

Review Paper

# Interactive Technologies of Brand Formation of Territories for their Promotion in the Market of Tourist and Hotel Services

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## ABSTRACT

In the context of the intensification of digital technology development and the increasing impact of modern challenges, the problem of attracting innovations in the field of tourism and hotel services is becoming more urgent. Growing trends in competitiveness in the market of tourism and hotel services necessitate increasing the parameters of brand formation of territories to promote them, and interactive technologies become an effective tool for this. The purpose of the article is theoretical and applied aspects of the study of interactive technologies for the formation of brand territories to promote them in the market of tourism and hotel services. The methodological basis of the study consists of such methods of economic analysis and scientific cognition as system analysis, synthesis, scientific abstraction, statistical analysis, analogy, comparison, functional analysis, cluster analysis (based on the k-means method), grouping, tabular, graphical, generalization and systematization. The results of the study have revealed that the use of interactive technologies in the formation of the brand of territories for their promotion in the market of tourist and hotel services is a necessity of our time and is due to the latest challenges and global dangers. It has been established that the formation of the brand of territories for their promotion in the market of tourist and hotel services is a complex and multi-stage process that requires the definition of tactical features and strategic priorities for its development. The results of empirical research have proven a significant dependence of the formation of the brand of territories for their successful promotion in the market of tourism and hotel services on the influence of factors and challenges of our time. It has been established that the COVID-19 pandemic did not contribute to a decrease in the share of tourists to highly developed countries in Europe, in particular, in 2020, 86.9 million people went to France, 81.8 million people to Spain, 58.3 million people to Italy, 37.7 million people to the UK, 37.5 million people to Germany, 29.5 million people to Austria, 27.2 million people to Greece and 21.2 million people to Portugal. It was achieved owing to the well-known brands of the territories of these countries and the transition to modern innovative interactive technologies for attracting customers and providing tourism services. The necessity of strengthening the innovative component of tourism and hospitality development in transit countries is substantiated, which is due to the inefficiency of their use of the existing tourism potential.

## HIGHLIGHTS

- ① The purpose of the article is theoretical and applied aspects of the study of interactive technologies for the formation of brand territories to promote them in the market of tourism and hotel services.
- ② The necessity of strengthening the innovative component of tourism and hospitality development in transit countries is substantiated, which is due to the inefficiency of their use of the existing tourism potential.

**Keywords:** innovation, brand, travel and hotel services, interactive technologies, tourism, tourism, and hospitality industry

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With the increasing challenges of globalization, the importance and role of tourism and hospitality are becoming more and more relevant. The development of the tourism and hotel services market is becoming a priority area of state policy. In modern conditions, the importance of cities and territories as tourist centers and objects of tourist services is growing against the background of increased competition for the client. This, in turn, necessitates the formation and promotion of the brand, because, along with the increase in the attractiveness of the territory, additional opportunities are obtained to ensure the growing inflow of foreign currency, the creation of new jobs, and intercultural exchange. Undoubtedly, the formation of the brand of territories is one of the factors of their attractiveness, which requires systematic updating of existing modern technologies for its promotion in the market of tourism and hotel services to identify existing trends and strategic priorities for development both locally and globally. It is worth noting that it is the global factors of influence on world economic relations that have a significant impact on the formation of the brand of territories, as the growing trends of competition go far beyond the national and regional markets of tourism and hotel services and are the object of research in the international market. The outlined trends indicate the importance and relevance of the chosen topic and necessitate deepening research in the selected area.

## LITERATURE REVIEW

The processes of globalization and the rapid development of information and communication technologies lead to the intensification of the development of the tourism market. In today's conditions, this especially actualizes the need to study different territories and obtain information about the state of their development and features of existence. The formation of the brand of territories in such circumstances comes to the fore and becomes an urgent need in the system of strengthening competition in the tourist services market. Obolentseva and Kostina, 2019 note that the formation of the brand of territories involves the interaction of not only tourism enterprises, but also hotel and restaurant business entities, which together significantly enhance the competitiveness of a particular tourist region. At the same time,

scientists interpret the essence of the brand of territories as a set of specific properties, with the help of which it is possible to position and promote information about the features and uniqueness of the territories. In modern conditions, the formation of a competitive brand of territories for their promotion in the market of tourist and hotel services is impossible without creating a complex of high-quality tourist and hotel services.

Systematizing scientific approaches to the essence of the category of the brand of territories, Aripova (2022) defines it as the formation of a set of special measures aimed at describing services and presenting a set of their features and characteristics to identify and distinguish among all others. From another point of view, the formation of a brand of territories involves the definition of a certain symbol, image, and combination, which will be inherent only to a separate business entity that provides tourism and hotel services. Chorna and Martynova (2020) argue that the formation of a brand of territories helps business entities to stand out from others and consolidate in the minds of consumers of tourism services unique associations and the desire to return. However, in today's conditions, it is increasingly difficult to achieve the desired, as the problems and threats of a global nature are becoming more acute, which have a significant impact on the functioning of the tourism and hospitality sector, resulting in the need to overcome crises, which should be carried out using innovative methods and technologies. The tourism and hospitality business is no exception to the need for innovative development, and the formation of brands of territories for its effective promotion in the market of tourism and hotel services necessitates the creation of new products and the formation of unique consumer values. As noted by Mazaraki *et al.* (2016), the introduction of differential means of promoting the brand of territories should be customer-oriented and based on the concept of innovation.

Kovalchuk (2020) believes that the formation of the brand of territories is based on a set of values that characterize the features of the region, which allow it to gain popularity and public recognition. At the same time, the scientist formulated a methodological toolkit for the formation of the brand of territories, which includes: (1) studying the territories and identifying their sociocultural,

historical, economic, and geographical features; (2) direct development of the brand; (3) formation of an information base for brand presentation and development; (4) development of logos.

Roman & Bury (2022), studying the attractiveness of individual territories, found that it significantly depends on the forms and types of tourism, as well as on the existing potential for its development. At the same time, scientists argue that the attractiveness of the territory is not an unambiguous category, because a certain territory may be attractive for one tourist and not for another. Therefore, they distinguish the factors that most affect it, namely: (1) quality of leisure organization; (2) natural potential; (3) cultural features and traditions; (4) quality of training of specialists providing tourism and hotel services.

The attractiveness of the territory indicates its image, an integral component of which is the brand. Therefore, Kalinichenko *et al.* (2022) insist that the formation, development, and maintenance of the brand, in modern conditions, are an integral part of the tourism and hotel services market and a tool for increasing competitiveness in it.

At the same time, Gursoy *et al.* (2022) prove significant changes in the structure of the global tourism and hospitality industry, which are driven not only by globalization factors but also by the challenges of the COVID-19 pandemic and the intensification of innovation, in particular, virtual technologies. Scientists are convinced that the creation of virtual tourism and hospitality will increase profitability and become a new stage in the development of the tourism and hospitality industry. The opinion of the scientists is shared by Cobanoglu *et al.* (2021), who consider virtual reality as an innovative tool for introducing interactive technologies in the field of tourism and hospitality, which, due to its novelty and empirical nature, positions a significant increase in the attraction of consumers of tourism and hotel services. At the same time, scientists emphasize the need to develop creative marketing strategies to promote the brand of territories in the market of tourism and hotel services and the feasibility of their implementation in the activities of travel agencies, airlines, cruises, and hotels.

Insights (2021) in this context, convinces us that

under the influence of the COVID-19 pandemic, the need for innovative development of the tourism and hospitality sector has become even more acute, and the quarantine restrictions have transformed the usual mode of operation of business entities providing tourism and hotel services into the realm of remote work.

At the same time, Robinson, 2021 focuses on the study of the main modern trends in the use of interactive technologies for branding territories to promote them in the tourism and hotel services market and notes the actualization of the development of such technologies as (1) improvement of Wi-Fi infrastructure; (2) organization of digital conference rooms; (3) use of mobile devices to automate registration processes; (4) next-generation high-frequency wireless communication technologies; (5) use of robots, smart keys, and infrared dates. Some scientists, in particular, Tuo *et al.* (2021), emphasize the need to involve artificial intelligence technology in the activities of the tourism and hotel services market. However, they note that such technology is poorly understood and is based on three aspects: (1) level of intelligence; (2) types of tasks; (3) the presence of built-in artificial intelligence in robots, which requires further study.

Zsarnoczky (2018) argues that digitalization and the involvement of the latest digital technologies in the sphere of tourism and hospitality play a significant role in the system of brand formation of territories to promote them in the market of tourism and hotel services. The processes of involving interactive technologies in the formation of the brand of territories are characterized by an obvious positive impact. They open up new opportunities for making decisions on creating cloud booking sites, sharing experiences through digital platforms, and taking into account the individual needs and wishes of consumers of tourism and hotel services. At the same time, Opute *et al.* (2020), digital technologies in tourism and hospitality are considered to be the key to the successful operation of business entities providing tourism and hotel services, as well as an incentive for economic growth.

Given the wide range of scientific views on the problem of researching interactive technologies for the formation of brand territories to promote them in the market of tourism and hotel services, most of them position the need to attract innovation in

the practice of the tourism and hospitality industry. Moreover, interactive technologies are considered a tool to increase the competitiveness and profitability of tourism business entities.

### Research Aims

The research is aimed at theoretical and applied aspects of the study of interactive technologies for the formation of brand territories to promote them in the market of tourism and hotel services.

## MATERIALS AND METHODS

The methodological basis of the study consists of methods of economic analysis and scientific knowledge. System analysis, synthesis, and scientific abstraction have been used to define the essence of the concept of a brand of territories, the features of its formation, and promotion in the market of tourist and hotel services using interactive technologies. The method of statistical analysis, analogy, and comparison has been applied to assess the current state and trends in the formation of the brand of territories and their attractiveness to tourists. The method of functional analysis, cluster analysis (based on the method of k-means), and grouping have been introduced to identify common and distinctive features and peculiarities of brand formation of territories on different continents of the world. Tabular and graphical methods have been used to visualize the results of the study. Using the method of generalization and systematization, conclusions were drawn.

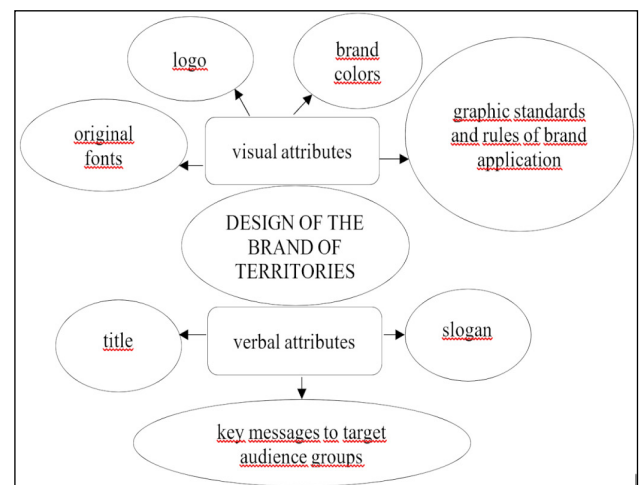
The information base of the study consists of the reporting data of international organizations for 2017, 2019, and 2021: The Travel & Tourism Competitiveness Report 2017-2019 by the Travel & Tourism Competitiveness Index; Travel & Tourism Development Index, 2021 by the Travel & Tourism Development Index; Tourism in Europe Statistics by the total number of tourists; Ranking of Countries by Number of Foreign Tourists by the annual number of foreign tourists.

## RESULTS

Increased fierce competition in the market of tourism and hotel services necessitates the transition to innovative methods of activity of business entities in the field of tourism and hospitality and the involvement of interactive technologies for

branding the territories where they operate. The factors of globalization have led to the disruption of sustainable processes of tourism and hospitality development, as a result of which some countries have been able to make the most of the existing natural, landscape, cultural and historical potential, while others do not have the resources for such implementation. Accordingly, the countries of the first group position higher indicators of tourism and hospitality development, and the countries of the second group are insiders in this regard.

It is worth noting that maintaining the image of tourist territories is an extremely difficult task at the level of any country, so business entities engaged in the provision of tourism and hotel services make significant efforts to attract customers and develop new tourist products. Certain positive results are observed in those entities that choose an innovative direction for their development and widely implement innovations in practice. In addition, a significant positive fact is the formation of a brand of territories, which allows you to clearly and concisely describe the uniqueness of the territory and attract the attention of consumers to it, resulting in a desire to visit it and get acquainted with its features. At the same time, the formation of a brand of territories to promote them to the market of tourist and hotel services involves attracting additional investment in certain areas. This, in turn, creates opportunities for the expansion of tourism enterprises and the formation of their new structural units.



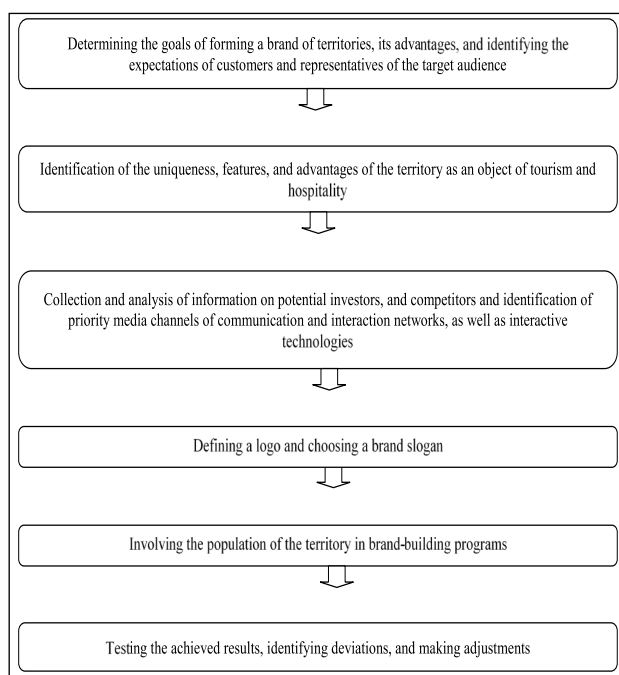
Modified by the author based on: Branding and marketing of territories, 2019.

Fig. 1: The main attributes of the brand design of territories



The formation of the brand of territories is based on the allocation of their features and uniqueness. To do this, it is necessary to provide a certain brand design, the main attributes of which are shown in Fig. 1.

Moreover, the brand of territories is its value and unique characteristics that reflect identity, stable demand, and public recognition. Moreover, it is extremely important to include in the brand of territories the strategic priorities of its development, as well as its positive perception by the residents of a particular territory. Constant changes in the development of territories also have a significant impact on the formation of their brand, therefore, significant events in the process of socio-economic development should be taken into account and meaningfully expressed. Taking into account the outlined trends, we consider it expedient to identify certain main stages of brand formation of territories to promote them to the market of tourist and hotel services, which are shown in Fig. 2.



*Author's development.*

**Fig. 2:** The main stages of brand formation of territories for their promotion to the market of tourist and hotel services

At the international level, the problems of conducting empirical assessments of the process of brand formation of territories for their promotion to the market of tourism and hotel services and analysis of the involvement of interactive technologies are

often actualized. Some successful developments in this direction have already been made and methodological tools have been proposed to calculate the level of attractiveness of territories for tourism and hospitality development by such parameters as (1) regulatory framework; (2) infrastructure and business environment; (3) labor potential, natural resources, cultural values, which form the basis for determining the travel and tourism competitiveness index. In 2021, it evolved into the Travel and Tourism Development Index. There was a need to include in its parameters the possibility of attracting innovative technologies and indicators of the sustainability of the tourism and hospitality industry, as well as taking into account trends in geopolitical tensions. The improvement of the methodology for calculating this indicator was focused on ensuring the possibility of mitigating the impact of the COVID-19 pandemic and the transition to remote conditions of doing business by entities operating in the field of tourism and hospitality. It necessitated the intensification of the process of attracting modern interactive technologies. The assessment of the Travel and Tourism Development Index takes into account these challenges and provides for the inclusion of the innovation component in the calculation methodology.

We consider it expedient to conduct a study to identify the most attractive territories by the outlined parameters in the context of the geographical location of the countries of the world and to find out the features of the formation of the brand of such territories to promote them in the market of tourist and hotel services.

One of the largest tourist territories in the global dimension in Europe. It is characterized by a significant number of historical monuments and a favorable geographical location with access to several seas and oceans, and the share of tourists heading to European countries reaches 50% of the total number (Tourism. European Statistics, 2020-2021). Accordingly, the countries located on the European continent have significant resource potential and opportunities to promote their territories to the international market of tourism and hotel services, which is confirmed by the estimates of the Travel and Tourism Competitiveness Report in 2017-2021 (Fig. 3).



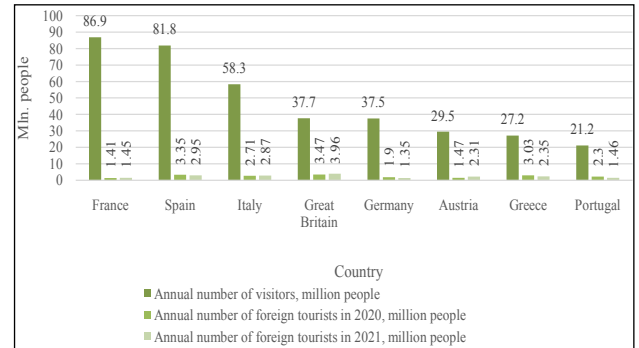
Calculated based on: *The Travel & Tourism Competitiveness Report 2017–2019; Travel & Tourism Development Index, 2021.*

**Fig. 3:** Dynamics of the Travel and Tourism Competitiveness Index in Europe in 2017-2021

As evidenced by the results of research on the index of competitiveness of travel and tourism in Europe in 2017-2021, the tourism and hospitality industry is more developed in highly developed countries and those that have access to the seas. Some countries in the context of the spread of the COVID-19 pandemic have experienced significant destabilizing changes and significantly weakened the performance of the tourism and hospitality sector. However, some countries, in particular: Switzerland, the Netherlands, Denmark, Finland, Sweden, Luxembourg, Belgium, Iceland, Ireland, the Czech Republic, Greece, Estonia, Poland, Cyprus, Bulgaria, Hungary, Georgia, and Montenegro, on the contrary, managed to increase the indicators of tourism and hospitality development, which is due to various factors that are not common to all countries. Moreover, some countries have formed regional associations, through which they implement the formation of territorial brands and their effective promotion in the international market with the help of interactive technologies to attract customers. Among the most important tourist areas of the European region are the Mediterranean, Scandinavia, the Adriatic coast, the Ligurian coast, the Laura Valley, the Bavarian Forest, Lapland, the Trolltunga, Susak, Rotterdam, etc.

At the same time, even in 2020, when the world was covered by global quarantine restrictions provoked by the COVID-19 pandemic, the inflow of tourists to European countries was extremely significant (Fig. 4), in particular, 86.9 million people arrived in France, 81.8 million in Spain, 58.3 million in Italy, 37.7 million in the UK, 29.7 million in Germany, 27.7 million in Austria, and 27.7 million in Greece.

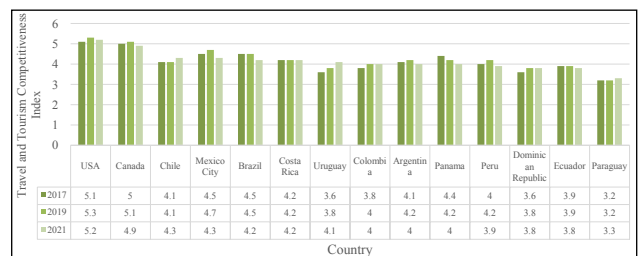
people, 37.7 million people in the UK, 37.5 million people in Germany, 29.5 million people in Austria, 27.2 million people in Greece, and 21.2 million people in Portugal, which indicates the growing role of the brand of tourist areas located in such countries.



Calculated based on: *Tourism in Europe Statistics, 2020–2021; Ranking of Countries by Number of Foreign Tourists, 2020–2021.*

**Fig. 4:** Total number of tourists arriving in selected European countries in 2020

As for the downward trends in the Travel and Tourism Competitiveness Index in Europe in 2021, they are recorded mainly in those countries where the indicators of innovative development are much lower. This prevents tourism business entities from working effectively under quarantine restrictions and the challenges of our time. Moreover, they are primarily due to the destabilizing impact of the coronavirus crisis, which has caused the most significant destructive changes in tourism and hospitality.



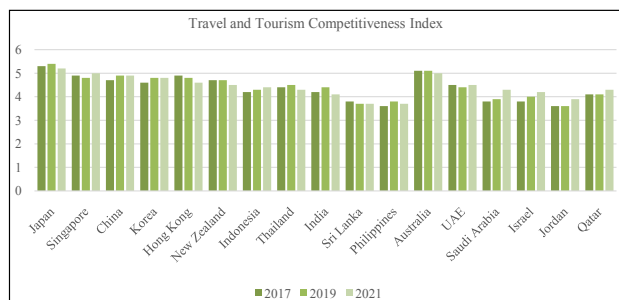
Calculated based on: *The Travel & Tourism Competitiveness Report 2017–2019; Travel & Tourism Development Index, 2021.*

**Fig. 5:** Dynamics of the Travel and Tourism Competitiveness Index in the Americas in 2017-2021

Investigating the trends in the dynamics of the Travel and Tourism Competitiveness Index in the Americas in 2017-2021 (Fig. 5), it is observed that countries with a higher level of development (USA, Canada) during the analyzed period show higher

indicators of tourism and hospitality development, and, accordingly, the promotion of their brands in the international services market is more effective. At the same time, it is paradoxical that countries such as Chile, Uruguay, Colombia, and Paraguay, characterized by rather low development indicators, position growing trends in the Travel and Tourism Competitiveness Index in 2021, although their Travel and Tourism Competitiveness Index value is lower than the worst indicators of European countries.

Studies of American countries in terms of tourist attractiveness have shown that in countries such as Chile, Uruguay, Colombia, and Paraguay, tourism is one of the most important sectors of the economy, so the state policy is maximally oriented to the needs of the tourism and hospitality industry and significant financial resources are directed to the development of tourism and brand support of such territories as Torres del Paine National Park, Valle de la Luna, and Atacama Desert, Easter Island and Lake District in Chile; Punta del Este, Piriapolis, Colonia del Sacramento and Rivera in Uruguay; Andean region, Caribbean coast, Lost City, Amazon and Sierra Nevada of Santa Marta in Colombia.



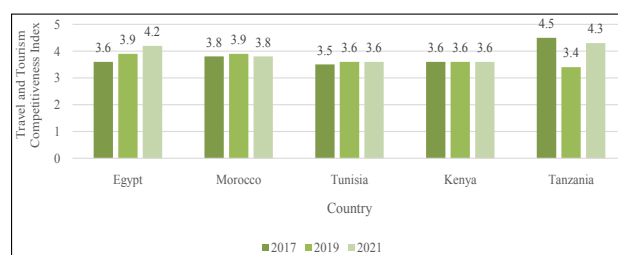
Calculated based on: *The Travel & Tourism Competitiveness Report 2017–2019; Travel & Tourism Development Index, 2021.*

**Fig. 6:** Dynamics of the Travel and Tourism Competitiveness Index in Asia in 2017-2021

In recent years, the tourist regions of Asian countries have become quite popular, which indicates the growing positions of the countries located here and the effectiveness of brand promotion of the territories in the international market of tourism and hotel services. As evidenced by the data systematized in Fig. 6, the most popular among tourists during 2017-2021 (Fig. 6) are Japan and Australia due to the brand awareness of such territories as Fuji Hakone-Izu National Park, Miyajima Island, Hiroshima

Peace Memorial Complex in Japan and the Great Barrier Reef Marine Park, Sydney Harbour Bridge, Blue Mountains National Park, Great Ocean Road, located in Australia.

As for the African region, it is the least touristically developed, as evidenced by the indicators of tourism development during 2017-2021 (Fig. 7), among which it is worth noting the growing trends in Egypt and Tanzania, where there are such tourist attractions as the Egyptian pyramids, the Luxor open-air museum, the Red Sea, the Sahara Desert and oases in Egypt, as well as Mount Kilimanjaro, Ngorongoro National Park, etc. in Tanzania.



Calculated based on: *The Travel & Tourism Competitiveness Report 2017–2019; Travel & Tourism Development Index, 2021.*

**Fig. 7:** Dynamics of the Travel and Tourism Competitiveness Index in Africa in 2017-2021.

The formation of the brand of territories for their promotion in the market of tourism and hotel services is different and significantly depends on the regional location of tourist areas. Those countries that can offer more interesting tourist products are implementing the concept of sustainable development of tourism and hospitality, and those developing countries that are weaker in the global dimension are lagging in this regard. In this context, we consider it necessary to conduct a study of selected countries to group them and determine the popularity and attractiveness of the territories, regardless of their belonging to a particular continent. The corresponding calculations are proposed to be carried out using the technology of cluster analysis using the k-means method, and the results are systematized in Table 1.

The results of the clustering show that there are four groups among the countries selected for the study: *Group 1:* Highly developed countries with significant tourism potential, effectively use the available tourism resources and attract innovations in tourism and hospitality at a high level (Spain, France,

Germany, Switzerland, Great Britain, Italy, Austria, the Netherlands, Portugal, USA, Canada, Japan, Singapore, China, Korea, Australia).

Group 2: Countries with a sufficiently high level of development, and significant tourism potential, but insufficient efficiency of its use in the tourism and hospitality sector (Denmark, Finland, Sweden, Luxembourg, Belgium, Iceland, Ireland, Czech Republic, Greece, Estonia, Poland, Cyprus, Hong Kong, New Zealand, Indonesia, United Arab Emirates).

**Table 1:** Grouping of countries by the Travel and Tourism Competitiveness Report in 2017-2021

The Travel and Tourism Competitiveness Report					
2017		2019		2021	
Country	Cluster number	Country	Cluster number	Country	Cluster number
Spain		Spain		Spain	
France		France		France	
Germany		Germany		Germany	
Switzerland	1	Switzerland		Switzerland	
The UK		The UK	1	The UK	1
Italy		Italy		Italy	
Austria		Austria		Austria	
USA		The Netherlands		The Netherlands	
Canada		Portugal		Portugal	
Japan		USA		USA	
Singapore		Canada		Canada	
Hong Kong		Japan		Japan	
Australia		Singapore		Singapore	
The Netherlands		China		China	
Portugal		Korea		Korea	
Denmark		Hong Kong		Australia	
Finland		Australia		Denmark	
Sweden		Denmark	2	Finland	
Luxembourg		Finland		Sweden	
Belgium		Sweden		Luxembourg	
Iceland		Luxembourg		Belgium	
Ireland	2	Belgium		Iceland	
Greece		Iceland		Ireland	
Croatia		Ireland		Czech Republic	2
Mexico		Czech Republic		Greece	
Brazil		Greece		Estonia	
Panama		Estonia		Poland	
China		Poland		Cyprus	
Korea		Cyprus		Hong Kong	
New Zealand		Malta		New Zealand	
Thailand		Hungary		Indonesia	
UAE		Slovenia		UAE	

Tanzania		Bulgaria		Malta	
Czech Republic		Turkey		Hungary	
Estonia		Croatia		Slovenia	
Poland		Mexico		Bulgaria	
Cyprus		Brazil		Lithuania	
Malta		Costa Rica		Georgia	
Hungary		Argentina		Turkey	3
Slovenia		Panama		Croatia	
Bulgaria		Peru		Latvia	
Lithuania		New Zealand		Romania	
Turkey	3	Indonesia		Slovakia	
Latvia		Thailand		Chile	
Slovakia		India		Mexico	
Chile		UAE		Brazil	
Costa Rica		Lithuania		Costa Rica	
Argentina		Georgia		Uruguay	
Peru		Latvia		Saudi Arabia	
Ecuador		Romania	3	Thailand	
Indonesia		Slovakia		India	
India		Azerbaijan		Qatar	
Qatar		Uruguay		Israel	
Georgia		Montenegro		Egypt	
Romania		Chile		Tanzania	4
Armenia		Columbia		Armenia	
Azerbaijan		Dominican Republic		Azerbaijan	
Kazakhstan		Ecuador		Kazakhstan	
Montenegro		Philippines		Montenegro	
Serbia		Saudi Arabia		Serbia	
Albania		Qatar		Albania	
Moldova		Israel		Moldova	
Ukraine		Egypt		Ukraine	
Uruguay		Morocco		Columbia	
Columbia	4	Armenia		Argentina	
Dominican Republic		Kazakhstan		Panama	
Paraguay		Serbia		Peru	
Sri Lanka		Albania		Dominican Republic	
Philippines		Moldova		Ecuador	
Saudi Arabia		Ukraine	4	Paraguay	
Israel		Paraguay		Sri Lanka	
Egypt		Sri Lanka		Philippines	
Jordan		Jordan		Jordan	
Morocco		Tunisia		Morocco	
Tunisia		Kuwait		Tunisia	
Kuwait		Kenya		Kuwait	
Kenya		Tanzania		Kenya	

Calculated based on: The Travel & Tourism Competitiveness Report 2017–2019; Travel & Tourism Development Index, 2021

Group 3: Countries with an average level of development, where there is significant tourism potential, however, it is used only to a limited extent, and the introduction of innovative development of tourism and hospitality is rather slow (Malta, Hungary, Slovenia, Bulgaria, Lithuania, Georgia,



Turkey, Croatia, Latvia, Romania, Slovakia, Chile, Mexico City, Brazil, Costa Rica, Uruguay, Saudi Arabia, Thailand, India, Qatar, Israel, Egypt, Tanzania).

*Group 4:* Countries with a low level of development that have not completed the process of transformational adjustment, which, having a significant tourism potential, cannot develop effective strategies for its use, and state measures to support the tourism and hospitality sector are ineffective due to lack of sufficient financial resources (Armenia, Azerbaijan, Kazakhstan, Montenegro, Serbia, Albania, Moldova, Ukraine, Colombia, Argentina, Panama, Peru, Dominican Republic, Ecuador, Paraguay, Sri Lanka, Philippines, Jordan, Morocco, Tunisia, Kuwait, Kenya).

Thus, the conducted empirical assessments of the effectiveness of the formation of the brand of territories for their promotion in the market of tourist and hotel services using interactive technologies indicate its significant dependence on the level of development of the country where a particular tourist area is located, and on their ability to effectively withstand the challenges and dangers of our time.

## DISCUSSION

Studies conducted to clarify the theoretical and applied foundations of the formation of the brand of territories for their promotion in the market of tourism and hotel services using interactive technologies allow us to state that this process takes place at certain stages and involves taking into account the challenges and dangers of our time. The formation of the brand of territories significantly depends on the development factors of the country and its geographical location. No less important is the involvement of innovations in the activities of tourism and hospitality, which allows the use of interactive technologies to form the brand of the territories, thereby achieving a higher level of its attractiveness and attracting more customers.

At the same time, the results of the study show that even in the context of the global crisis, highly developed countries, thanks to their advanced brands of territories and the use of a wide range of innovative interactive technologies, have been able to achieve high rates of tourist attraction, in particular, it is worth noting such countries as

France (86.9 million people), Spain (81.8 million people), Italy (58.3 million people), Great Britain (37.7 million people), Germany (37.5 million people), Austria (29.5 million people), Greece (27.2 million people) and Portugal (21.2 million people).

However, along with the positive trends, some problems have been identified regarding the formation of the brand of territories, which is carried out using interactive technologies for their effective promotion in the market of tourism and hotel services, the main of which relate to countries with a low level of development, which, due to the presence of significant destabilizing factors of the external and internal environment, are not able to fully use the existing tourism potential. For such countries, it will be advisable to strengthen the innovative component of tourism and hospitality development and intensify the process of introducing innovations in the practical activities of business entities providing tourism and hotel services.

## CONCLUSION

Thus, the conducted studies of theoretical and applied aspects of the formation of the brand of territories using interactive technologies for their promotion in the market of tourist and hotel services give grounds to assert that the formation of the brand of territories using interactive technologies is a complex multi-stage process and requires the definition of strategic priorities for its development. The conducted empirical evaluations to identify the effectiveness of the formation of the brand of territories for their successful promotion in the market of tourism and hotel services allowed to establish their significant dependence on the influence of factors and challenges of our time, which are more effectively handled by highly developed countries, and transitional countries are significantly lagging in the formation of the brand of territories. It is proved that such a global factor as the COVID-19 pandemic has not become an obstacle to the growing trends in attracting tourists in highly developed countries of Europe, in particular, France (86.9 million people), Spain (81.8 million people), Italy (58.3 million people), Great Britain (37.3 million people), Great Britain (37.7 million people), Germany (37.5 million people), Austria (29.5 million people), Greece (27.2 million

people), and Portugal (21.2 million people), which, thanks to the well-known brands of the territories, position millions of tourists in crisis conditions. It has been recommended to strengthen the innovative component of tourism and hospitality development in the countries of transit type, due to the inefficient use of their existing tourism potential.

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