

аналитического обеспечения маркетинговой деятельности организации. Однако большая сложность и исключительная значимость проблемы требуют решения еще многих вопросов. Многие специалисты по маркетингу согласятся, что информация важна для выработки маркетинговой стратегии и осуществления изменений, но нет определенности в том, как оценить уровень развития информационного обеспечения маркетинга, как повлиять на использование информации или почему организации должны быть заинтересованы во внедрении и использовании маркетинговой информационной системы.

Исследования в сфере теории и практики маркетинга представляют бесспорные доказательства повышения эффективности маркетинговой деятельности за счет внедрения информационных систем в данный процесс, но проблема разработки системы показателей информационно-аналитического обеспечения маркетинговой деятельности и развития маркетинговой информационной системы все еще существует.

Основными задачами системы показателей информационно-аналитического обеспечения маркетинговой деятельности предприятия являются:

— оценка сложившегося уровня информационно-аналитического обеспечения, выявления прогрессивных методов и «узких мест» в процессе управления системой;

— изучение влияния системы информационно-аналитического обеспечения на совершенствование маркетинговой деятельности;

— выбор первоочередных объектов совершенствования и обоснование предпочтительных направлений организации процесса информационно-аналитического обеспечения маркетинговой деятельности;

— разработка мероприятий по развитию системы информационно-аналитического обеспечения маркетинговой деятельности с учетом первоочередных направлений и реальных возможностей предприятия (финансирование и материально-техническое обеспечение мероприятий, наличие работников соответствующей квалификации и т.д.);

— формирование долгосрочных концепций и комплексных программ совершенствования управления системой, определяющих долгосрочную перспективу развития отдельных компонентов системы, совершенствование их взаимодействия.

Сбалансированная система показателей, включающая в себя группы показателей для оценки процесса информационно-аналитического обеспечения маркетинговой деятельности предприятия, должна давать возможность комплексно отражать уровень развития маркетинговой информационной системы организации и ее информационной культуры, сравнивать показатели между предприятиями (объединениями), отраслями и подотраслями, а также в динамике.

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TOURISM DESTINATION BRANDS

Tourism destinations act like corporations. They strive for investments and maximizing their profit. These are the reasons for many countries and cities to create their tourism brands to attract travellers.

American Marketing Association defines a brand as a name, a term, a sign, a symbol or a combination of these elements intended to help in the identification of the goods or services of a seller and to differentiate them from their competitors.

A destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages and resort areas, and thus is a mixture of all the tourism services offered to consumers. A destination brand relates to a definite geographical region. Usually the cultural, historical and recreational values of the countries are reflected in their brands. This helps to create a unique market supply.

A brand consists of an image and a slogan, which highlight the benefits of a country. A brand awakens associations and impressions about a destination. It is also a promise of what to expect when you travel.

In my present research I would like to find out, what associations brands could bring about in the minds of tourists and which brands travellers preferred most of all. 56 students were asked to choose the best, in their opinion, logo and slogan, and to write associations brought by the logos.

10 countries which were the most popular with tourists in 2010 (they had the highest numbers of tourist arrivals) were brought forward to be estimated. They included: France (76.8 million tourists), USA (59.7 million), China (55.7 million), Spain (52.7 million), Italy (43.6 million), Great Britain (28.1 million), Turkey (27.0 million), Germany (26.9 million), Malaysia (24.6 million), Mexico (22.4 million). Every person had his own associations connected with a particular country. All of them in total created a tourism image of a destination.

France had the first place in tourist arrivals in 2010. Despite this fact, an undisputed leader in the research is Spain: it has collected 41% of votes in both logo and slogan competition. In students' opinion, Spanish brand is sincere, it reminds of fun and joy, and is associated with sea, sun, sand, happiness and laughter. According to the survey, China has the poorest logo, because it doesn't reflect cultural and historical diversity of a country. The most standard and simple slogan is a Turkish one, it awakens no emotions.

Tourism slogans are intended to capture the attention of tourists quickly, attracting their interest, but leaving the plot of wanting to know more about the destination. Most logos contain child's pictures or animation (Spain, Mexico), flowers as national symbols or symbols of hospitality (Turkey, Ireland), and colours of national flags as key elements of nationality (Great Britain, the USA).

There are four key factors that influence an image of a tourism destination: a general country's reputation, external threats (natural disasters, social and economic effects), communication strategy on target markets, and preferences of potential travellers.

As for a Belarusian brand, I should admit that it exists in reality, but it is not officially recognized. The country's name and the cornflower, a symbol of Belarus, are drawn by hand. The flower is painted in red and green — the colours of the national flag. Blue outline stands for lakes and rivers of Belarus. The slogan says: "Boundless Hospitality". Experts consider that the logo reminds of flowering fields, blue lakes, and deep forests. They associate the brand with calmness, honesty, and nobleness. But tourists do not still know Belarus as a tourism destination; therefore all the efforts in order to promote the brand don't bear fruit. Nevertheless, professionals admit that the logo isn't overloaded with elements, and this logo is a good "transit point" in searching of an appropriate tourism brand.

A country image is like a signature. Some people have a sure signature, others have a weak one. A country with a dull and unemotional brand can hardly hope for a great number of tourist arrivals. But if a destination brand is positive, expressive and enigmatic, a country has better chances for attracting visitors and making profit from tourism.

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