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BRAND AS THE WAY OF PROMOTION OF PRODUCTS OF TNC IN THE TRAVEL MARKET

Exploitation of the global tourist brand provides the growth of companies' mobility in building up of the clients' base. The traditional tour operator, in case of proposing noncompetitive tourist product, will lose the clients' loyalty forever and the tour operator that is considered to be the global brand, for example, will be able to improve its tourist products' competitiveness thanks to its services, for example, its hotel or the guide services offered in its international resorts. The global tourist brands allow TNC producing impossible for small and medium businesses marketing strategies. TNC can increase the possibility of its differentiation by forming externally independent brand which is built on the principles and consumer values, which will help to include tours that are completely differ-

ent by both quality and prices to its range of products without the losses for the differentiation and positioning of the separate brands operated by TNC. Operating with different brands, for example, hotel chains, TNC can initiate the visibility of the competitiveness between them, which will not only help to increase its competitive advantages but also to stimulate disloyal consumers. Owning a global brand, makes it easier for a corporation to present its innovative products in the regional markets, increasing the share of the tourists-innovators (according to the market research the share is from 13 to 18%) with the help of its loyal consumers – 30-50%. It allows corporations making the payback period shorter and provides attraction for investors in the innovative projects in this sector.