе трансформации и интеграции. Создание эффективного международного туристского бренда для Казахстана является инструментом укрепления международной конкурентоспособности страны и служит важным фактором обеспечения роста доходов туристского бизнеса, пополнения бюджета страны и улучшения благосостояния ее населения. В статье кратко излагаются подходы к определению понятий, характеризующих различные аспекты брендинга, рассматриваются точки зрения, представленные в научной литературе относительно формирования составных частей бренда территорий, а также предлагается модель процесса формирования международного туристского бренда страны.

Ключевые слова: брендинг, туризм, дестинации, туристская политика, конкурентоспособность, доходы, благосостояние.