

## **Brand Management of Destinations & Tourism Businesses**

This course provides students with a comprehensive review of the main issues and concepts related to destination branding. The course analyzes in theoretical and practical terms the factors that contribute to the competitiveness of tourist destinations by placing emphasis on the development of a unique destination brand. The course examines the principles and practices of destination branding, exploring the importance of destination brands. It considers brand management, positioning and various branding models within the tourism and destination context, further exploring issues of brand identity, brand image, brand personality, brand loyalty, brand equity, and brand awareness. It introduces students to the principles and practices of marketing communications and the variety of communication tools available to promote a destination brand. It examines the role of media in the communication of a destination brand (traditional media and digital communication media). It examines the process of planning and executing an integrated destination brand promotion campaign. It examines the role of the various stakeholders involved in destination branding, including destination management organizations (DMOs) and local authorities. It considers the range of approaches to destination branding within the global tourism industry context through a range of case-studies.