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THE IMAGE OF A TOURIST CITY AND ITS MARKETING ASPECTS

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Abstract. The issues related to the image of the city were considered in this study. The purpose of the article is to interpret the image of a tourist city in a marketing dimension. The main attention was paid to the such concepts discussion as image, identity and tourist potential of the city. It was noted that this topic is of interest to researchers engaged in territorial marketing. Today the city functioning includes not only the material and spatial aspects. The article presents the author's systematization of the features of the city as a product in marketing, as well as the relationship between the components of the destination image. The relationship between the tourist value of the city and its tourist infrastructure has been investigated. Increasingly, the residents and tourists' opinions about the city and representatives of other target groups to whom the city sends marketing messages are being expressed. The key to success in a competitive urban market is taking conscious measures to create an attractive destination image. The main value of a tourist city is its attractive image, while the attractiveness of the city largely determines the tourist potential.

Keywords: territorial marketing; image of the city; tourist potential; image; attractiveness.

JEL codes: O18; Z32; M31.

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