



BRANDING

THE CITY OF ODESSA

AS A SUSTAINABLE TOURISTIC DESTINATION

O.G. CHMURA, N.S. SOROKINA, K.S. FEDOSOVA

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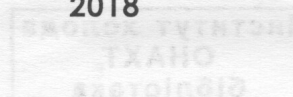
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The purpose of the current study was initiated by the need of keeping up in the
worldwide contention for tourists, reputation and foreign investments. In order to
come up with an extensive view on this matter and draw a parallel between the
managers' perceptions within the qualitative approach and analyzing of the
findings in the course of the literature review, five research objectives of the
study were set. Eventually, it has been concluded that Branding of the city is
very important for both successful and sustainable touristic destination.

This book is useful for those working in the field of tourism, as well as for students
and scientists.

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ІНСТИТУТ ХОЛОДА
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Introduction

Once, Odessa was one of the largest and fastest growing cities of the Russian Empire and now it is an ordinary regional center with great potential for economic development, which is artificially limited. Back in 2000, the city positioned itself as historical and cultural capital of Ukraine, while nowadays, the government is very carelessly destroying it. In fact, we have no choice, but to concentrate on the future. Odessa is one of the most interesting cities in Ukraine and it has everything to become a sustainable touristic destination. It has good infrastructure, great transport links, all-season cultural activities and a rich history, which takes place from the beginning of the 1st millennium BC to the present day. Unfortunately, it does not have a strong brand, which could help to further promote the demand.

Branding of Odessa will help the city become a sustainable destination, allow to attract tourists and investors, help to strengthen the patriotic mood of citizens, which will unite people with a positive mission and, eventually, it will give an opportunity to look at the old Odessa anew.