

Destination branding

Destination :

A place that people will make a special trip to visit.

Destinations offer an amalgamation of tourism products and services, which are consumed under the brand name of the destination, providing tourists with an integrated experience.

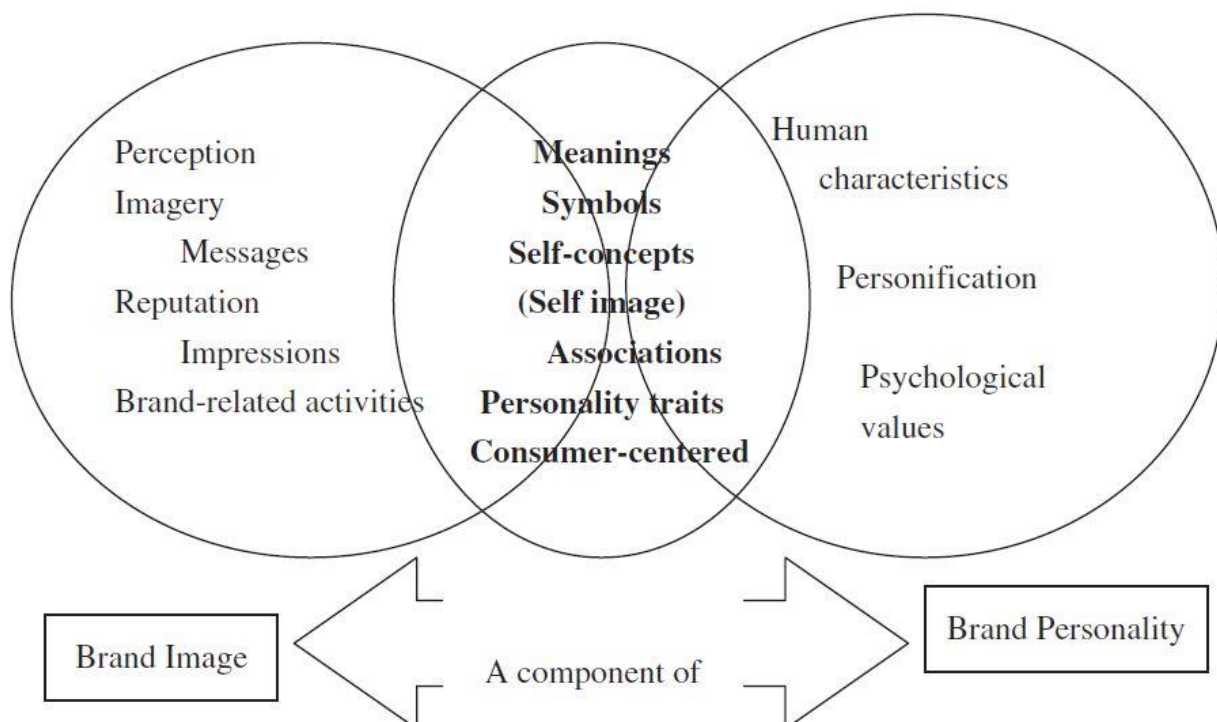
Brand:

In the world a brand denotes a name or a mark that is associated with a product; in the mind, it denotes a mental representation, an idea or a consumer's perception of psychological meanings.

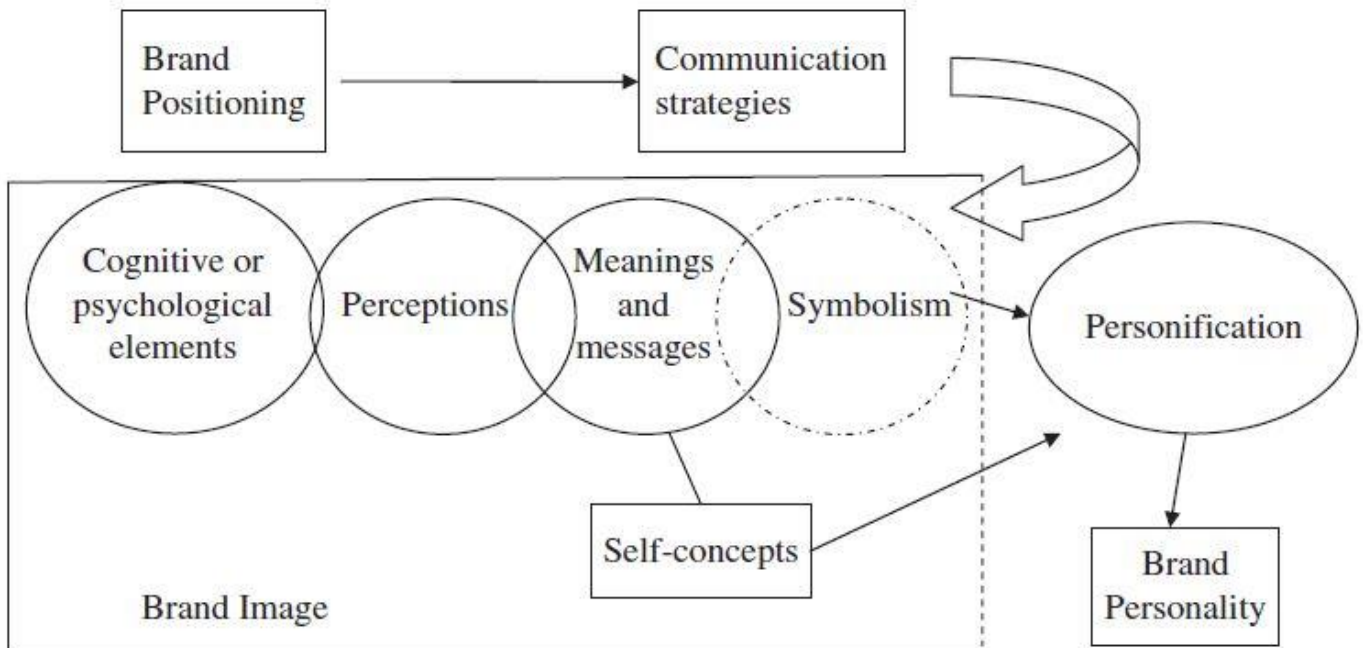
Destination branding:

Although branding has been a concept used by marketers since the late 1980s, destination branding is a relatively new development. It combines marketing products and services and the commoditization of people's culture and environment. Research regarding destination brand measurement indicates that conceptualizing how tourists evaluate a destination brand appears to be complex.

Related concepts:



According to the figure, brand image is centred on constructs such as perception, impression, symbolism and imagery which are reflected in the representations of a brand in the mind of the consumer. Brand personality, being considered “the soft, emotional side of brand image”



After establishing its positioning, a brand communicates its values, vision and character through marketing strategies and messages that contribute to the establishment of a brand image in the consumer's imagery. As stated earlier, the brand image consumers hold about brands is composed of cognitive or psychological elements, perceptions and meanings. The latter are associated to the messages communicated, which are, normally, rich in symbolism. That image may also include personality traits meaning that many consumers express their feelings and perceptions about brands on the basis of associations with known personalities: “brand personality is a kind of image that describes the brand by using human characteristic terms” Therefore, when the consumer actually experiences the brand, he/she can easily identify him/herself with, or can use the brand to communicate his/her own personality.

Source:

R. Pereira, et al, Destination Branding: A Critical Overview, Article in Journal of Quality Assurance in Hospitality & Tourism · April 2012. DOI: 10.1080/1528008X.2012.645198