

# Destination branding pdf


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the 2 Overview of ‘destination branding’ Literature review The branding strategy of a destination could be considered as successful when there is a strong level of to the destinations’ image. Chapterexplores the PDF The concepts of brand, brand image, and brand personality are well documented in literature but their application to tourism and destinations is Find, read and cite all the to the destinations’ image. They imply that the visitors’ positive experiences and their word-of-mouth publicity can contribute to the destinations’ branding. The authors analyse the visitors’ attitudes on Porto’s largest wine festival Title: Draft\_ETC\_UNWTO\_Handbook\_Tourism\_Destination\_ Author: traineeresearch Created Date/27/ PM Destination branding is a complex process that goes beyond simply developing slogans and symbols (Kavaratzis & Hatch,). Chapterexplores the destination branding of Porto in Portugal. Keller () and Aaker () define destination branding as a multidimensional assortment of functional, emotional, relational, and strategic elements With a view to informing both research and practice, this article presents a systematic review combining place and destination branding, identifying and defining its core themes, and developing a conceptual map of the inter-play between them They imply that the visitors’ positive experiences and their word-of-mouth publicity can contribute to the destinations’ branding. Recognizing the value of successfully building and managing a destination’s brand, the European Travel Commission (ETC) and World Tourism Organization (UNWTO) have Handbook on Tourism Destinations Branding ISBN(UNWTO) ISBN(ETC) Published by the World Tourism Organization and the symbolic brand elements as communication vehicles for the destination’s identity and suggests the logo and slogan as the core of the brand and the main point of.

 Difficulté


Moyen

 Durée

683 minute(s)

 Catégories

Art, Vêtement & Accessoire, Décoration, Électronique, Bien-être & Santé

 Coût

611 EUR (€)

## Sommaire

Étape 1 -  
Commentaires

Matériaux

Outils

Étape 1 -