

## IMPROVED METHODOLOGICAL APPROACH TO THE PROCESS OF COMMERCIALIZATION OF INTELLECTUAL PROPERTY, AS A TOOL FOR REPUTATION MANAGEMENT OF A TOURIST DESTINATION

Olena M. Chernega, Kyiv National University of Trade and Economics, Kyiv, Ukraine.

E-mail: chernehaelena@gmail.com

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**Key words:** *reputational management of a tourist destination, tourist destination, positioning of a destination on the world tourist arena, commercialization of intellectual property in reputation management.*

The article considers the importance of the process of commercialization of intellectual property for the formation of reputable management of a tourist destination and provides an improved methodological approach to the process of commercialization of intellectual property on the example of the concept of creating a unique tourist product by a business entity. The reputation management of a tourist destination – a set of socio-economic processes of targeted influence on stakeholders of a tourist destination in order to improve their perception of its reputation characteristics, which aims to increase the importance of reputation and form sustainable long-term relationships with stakeholders. The reputation of a tourist destination directly proportionally influences the formation of tourist flow, and, accordingly, the growth of financial revenues, active development of the territory and improvement of the economic climate. With effective reputation management of a tourist destination, a strategic vision of development is formed, investment proceeds are attracted to new business projects and events, to the tourist infrastructure, to job creation. This is achieved through the creation of organizations that can bring together stakeholders and professionals to further promote resources and unique tourism offerings in the tourism arena. Its priority areas are determined by the impact on the formation of reputation through the elements of branding and image, research, analytics, the formation of services and tourism products. And most importantly, promotion through communication channels, which include: public relations (PR), interaction with the media, the involvement of promoters, experts, ambassadors, influencers of the destination through modern Internet technologies. One of the most effective channels of communication today is the Internet and the development of digital products, which include travel portals, mobile applications, digital channels, and more. By certain advantages, such channels are ahead of traditional channels, namely due to: rapid dissemination of information with a wide audience and distribution geography, with less costly control, because monitoring and openness of data simplifies the processes and global digitization of the widespread and tourism industry. And in such conditions, one of the priority steps in creating a tourist product – a unique tourist offer is its copyright protection under current legislation. This advanced method allows the tourism entity or destination as a whole to commercialize and further benefit, and thus improve its reputation in the tourism market by having unique protected tourism offerings within both the regional and national destinations.

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