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## BRANDING AS A KEY FACTOR OF IMPROVING TOURISM AND HOTEL MARKETING

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### ABSTRACT

*Brands assume a significant part in getting sorted out the hotel industry; brand makes it simpler for costumers to stick out and for buyers to all the more likely comprehend the advantages of every particular great, consequently assisting them with deciding. Significance of visitor maintenance turns into an important issue. Brands give the chance to empower the formation of visitor reliability so ensure that hotel image is solid by remembering these. Each accommodation needs to have a solid face and, regularly, branding turns into the face that draws in your possible crowd, delights them at each touch point of their travel and at last procure their trust. Building brand character is seemingly quite possibly the best methods of getting out the great word about hotel and tourism business [26].*

**KEYWORDS:** *Branding, Marketing, Tourism, Hotel Industry, 4P, Income, Products, Customers.*

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