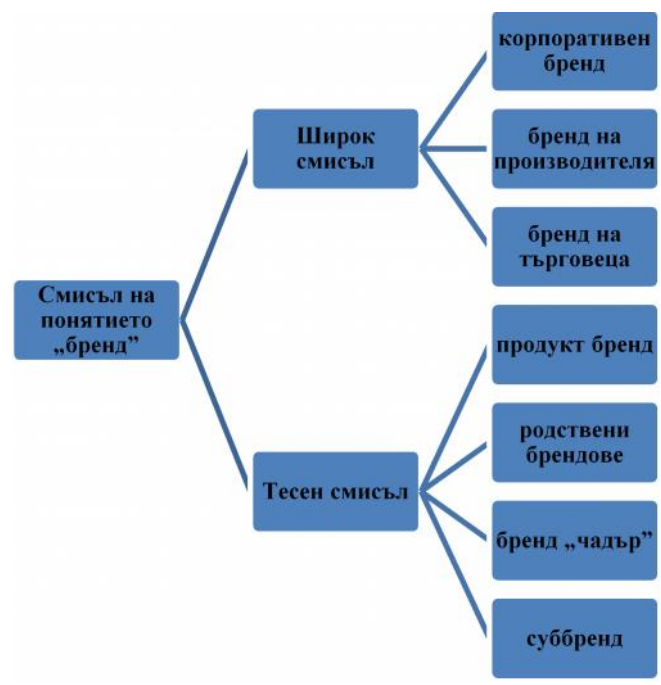


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⁴ Sunghyup, S.,H. Creating a model of customer equity for chain restaurant brand formation, Int. Journal of Hospitality management, vol. 28, 2009, . 531.
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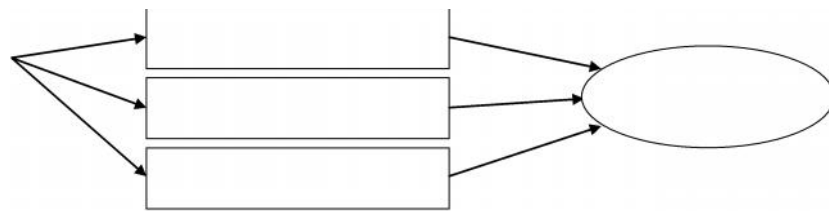
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Best Western	308 622	4038
Holiday Inn	227 225	1241
Marriott Hotels and Resorts	204 019	554
Hilton Hotels and Resorts	192 204	538
Holiday Inn Express	191 228	2075
Hampton	178 281	1715
Comfort Inn	152 247	1986
Days Inn	149 980	1877
Sheraton	137 790	396
Super 8	136 267	2134

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²⁶ O’Neil, J., . Mattila.33.

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**SOME PECULIARITIES OF THE BRAND
AND BRANDING IN THE HOTEL INDUSTRY**

Assoc. Prof. Dr Tanya Dabeva

Abstract

The main objective of the article is to work out some of the most significant peculiarities of the hospitality brand and branding. In this connection there is discussed briefly the nature of the concepts under study and is given the author's definition of hospitality brand. On that basis there are outlined and justified by the author nine contemporary characteristics of the brand and branding in the hotel industry. There is an emphasis on their specific manifestation in the industry under study, the principal role of hospitality chains, groups and transnational corporations in the area of brands and branding, the importance of the corporate brand and co-branding, the interrelation with sustainable development, etc. The outlined characteristics could serve as the basis for the study of hospitality brands and branding at the national level.