municipal management in foreign countries that results in elimination of bureaucracy among managerial staff and imposition of adaptive principles in functioning of local governing institutions.

Generalization of municipal reform in the countries of European Union indicates that these states use complex approach to usage of economic instruments within municipal management. It facilitates maximal involvement the existing reserves for development of municipal entities on basis of flexible model of management. Nowadays there is on-going exchange of technologies of municipal management within the framework of the process of transfer deeds for managerial innovations [7].

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PECULIARITIES OF CITY BRANDING

Summary. The article discloses main peculiarities of city branding. Considering city as an object of marketing, the main specifics of its branding are analyzed and presented in a context of place and country branding. The key differences between city and country branding are presented.

Key words: branding, city branding, place marketing.

Problem statement. Global development of tourism as an industry has led to the application of principles of marketing for places, cities, regions, or even countries. Attempts to apply marketing theory and principles to place have become a legitimate area of academic and 'real world' practice [11]. Branding

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is often considered as one of the most common marketing measures used to attract consumers. Although the promotion of cities dates back to the 19th century, the emergence of concepts such as place marketing, place branding, and city branding is relatively new in the academic world [14, 4]. Academic and professional interest in city branding has seen a remarkable surge over the last decade [6].

Considering the necessity for cities to attract tourists from local and distant communities, the scientific problem of the research is formulated by a question: what are the main principles of city branding?

Analysis of analogical researches and publications. Tourism has ended isolation among countries and cities, prompting the investment of large amounts of resources to differentiate locations from competing destinations [4]. City branding can be considered as an emerging topic among marketing scholars as well as practitioners. Various authors have analysed place marketing [11, 3], place branding [8, 10], country branding [12, 13] and city branding [9, 6, 4]; however, the scientific literature lacks a clear determination of city branding peculiarities.

The aim of the paper. This research aims to determine the peculiarities of city branding in a context of place, country and regional marketing.

Main study. Considering the peculiarities of place marketing, there might be assumed that city branding has its own patterns and specifics. In the past place marketing strategies were focused primarily on functional attributes, e.g. the beauty of particular environments or advanced infrastructures; however, recently, the focus of place marketing has shifted to promoting emotional and experiential attractions [7]. Brand has to be adequately supported by such intangible elements as values and benefits that characterize its personality [2]. However, the contradicting opinions can be found considering city and country branding. The researchers emphasize that while country branding by its very nature should be based on non-tangible (representational) aspects, in regions and city branding main attention has to be paid on distinguishing tangible aspects of a place [5]. Moreover, cities should leverage more functional aspects of brand identity [1].

Conclusions. Considering an intensifying global competition for tourists, it becomes an obligatory for a city to create its own face and personality. The most common way for becoming exceptional and easy recognizable is branding. Achieving city branding to be successful, it is necessary to find the functional attributes as the utilitarian aspects of the city.

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