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**BRAND DEVELOPMENT AND DEVELOPMENT OF MUNICIPAL
"KHARKIV ZOO", AS THE KEY INCREASE TOURISM POTENTIAL
OF THE KHARKIV REGION**

According to forecasts of the WTO, in the XXI century tourist boom is expected: the number of tourists in the world by 2020 will increase to 1.6 billion people per year, which means an increase in tourist income in 2.4 times compared to 2000.

At the same time, Ukraine has a small state budget revenues from tourism, the low level of utilization of available tourism resources determine the relevance of the chosen research topic.

Recently in our country, there is great interest in the creation of brand tourist destinations. We consider it appropriate to create the brand of "Kharkiv Zoological Park." Now there is a process of reconstruction of the zoo.

The aim of this work is studying the theoretical foundations and development based on them key practical provisions regarding the development of the brand enterprises to improve the efficiency of its activities.

Today enterprises at a low level are attached to the process of building long-term relationships with customers based on brand. Ukrainian enterprises not only made the transition to asset management of the brand, but do not fully realize the value of intangible assets in the enterprise.

The authors analyse six key sources of brand value. It was carried out a survey among 3,000 citizens. Strategic areas for the development of the zoo in the direction of improving the quality of the brand is – "the External aspect of the brand, Name and reputation" and "Emotional grounds".

It is very important feature of the structure of the marketing environment of the enterprise. Examining the situation that has developed in the enterprise – a drop in the number of visitors, the decrease in the level of interest from potential customers, the increase in expenditures from the local budget for the maintenance of the zoo. It was decided to develop a new corporate identity, which would correspond to the real potential of the company. There were defined brand colours. Based on the survey of Kharkiv, it was determined what colours they associate with zoo.

They developed a series of logos, corporate identity, as well as the brand message of the company.

Brand building of the municipal organization "Kharkiv Zoological Park" will help to solve the problem of sustainable development of the tourism pearls of the Kharkiv region. Brand will ensure the protection of the goods from the attacks of competitors and will strengthen the position of the goods-substitutes.

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