TOURISM BRANDING AND ITS RELEVANCE IN TODAY'S MARKETING SCENARIO

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ABSTRACT

Being one among the rapidly growing industries that fosters economic development of a country, tourism considerably increases the countries social and cultural status and acts as an elevated platform for earning foreign exchange. Tourism is usually described as a highly decentralized industry consisting of enterprises different in sizes, location, functions, types of organizations, range of services provided and methods used to market and sell them. Tourism marketing faces a great challenge because the customer purchases a series of services, but is left with very little concrete value at the completion of his trip. A key challenge is to convince potential customers that the item they are purchasing provides good value for the price, and that the services will be as described and expected. Tourism Branding has become a viable metaphor not only for building destination brands but also providing a unique identity for tourism places. It is about combining all things associated with the 'place', one of the essential p's of marketing. This paper aims to understand and explain the role played by brand personality in selection of a tourism place. The concepts of tourism branding were being analyzed by reviewing literature on brand personality, place, product/brand and destination branding. The present study reveals that brand personality has great relevance to destination personality and has positive impact on perceived destination image and also on the behavioral intentions of the tourists. This paper reveals certain steps essential for creating a successful branding strategy that may result in earning maximum returns. Though the importance of destination personality has been acknowledged, very less empirical research has identified its multifold dimensions. This analysis would further help the researchers in marketing to probe into the relation between brand personality and destination branding on a major level in order to build a better tourism destination.

KEYWORDS: Brand, Brand Personality, Tourism Branding, Destination Personality, Destination Branding