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**I**



**UNIVERSITY OF KRAGUJEVAC  
FACULTY OF HOTEL MANAGEMENT  
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# BRAND AS A FACTOR OF BUSINESS SUCCESS OF TOURIST ORGANIZATIONS

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## Abstract

*In the modern market conditions brands are becoming significant factor of business success. The subject of this paper is the importance of the brands and the branding process of tourist organizations. The aim of this paper is to comprehend branding factors and the quality of marketing activities from the theoretical point of view, which is the basis for empirical research carried out on a sample of 96 service providing organizations. The collected data were processed by the applicative system SPSS using descriptive and comparative statistics; in this process we have used the Wilcoxon signed-rank test, the ANOVA test, the dual factor analysis of the variance, and the Spearman correlation coefficient. The paper confirms that the branding of services depends on many factors inside and outside the organization and that the quality of marketing activities significantly affects the service branding, which is a factor of business success of an organization.*

**Key Words:** *marketing, brand, brand equity, branding of the tourist organizations, business success*

**JEL classification:** *Z33, M21*

## Introduction

In the past, the notion “brand” was exclusively related to the labeling of physical products, but today it is a term that covers many more areas – from physically tangible products such as agriculture (Cvijanović et al., 2016), through various types of services, including tourism, sports (Brzaković et al., 2016a), persons, destinations and entire nations (Starčević, 2016). Nowadays, in the modern market conditions, brands are

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becoming a significant factor of business success. Fichter and Jonas (2008) define brand image as “the stereotype held toward a brand”. Brands are often viewed from different angles and different meanings are being attached to them. Keller (2013) considers that the brand is a set of mental associations in the minds of consumers that add value to products or services. Some branding experts believe that for some people certain brands have even some sort of religious role, that they are a substitute for religious rituals, which helps them to strengthen self-esteem (Shachar et al., 2011). Brands have social and emotional value for users. Brand communicates with the users through its own personality (Kotler and Gertner, 2002). Also, the cultural influence of the brand is enormous and in recent years there has been a significant interest for understanding mutual influence of the consumer and brand culture (McCracken, 2009).

Brand is becoming one of the most important resources of an organization (Normann & Ramirez, 1994). It has the potential to be, if managed properly, one of the most important strategic assets able to provide true competitive advantage in the market, sustainable development (Brzaković et al., 2017) and financial profits. In the tourism market, competition occurs between "equal" with similar preferences of demand and comparable products (Vukotić & Maksimović, 2017). Brands enable users to choose between different products; consumers endow products that inspire unique associations. Brands represent a sign of a certain quality level. In order to be successful, a brand must ensure that the consumers' needs match the brand's values and attributes. A brand, in order to make success, must create an emotional relationship with the consumer (Baker & Cameron, 2008). Therefore, a brand's goal is to create a dialogue with consumers and consequently inspire trust, purchase consistency and brand loyalty. The primary task of brand management is to build a strong brand (Brzaković et al., 2016c). A definition of a strong brand would be “a brand with high brand equity resulting in a superior and steady profit flow” (Rossiter, 1994). Brand equity has been defined in many different ways and it has many different purposes. No matter how it is used or measured, the value of a brand in the market, as well as its equity, must at the end derive from consumers words and actions related to brand (Hoeffler et al., 2003). Brand equity can be created by making products impressionable, easily recognizable and superior in quality and reliability (Page & Herr, 2002).

The aim of this paper is to highlight the importance of brand and branding process for a service providing organization, especially in the field of

tourism. The aim is to discuss, from the theoretical point of view, branding factors and the quality of marketing activities, as the theoretical basis for empirical research carried out in order to obtain data to confirm or reject pre-set hypotheses. This paper is divided into three major parts: the first one is the Literature review, in the second we will present Methodology, in the third Results of the research with discussion, and at the end Conclusions and References.

### **Literature review**

In the marketing literature, the most important studies about branding that have to be mentioned were proposed by David Aaker (1996), Jean-Noel Kapferer (2004) and Kevin Keller (2003). Beside them, it was necessary to consult other authors in order to get comprehensive knowledge, not only about branding itself, but about marketing aimed to promote tourist products/services. Unlike products, services are less tangible and their quality, as a rule, varies more depending on the person or the persons providing them. Therefore, branding is very important to service providers such as tourist organizations. An important aspect in the process of branding tourist organizations is the branding of geographical locations (destinations). The purpose of the destination branding is to make people aware of the location, in order to create a favorable image of the place to attract visitors and businesses (Baker & Cameron, 2008). According to Varghese (Varghese et al., 2013), it is clear that destination branding includes image building. In the conditions of global competition, tourist destinations have become highly replaceable (Morgan et al., 2003). As well as product brands, tourist destinations also consist of a number of tangible and intangible attributes (e.g. tourist attractions, hotels, people, environment, etc.) that are related to certain values, destination history, events and feelings (Ekinici & Hosany, 2006). According to Marphy (2000), “a tourist destination can be seen as a mixture of products and experiences, the combination of which is created by the so-called total *experience of destination*”. Researches show that images in tourism are more important than any tangible characteristic, because the factor that motivates consumers to act or not to act is perception, rather than reality (Gallarza et al., 2002). A powerful image of a destination gives it a competitive advantage in the market (Mykletun et al., 2001).

Morgan and Pritchard (2004) identify five successive phases in the process of the destination brand building: market investigation, analysis and strategic recommendations; brand identity; development of the brand

launch, introduction and launching of the brand; brand implementation and monitoring; evaluation and review. There are three essential factors that help building an image of the destination: word-of-mouth by the tourists (if the tourist spread positive impressions then it is easy to build a strong image of a destination); creation of the image in media; government's policies and interest related to the destination. A brand is priceless if it can hasten and simplify consumers' decisions, reduce purchase risk, create and deliver expectations. Using a number of methods to estimate and reduce risk, the brand reduces the possibility to make wrong decision (Brzaković et al., 2016b). Clarke (2000) has identified six positive effects that branding can bring to the tourist products: branding helps in the selection between more choices; branding helps in reducing the impact of intangibility; branding ensures consistency through time and multiple offer; branding can reduce the risk factor related to decision making process, when choosing holiday; branding facilitates precise market segmentation; branding helps people to work towards the same goal and keeps producers' efforts focused on the joint goal. Brand can guide and integrate all the business activities of a company. This kind of strategy is called brand orientation (Urde et al., 2011). It is estimated that in the future marketing and brand management will be critical factors for the success of a company (Kotler and Pfoertsch, 2007).

### **Methodology**

The first part of the paper presents a theoretical framework in which the bibliographic speculative method was used, supported by a large number of sources from domestic and foreign literature. Research work involves the use of various methods: analytical (method of analysis, abstraction, and deductive method) and synthetic methods (method of synthesis, concretization, generalization and inductive method). The empirical research was carried out based on the sample of 96 respondents. The survey was conducted by questionnaires, which were distributed personally, as well as via email. The collected data were processed by the application SPSS system using descriptive and comparative statistics. Comparative statistics will be presented using ANOVA test, two-factor analysis of variance and correlation.

The questionnaire consists of two groups of questions:

1. Importance of individual factors for branding;
2. Quality of the organization's marketing activities.

Each of 20 offered factors, related to the importance of individual branding factors, were rated by the respondents on a scale from 1 (insignificant) to 5 (very significant). The factors involved, as well as their average ratings, are shown in Table 1.

*Table 1: Singular evaluations of the importance of branding factors*

	N	Mean	Std. Dev.
1. Time period of the organization's business	94	4.3723	1.06745
2. Previous reputation	93	4.3548	.97407
3. Traditional marketing (TV, radio, promotion with flyers, billboards and similar)	93	3.6774	1.35262
4. Online marketing (Facebook, websites, Twitter and similar)	93	3.5806	1.44706
5. Good trademark (logo)	94	4.1383	1.18776
6. Used colors	94	3.8723	1.22899
7. Trademark different from competition	93	4.0538	1.18290
8. Good name	95	4.4105	1.00525
9. Good promotional slogan	92	3.8696	1.41590
10. Origin country of product/service	94	3.5319	1.47890
11. Quality of product/service	92	4.3043	1.08677
12. Business culture of the organization	93	4.2043	1.05870
13. Sophistication of consumers	94	3.7340	1.20193
14. Price of products	94	3.9787	1.25277
15. The ability of employees to promote the brand in an adequate way	95	3.9263	1.26527
16. Support of the state/local governments in the brand promotion	93	3.2903	1.55046
17. Competition and its activities	95	3.6737	1.22424
18. Who are the buyers and the users?	93	3.9247	1.21795
19. The economy branch in which the organization operates	92	3.9457	1.21677
20. Social and cultural environment	92	3.8043	1.20657

Source: *Authors' calculations*

All factors are ranked above average median values, which imply that respondents consider each of these factors significant or very significant for branding. Among all the factors, those related to the characteristics of the organization (time period, reputation, product quality) are the most important, and the least significant are those related to the external nature (state support, competition's activities). It is interesting to note that

marketing, both traditional and online, has a relatively small value in relation to some other characteristics.

The respondents' attitudes about the quality of marketing activities (marketing activities include employees) are examined by a group of 11 questions; modalities of the answers to the first three questions has the nominal nature, while in the remaining questions the modalities of the responses are ordinal. Promotion of the brand through promotional films (Table 2) and promotion through mobile marketing (Table 3) are moderately and equally represented. Slightly less than half of interviewed organizations use them: film promotion is used about 46%, and promotion through mobile marketing about 47%.

Table 2: *In your organization promotional movies are periodically and/or regularly posted on YouTube in order to promote the brand*

		Frequency	Percent	Valid Percent	Cum. Percent
Valid	yes	44	45.8	47.8	47.8
	no	47	49	51.1	98.9
	I do not now	1	1	1.1	100
	Total	92	95.8	100	
Missing	4	4	4.2		
Total		96	100		

Source: *Authors' calculations*

Table 3: *Your organization uses some form of mobile marketing (mobile applications, SMS marketing) to promote the brand*

		Frequency	Percent	Valid Percent	Cum. Percent
Valid	yes	45	46.9	48.4	48.4
	no	48	50	51.6	100
	Total	93	96.9	100	
Missing	3	3	3.1		
Total		96	100		

Source: *Authors' calculations*

In relation to promotional films and mobile marketing, promotion of the brand via Internet and other media is significantly more prominent – about 73% of the interviewed organizations are practicing this promotion system (Table 4). Such relation between film promotion and mobile marketing is expected, as the creation of films and mobile applications is more complex type of promotion and consequently requires higher implementation costs.

Table 4: *Your organization occasionally and/or regularly advertises on the Internet and other media in order to promote its brand*

		Frequency	Percent	Valid Percent	Cum. Percent
Valid	yes	70	72.9	75.3	75.3
	no	23	24	24.7	100
	Total	93	96.9	100	
Missing	3	3	3.1		
Total		96	100		

Source: *Authors' calculations*

The evaluations of the marketing activities quality aimed at promoting the brand, based on the remaining questions, are shown in Table 5. It is noticeable that there are no significant differences in the evaluations of the quality of marketing activities (cover by the survey questionnaire), which are about 3 on a scale from 1 (weakest) to 5 (excellent); the dispersion of rating is also equal. Organizational independence in promoting the brand stands out with an average of 3.8. On the opposite side, there are digital communications in the brand promotion, as well as team work in the brand formation process, with an average of less than 3.42.

In this paper we have tested one general (H0) and one specific hypothesis (H1):

- H0: Branding depends on many factors, inside and outside the organization.
- H1: The quality of marketing activities significantly affects the branding of products/services.

Table 5: *Descriptive statistics of the quality of marketing activities*

	N	Mean	Std. Deviation
Your organization monitors (checks) the business of other organizations of the same or similar field, especially brand quality of competitors' organizations.	92	3.4348	1.49214
Your organization works independently on the brand promotion.	91	3.7802	1.48176
Marketing activities (market research and promotion) are regularly performed in your organization in order to improve brand quality.	93	3.4839	1.48626
Your organization regularly works on educating people on branding.	92	3.4239	1.49162



A team of people, not just one person, works on the creation of the brand (name, trademark) and its promotion.	92	3.4022	1.6645
Marketing activities in your organization have become more cost-effective and efficient by using digital (internet) communications to promote the brand.	91	3.4176	1.48373
In your organization, there is a special attention paid to the content of the message aimed to the target group, as well as to the selection of the communication channel for the brand presentation.	92	3.6522	1.4783

Source: *Authors' calculations*

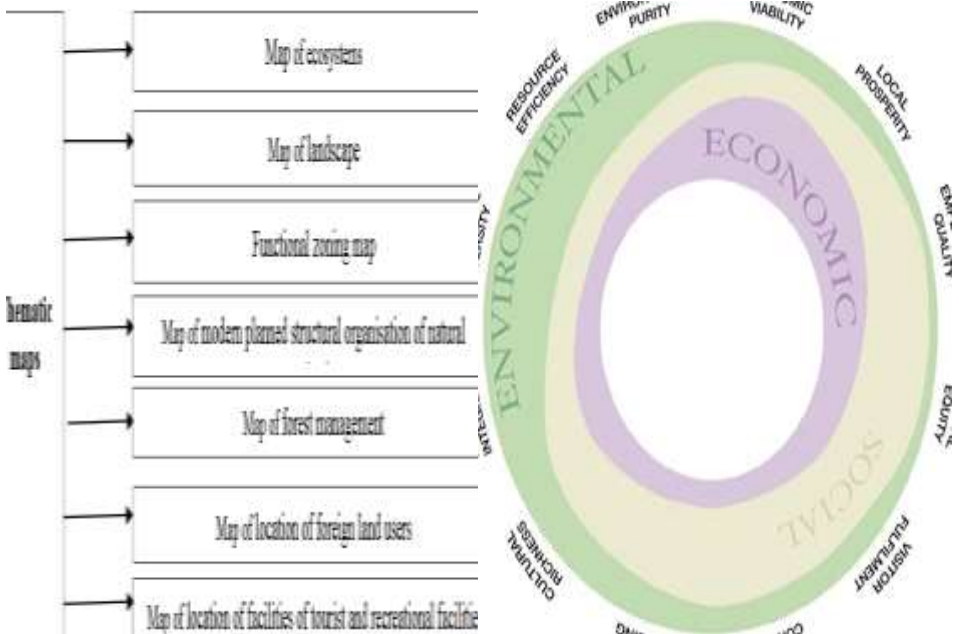
## Results and discussion

The first step in the H0 hypothesis testing is the analysis of the attitudes of respondents on the general significance of factors that are listed in the questionnaire segment "Importance of individual factors for branding". The attitudes of the respondents are graded on the scale from 1 (insignificant), 2 (minor significant), 3 (moderately significant), 4 (significant) to 5 (very significant), and the median value is 3 – moderately significant. The descriptive analysis indicates that the average values of the significance are greater than the median, but in order to draw this conclusion from the sample level to the population level, a formal statistical test should be carried out. If respondents consider that the mentioned factors are more than moderately relevant for branding services, in that case the median of the significance evaluation of the factor will be statistically higher than 3.

In the case of data with a continuous measurement scale and a preferred normal distribution, the testing of this hypothesis should be accomplished using a standard t-test (in the case of normal distribution the average and the median are the same). However, in our case, the evaluations of the significance are ordinal, without previously known distribution, and as such they are unfit for parametric statistical tests. Therefore, the hypothesis was tested by a non-parametric alternative to the t-test, known as the Wilcoxon signed-rank test, which is much more effective in statistical conclusion than the t-test, when the assumption of normality is disrupted. The zero hypothesis of this test is that, at the level of the

population, the median is equal to some predetermined value. The results of the Wilcoxon signed-rank test are shown in Table 6.

Table 6: Results of the Wilcoxon signed-rank test



Source: Authors' calculations

The first column of the table “Null Hypothesis” defines zero hypotheses of the form “the median of the given factor is equal to 3”. The Sig column shows the p-values of the Wilcoxon signed-rank test, based on which were made recommendations for whether the null hypothesis should be discarded. In 19 out of 20 cases, the Wilcoxon signed-rank test suggested the median inequality to the hypothetical value 3 and the rejection of the zero hypothesis. The zero hypothesis was not rejected only for the factor “State or local government support”, which implies that respondents averagely consider that this factor is not important for promoting the brand. It should be noted that the Wilcoxon signed-rank test is two-sided, which implies that the rejection of the equality median hypothesis does not automatically mean that the median sample is significantly higher than the hypothetical value, but in combination with the average scores from descriptive statistics, which are all over 3, we can conclude that respondents consider that the factors are (very) important for the service branding, which makes this testing segment of the general hypothesis confirmed.

In the second step, the hypothesis about the significance of branding factors was reduced from the general attitudes level to the level of importance in the context of branding of the organizations in which the respondents are employed. If the respondent considers that a factor is significant, he will make a general assessment of the brand of his organization, among other things, taking into account how much the given factor affects the branding process. This hypothetically results in the association between the brand quality assessment of the organization and the assessment of the branding factor, which can be measured by the coefficient of correlation. Considering that the previous analysis indicates that the respondents consider each of the offered factors significant (except the support of the state or local government), it is expected that the analysis will indicate the existence of a positive correlation. Correlation analysis typically uses two measurements of the correlation, Pearson's and Spearman's correlation coefficient. Pearson's correlation is a parametric test that is, therefore, much more reliable for continuous variables with normal distribution. For this reason, the Spearman's correlation was used in this correlation analysis, which is non-parametric. Spearman's correlation does not operate directly with the data, but with the ranges of data based on which the correlation coefficient is calculated, and thus it is more suitable for ordinal variables with deviant distributions.

The following three characteristics have been selected as key dependent variables describing brand quality at the organization level:

- Brand quality of your organization?
- Quality of the logo design for your products/services?
- Recognisability of your products/services beyond the borders of our country?

Table 7: *Spearman's correlation coefficient*

		Brand quality of your organization	Quality of the logo design for your products/services	Recognisability of your products/services beyond the borders of our country	Total of important correlations
Time period of organization's business	Corr. Coeff.	0.111	0.082	0.201	0
	Sig.(2-tailed)	0.289	0.433	0.053	
	N	94	94	93	
Previous reputation	Corr. Coeff.	0.182	0.201	0.179	0
	Sig.(2-tailed)	0.08	0.053	0.086	
	N	93	93	93	
Traditional marketing (TV, radio, flyer promotions,	Corr.Coeff.	.407**	.549**	.281**	3
	Sig.(2-tailed)	0	0	0.007	

billboards and similar)	N	93	93	92	
Online marketing (Facebook, website, Twitter and similar)	Corr. Coeff.	.473**	.459**	0.141	2
	Sig.(2-tailed)	0	0	0.178	
	N	93	93	93	
Good trademark (logo)	Corr. Coeff.	.452**	.574**	.361**	3
	Sig.(2-tailed)	0	0	0	
	N	94	94	93	
Used colors	Corr. Coeff.	.503**	.696**	.282**	3
	Sig.(2-tailed)	0	0	0.006	
	N	94	94	93	
Trademark different from competition	Corr. Coeff.	.398**	.529**	.235*	3
	Sig.(2-tailed)	0	0	0.024	
	N	93	93	92	
Good name	Corr. Coeff.	.316**	.383**	.250*	3
	Sig.(2-tailed)	0.002	0	0.016	
	N	94	94	93	
Good promotional slogan	Corr. Coeff.	.449**	.572**	.243*	3
	Sig.(2-tailed)	0	0	0.02	
	N	92	92	91	
Origin country of product/service	Corr. Coeff.	.381**	.582**	.294**	3
	Sig.(2-tailed)	0	0	0.004	
	N	93	93	92	
Quality of product/service	Corr. Coeff.	.387**	.398**	0.206	2
	Sig.(2-tailed)	0	0	0.052	
	N	91	91	90	
Business culture of the organization	Corr. Coeff.	.341**	.374**	.207*	3
	Sig.(2-tailed)	0.001	0	0.05	
	N	92	92	91	
Sophistication of consumers	Corr. Coefficient	.362**	.477**	.290**	3
	Sig. (2-tailed)	0	0	0.005	
	N	94	94	93	
Price of products	Corr. Coeff.	.393**	.415**	0.19	2
	Sig.(2-tailed)	0	0	0.07	
	N	93	93	92	
Ability of employees to promote brand in an adequate way	Corr. Coeff.	.492**	.420**	.333**	3
	Sig.(2-tailed)	0	0	0.001	
	N	94	94	93	
Support of the state/local government in the promotion of the brand	Corr.Coeff.	.251*	.288**	0.197	2
	Sig.(2-tailed)	0.016	0.005	0.061	
	N	92	92	91	
Competition and its activities	Corr. Coeff.	.369**	.392**	.213*	3
	Sig.(2-tailed)	0	0	0.041	
	N	94	94	93	
Who are the buyers and the users?	Corr. Coeff.	.394**	.411**	0.195	2
	Sig.(2-tailed)	0	0	0.064	
	N	92	92	91	
The economy branch in which the organization operates	Corr. Coeff.	.366**	.453**	0.206	2
	Sig.(2-tailed)	0	0	0.05	
	N	92	92	91	
Social and cultural environment	Corr. Coeff.	.352**	.420**	.211*	3
	Sig.(2-tailed)	0.001	0	0.046	
	N	91	91	90	
Total of important correlations		18	18	12	

Source: *Authors' calculations*

Note: \*\* significant for 0.01%, \*significant for 0.05%

In Table 7 the evaluations of the organization's brand are crossed with evaluations of the importance of individual factors, so three fields for each combination of crossings are shown: the value of the correlation coefficient, the p-value, and the number of observations (generally in the range of 91 to 95). At the end of the right side and at the bottom of the table it is summarized how many correlation coefficients statistical significance is confirmed for.

Generally speaking, the greatest number of correlations is statistically significant. Some factors, such as a good trademark (logo) or the ability of employees to promote the brand, have a very robust association with all the evaluations of the organization's brand quality. The evaluation of the factor's importance is more related to the quality of the organization's brand and the quality of the trademark design (18 of 20 coefficients are significant), and less with the brand's recognisability (12 are significant). On the other hand, the association of the significance evaluation of some factors with the brand has not been confirmed in any case, which includes the time period of the organization's business and previous reputation. The conclusion is that these factors are less important for respondents when they value the brand of their organization. But, despite these two cases of unconfirmed connection, for 48 of the possible 60 correlation coefficients, statistical significance was confirmed. Taking into account the results of both analyzes, it can be concluded that the hypothesis about the significance of numerous factors for service branding has been confirmed.

Unlike the H0 hypothesis that examines the existence of a connection between the two groups of variables, in the case of hypothesis H1 we have a causal relationship that implies that marketing activities affect the service branding. Analysis of causal relations in cases where the independent numerical and continuous variable is typically carried out by regression modeling and when an independent variable is nominal or ordinal, we have used variance analysis (ANOVA). ANOVA aims to determine whether there are differences in intergroup intersections of dependent variables (branding products/services), where the basis of the grouping is the modality of an independent variable (the quality of marketing activities). The zero hypothesis that follows the ANOVA analysis assumes that all group averages at the population level are the same. The rejection of the zero hypothesis indicates that at least two of them are different from one another, thus confirming the influence of an independent variable on the dependent variable. The quality of marketing

activities includes the variables described in the “Quality of the organization's marketing activities” section, and they figure as independent variables. On the other hand, to the variables that describe the quality of the organization's brand we have added two above-mentioned questions from the section “Quality of organization's marketing activities” with nominal modalities of response. The results of the ANOVA analysis are shown in Table 8.

Table 8: ANOVA analysis

Code	Your organization has branded products/services	Products/services of your organization has the trademark	Quality of the brand of your organization	Quality of the design of your products'/services' logo	Recognisability of your products/services beyond the borders of our country
q6.6a	20.766***	12.613***	9.777***	8.622***	41.777***
q6.7a	22.643***	16.509***	26.243***	16.611***	15.344***
q6.8a	34.663***	15.592***	39.404***	53.706***	22.872***
q6.9	5.312***	1.516	10.952***	12.277***	3.102**
q6.10	10.101***	3.549***	16.239***	10.968***	8.442***
q6.11	8.578***	5.321***	18.026***	19.342***	8.566***
q6.12	8.693***	4.217***	17.465***	16.67***	11.531***
q6.13	13.523***	7.489***	21.955***	24.053***	15.552***
q6.19	11.132***	5.833***	18.084***	14.599***	8.557***
q6.20	8.597***	6.477***	24.238***	23.98***	11.35***
Code	Marketing activity				
q6.6a	In your organization, promotional movies are periodically and/or regularly posted on YouTube in order to promote the brand.				
q6.7a	Your organization uses some form of mobile marketing (mobile applications, SMS marketing) to promote the brand.				
q6.8a	Your organization occasionally and/or regularly advertises on the Internet and other media in order to promote its brand.				
q6.9	Your organization monitors (checks) the business of other organizations of the same or similar field, especially the brand quality of competitor's organizations.				
q6.10	Your organization works independently on the brand promotion.				
q6.11	Marketing activities (market research and promotion) are regularly performed in your organization in order to improve brand quality.				
q6.12	Your organization regularly works on educating people on branding.				
q6.13	A team of people, not just one person, works on creating the brand (name, trademark) and its promotion.				
q6.19	In your organization every employee has an access to Internet.				
q6.20	Your organization has a blog.				

Source: *Authors' calculations*

Note: \*\*significant for 0.01%, \*significant for 0.05%

Table 8 summarizes all ANOVA analyzes. Columns show the characteristics of the organization's brand as dependent variables, and the rows show marketing activities as independent variables (factors). The cells in the table contain only F statistics that are used to test the zero hypothesis, and the asteriks is used to mark level of significance for rejecting zero hypothesis. In just one case, out of the 50 analyzed impacts, it was not confirmed that there was a statistically significant causality, which implies that the H1 hypothesis was confirmed.

## **Conclusions**

In the modern market conditions, brands are becoming a significant factor in business success. Brands differentiate products/services and they represent a promise of value. Building a strong, recognizable, well-positioned brand in the market is one of the basic functions of marketing. Brands have become more and more important to organizations, because they have the potential to be, if managed properly, one of the few strategic assets to provide true competitive advantage and financial profits. Unlike products, services are less descriptive and their quality, as a rule, varies more and depends on the persons who provide them, which is why the branding of tourist organizations is especially important.

A significant aspect of tourist organizations branding is the branding of geographical locations (destinations), which implies the need to create a well-known "name" of the destination, such as countries, regions, tourist zones, settlements, etc. The process of the image building of the destination begins with the choice of one or more brand elements (slogans, logos, celebrities to represent it, etc.), which identify the destination in a different way; it all makes possible for strong and consistent associations to be created, which reflect the cognitive, affective and conative component of the brand image.

A strong destination image gives competitive advantage in the market. In this paper we have discussed the importance of branding, as well as branding factors and the quality of marketing activities of an organization in the field of tourist service activities. It was discovered that 19 out of 20 factors are very important for service branding, which confirmed the general hypothesis. Also, it was confirmed that the quality of marketing activities significantly influences the branding of tourist organization services.

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