

## **Investigate Strategies to Create Brand in Tourism**

**Seyed Ibrahim Qolizadeh**

*Assistant Prof. Geography & Rural Planning,  
Imam Hossein University, Tehran, Iran*

**Maryam Nahavandian\***

*M.A. student in Tourism Planning, Islamic Azad University,  
Garmsar Branch, Garmsar, Iran*

---

### **Abstract**

*Today, having a national brand of tourism is so important so that governments spend a lot of resources to create the National Tourism Brand, even they change their strategies over and over, regardless of the huge costs for implementation in order to be able to build a strong brand in the world tourism industry to take a greater share of the huge turnover in order to improve its economy. In this article we will try to build indicators and factors that are able to effectively investigate and determine the cause of tourism in a tourist destination, as well as the maintenance and promotion of the factors that are to be identified tourism is the tourism can be scientific and practical solutions to create a tourism brand successful. Factors such as advertising, education, tourism service providers of the importance of tourism brand, as well as personnel training managers and the public sector to the new branding strategy in the tourism industry, especially tourist destinations branding, brand management, including strategies to build, maintain and enhance the brand, to establish an integrated management are coordination between government agencies, the development and improvement of infrastructure Making a synergistic relationship between tourism destination brand value and brand value companies offering tourism services in the tourism destinations. Increase brand equity, leading to more investment in tourism destinations and the tourism boom and the resulting economic boom is the destination. The research method is descriptive in terms of purpose and functional in nature.*

**Keywords:** *Tourism Industry, Tourism Services, Brand, Tourism Brand, Destination Branding, Tourism Marketing, Brand Management.*

---

\*Corresponding author: Maryamnahavandian@yahoo.com

Received Date: 20 April 2015

Accepted Date: 16 June 2015

**Date of Print: Summer 2015**

### **Introduction**

Brand is an intellectual concept that formed in peoples' mind. In short, brand is an intangible asset (underlying) of a product or a service that includes many parameters such as name, term, sign, symbol, logo, design, history of customers mental and consumers, staying in the market, originality (not a mere copy) and a lasting trust and credibility with clients. Not only brand consists of structures, goods but also it covers services too. A product can be called a brand that enjoys a high credit and social values, and in compliance with the principles of variety that leads to the satisfaction of the customers, the continuous trust of the consumer market has attracted. Branding or creating good name is one of the effective strategies to attract customers and sell that cause customer loyalty. Brand is also effectively used in the tourism industry and companies which provide tourism are competing with each other using strategies in the creating tourism industry. The development of tourism industry of a country needs development in infrastructure and conditions to attract tourists, according to UNESCO, Iran is among the top ten countries in terms of historical assets and cultural heritage and is among three top countries in terms of natural resources and climate variability which can be used with existing capacity and support from the tourism industry to gain a significant share of the market for the tourism industry (Moghadam, 2010, 16).

In recent decades, the issue of branding for tourism destinations has attracted the attention. In the highly competitive global market, destinations need to create a unique identity and unique - that distinguish themselves from competitors - has become more critical. A brand in the concept of modern marketing, offer a value that is related to consumer. Successful brand making for tourism destination is based on their potential and potential, so that the possibility of replacing it with another destination will be left (Movahed, 2010, 108).

Investment in the tourism industry due to the very high income and use very low volume of available resources in the country has a very special importance, and as an alternative income non-oil exports has a lot of important for our country. World Tourism Organization statistics report that 1. 6 billion tourists for 2020, that means an annual \$ 2 trillion daily turnover of about 5 billion dollars, money that will

cost tourists traveling around the world and this is more than of oil-income for countries which are OPEC members (Ranjbariyan,2009, 19). According to statistics, in 2001 the employment in the tourism industry will be about two million jobs for the people of the world, and in 2005 this rose to 338 million jobs, it means that in 2005 from every eight jobs one of them was related to the tourism industry. These figures show us that we are facing to the most earnable job in twenty-first century.

By Using existing capacity at tourist destinations and brand management can achieve to a successful tourism destination. It worth to mention that using this capacity is not wasting cost, it's like an investment. The use of existing tourist attractions and tourist destinations due to the fact that what is obvious and granted by the local population can be an interesting experience for tourists, as well as the effective use of tourism events (such as fairs, sporting events, and...) and all-purpose capacity building in the tourism sector and the correct use of the brand and an integrated management in the field of branding, a brand can be successfully achieved in tourism destinations.

### **Definition of Key Terms**

**Tourism:** This is the term used to describe a person who travels to a place and in a place far from their usual environment for more than one night but less than a year to, recreation; business and other purposes are staying.

**Brand or trade name:** it is a name or symbol of the organization with the goal of creating value for their products and uses. At the same time, there is a chance that a product, organization or country in the minds of his audience.

**Brand creating destination:** tourist destination is introduced as a brand. Since destinations are places where people can experience specific to a particular feature of the attractions based on the understanding that has been reached and choose to stay and travel, marketing communications can be used to create a brand identity for them that way, tourists when choosing the destination that has become the brand and its competitors, thanks to better position the brand in mind, this option preferred.

**Tourism industry:** a set of activities and services for various industries that are offered to travelers and tourists.

**Tourism marketing:** including the introduction of a tourist destination now and the future at the market and using the tools of marketing management.

### **Statement of the Problem**

Competition in the lucrative market of tourism, convince countries that try to attract tourists, and a variety of solutions and strategies to achieve this successfully used. Today, tourism marketers see the country as a brand. The value of a country's brand, is an affective value which is created when people hear that name, based on the same values that the people of other lands on the turn or decide to invest in a target country. But advertising experts know that the brand or a trade name is a multi-dimensional concept that needs to build or rebuild in the minds of the target audience of the program. Because of the special importance of this concept in the country's economy, which in recent years have created threads destination (Destination Branding) has spoken.

### **Properties of Tourism Place in order to be a Brand**

- The reliability (having security)
- To be provide appropriate.
- Have features for differently.
- Relevant and interesting to your audience. (Able to communicate with the mind and feelings of tourists)

### **The brand architecture procedure**

- Find the differences and distinguishing features
- Find the right audience with the specific feature
- Positioning in the minds of the audience
- Find ways of advertising, creativity and proper planning media advertising message - Integrated marketing communications principles Campaign

Integrated marketing communications campaign includes traditional marketing communication tools, such as advertising or sales promotion, but the rest of the marketing mix, which is used in communication identifies. Planning and management of these

elements so that it can be integrated to work together, helps to form a unified brand image in the minds of the audience to be made (Hudson, 2008).

Important factors in building a successful brand of tourism in a tourist destination is the role of factors such as advertising, education, tourism service providers of the importance of tourism brand, As well as personnel training managers and the public sector to the new branding strategy, especially in the tourism industry are tourist destinations, including strategies to build brand management, maintenance and promotion of the brand, Coordination among government agencies are to establish an integrated management, development and improvement of tourism infrastructure, incentive policies to attract investors in the tourism industry, training local communities to accept tourists, the effective use of tourism events and to have a brand successful tourism destination requires a strong brand management.

### **Significance of the Study**

The income from the development of the tourism industry has become one of the main economic resources of the country. Increasing travel and the similarity of the services provided to tourists at tourist destinations is difficult to compete in the tourism industry. The importance of this issue that makes it a destination brand and increase brand value destination to attract tourists, investors Brand is renowned tourism companies. As you know, the creation of a brand is benefited of effective marketing and sales is better and the tourism industry. But what is the definition of brand? In marketing literature there are lots of definition for brand, but most of them are similar, and that is a brand by making itself different, make the process of purchasing more easily. A country's brand value is an emotional value that will be created in the audience to hear the name of the brand and is a kind of confidence that comes before and after the trip. In order to architect the brand, strength points and distinctive of the place should be find and focus on it. In the world of tourism, branding or brand is a collection of features and value-added tourism product that is added to it. This value-added, is knowledge and rational of mind that it called emotionally with the audience. The image in the minds of the audience and the position compared with other competitors in the

mind of the audience is the most important product features. The product is so important for it to be remembered as a means of marketing. Brand name or trade name is a symbol of the values of the brand and logo signs untouchable product. Branding because of the cost and time is associated with problems in runtime, while making use of their maintenance and promotion of the brand is with great difficulty, A great brand could lose its value by providing poor products and services, Because of some experiences like a trip, the creation of a bad memory can be long-lasting in the minds of tourists, as well as the quality that can be a lasting memory. Tourists' values are changing values and if they do not promote tourism based on the value provided to tourists the brand value loss and the decline in value equal to the defeat in the race to attract tourists by rival brands.

There are lots of Problems in the field of tourism destination countries, but the most important are:

- Restrictions on funding
- Short-lived manager
- Inability to control the quality of tourism services provided in the destination
- There are common characteristics among tourist destinations
- Political pressure on the government to expedite the return of advertising
- Press tour for the promotion of their foreign
- Various properties and the ability to choose the best destination for a destination

There is a direct relationship between brand value and attract capital investment and thus stimulate tourism and attract tourists and investing in tourism infrastructure and promotion increases the quality and speed of the connection.

### **History**

Travel and tourism as we know it, today and a social activity, linked with the lives of people around the world, has not been of such scope and variety. Economic conditions - social, political, and human resources at the disposal of various ages on the attitude of the man and his work on the issue of travel, and are effective. Reviews on trip of centuries confirms that human beings are motivated by a variety such as business, education, pilgrimage and religious, adventure and

political functions (political representatives of governments) began to travel.

In the nineteenth century, the major technological advances had a serious impact on the development of the tourism industry. There is no doubt that the rail transportation industry was introduced. The second important element in this area also produces steam ship was considered. In the nineteenth century, traveling by stagecoach also became common. The car at the beginning of the twentieth century with the invention of the Model T 1908 by Henry Ford is actively transported into the realm. Less than two decades after the first flight, tourism and air transport was also seen. It dates back to 1918 when the first German company Lufthansa began scheduled passenger flights.

The economic and social development and improvement of people's living conditions and to facilitate and progress in transportation, tourism has also developed. With the increase in tourism and higher revenue volume and turnover of the industry, competition increased for attracting tourists. This issue cause to exist the brand tourism and companies that offer services of tourism with manufacturing Brand Company own effort at increase share market own respectively. Countries also with regards to the attention to importance of money at development and boom economy country to the brand purposes tourism gone and with codification and implementation strategy by various branding country and destination own to started respectively.

Branding concept was used in the late 1990s about tourist destinations according to statistics, tourist destinations to attract tourists, an amount equivalent to US \$ 1480 billion in government capital spending will.

### **Theory Thread**

In the past few decades the issue of branding for tourism destinations has attracted the attention of many. In the highly competitive global markets, destinations need to create a unique identity that is unique and distinguishing themselves from competitors, has been more critical. A brand in the modern marketing concept to consumer related value added offers.

In this section, a number of important theoretical perspectives in the field of tourism, especially their brand and branding tourist destinations we explore.

**Brand:** America Marketing Association defines a brand as "a name, term, design, symbol or any other form that a seller of goods or services from other vendors distinguishes" (Johansson, 2007)

**Tourism marketing:** tourism marketing management process includes predict current and future needs and satisfy visitors so that basically travel companies and suppliers have been in competition with each other. Exchange management by self-interest, social interest, or both driven and success of a long-term supply and consumer satisfaction depends on mutuality. In other words, we can say that on the environmental and social demands of tourists is equally important to satisfy him. They can no longer be indifferent to each other's characteristics.

**Branding in tourism:** the concepts of branding products can be employed in the tourism industry also tourism Brand a mainly service industry. The services can be tested before buying services and tourism products generally associated with high risk. This is the importance of brand and branding in the various sectors of the tourism industry makes clear. The general features unique services related to tourism (tourism products are intangible, based on experience. Services mistakes manpower in this industry is heterogeneous. The product of this industry is mainly non-storage industry and... ), indicating that the process of branding in the industry is very similar to branding in other industries (Blaine, 2001) and the application of theory in tourism branding requires more attention and expertise.

**Economic impact of tourism:** the experience of countries and tourist destinations in the world, it is clear that tourism is an industry with a wide range of influence. This means that the industry developed tourist destinations as far-reaching impact on the economy is on the areas of socio-cultural, environmental and technology destination is also affected with the difference that the impact on the environment of the above Under the influence of the economic system - social purpose and scope of the development of tourism there has been variable (Harold, 2006).

The primary economic benefits of tourism generally is to help the balance of payments and foreign exchange earnings, employment and income, improving regional economic structures, to encourage entrepreneurial activity, contributing to regional development and

increase tax revenues and evidence Tourist areas in developing countries related to the combination of all these shows (Venhove, 2005).

A variety of factors influence the effects of tourism on the economy of a community are the most important factors are:

- Quality facilities and tourist attractions;
- Foreign employment in the tourism sector;
- The time of year to visit the attractions are ready to meet demand;
- The outcome of and costs for tourism;
- Insert the ownership of foreign nationals,
- The economic power of the target area;
- Level economic development target area;
- The level of government involvement in the development and improvement of infrastructure and incentives to visit;
- The amount and the costs and payments for tourism;
- The extent to which your destination is adapted to the seasonal nature of tourism.

Brand destination: tourist destination branding is a set of marketing activities K·h1- the brand or other graphics that nature tourism destination and it distinguishes; 2- Support positive experiences that can be transferred only in conjunction with tourist destination, is. 3. Strengthen the emotional connection between the visitor and tourist destination, and (4) the cost of research firm., Consumer perceptions to reduce risk (Blaine, Levy and Ritchie2005)

Brand awareness tourist destination: the purpose of tourism destination marketing to increase awareness of the brand by creating unique tourist destination (Jagva et. al 2003). Aker (1991) as the brand awareness and diagnostic understanding of a potential buyer knows that a certain class of products that puts the brand. He has introduced some level of brand awareness and brand recognition has started most ends. Their condition is said to be the dominant brand name in the mind of the consumer only product in its category to be reviewed.

### **Brand Building Destination**

To build a successful tourist destination are all factors should be used to build a brand, to investigate the potential of attracting tourists to a destination and receiving appropriate strategies can be taken positive steps in this. The most important factors in building a successful tourist destination can be named as the following factors:

**Effective and genius advertising:** to manufacturing propaganda direction one brand tourism destination more from everything should attraction and values special of that attraction the tourists potential is to at it find then, should this values at texts and pictures advertising reflected a logo and combination font and color certain that recalls destination tourism is too should designing to and all this components to shape one total single to should offer be.

Advertising should be able to cause feeling confidence and top going motivation travel at tourists is. from all capacities available as medium by visual and audio, internet, press and even film and serial and etc. to power to propaganda attraction by tourism under strategy by brand destination use the. With shape of brand tourism propaganda should at direction introduction brand strategy by maintenance and promotion brand continuation always should methods new advertising check and selection return up to max influence to on mind tourists have be.

training of public sector managers with practical training, and ongoing benefits for public sector managers and staff active at section tourism at about importance brand destination and as well as strategy by new construction, maintenance and promotion brand may to one recovery continued at value brand destination tourism hand found building and reinforcement relationship between device by executive and university and to be very effective indeed the building meeting by too thinking between master authors section tourism and use from foreign seminar and conferences by connected with industry tourism to education management very help to the.

Training managers and staff of tourism service providers: public sector managers in collaboration with universities and experts to conferences, seminars and meetings Seminar can participate by offering tourism services with the solution and the benefits are more familiar and synergy with the public and private sectors in the tourism industry into a successful tourist destination are achieved.

Training local communities: communities local and host tourists at build memoirs good travel tourists' role great there, and build memoirs good from factors main build tourists loyal is Tourists that one destination to read case visit the two role effective at propaganda mouth to oral. With proper training and use of local capacity to learn

how to properly deal with tourists can be tourist destinations and prosperity.

Brand management: the future competitiveness of the tourism attractions in the world based not on brand marketing and management of tourism. Brand management is the process of tourism "select, create, strengthen and maintain the" brand to "detect, clean, preference and loyalty and value creation of special" country tourism. The main elements of Management Brand Tourism

**Brand Identity:** What is the true essence of a phenomenon? Brand identity represents the unique features of a phenomenon. If a unique brand identity, introducing distinctive originality of the country's tourism can have on tourism in the long term and continuous all activities related to the tourism brand.

**Their mentality brand image:** Image visualization and tourism in the minds of others. Perceptions are known by tourists mentality tourism are the result of understanding, knowledge and their attitude

**Brand positioning:** tourism brand positioning and the place of what is in the minds of tourists and audiences tourism place to experiences memories relationship they with attraction and services and the realities of tourism of the country.

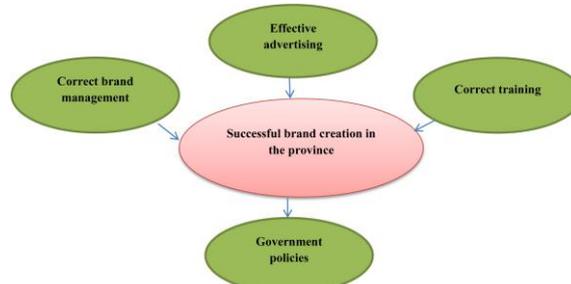
success in managing a successful destination are highly dependent upon government support policies, and these policies should be by the cultural heritage, handicrafts and tourism to title organization liable guidance the up to this organization to with help section private and university and strategy by manufacturing brand to executive of the. (World, 2009, 30).

**Government policies:** as mentioned supporting government policies play a major role in having a successful brand of tourism. The most important thing in attracting tourists' clever use of the tourist attractions in the destination is and if there is no need to build tourist attractions. (Various exhibitions, sports events, conferences and scientific seminars, carnival, etc.) to use from attraction and need urgent to existence infrastructure by tourism to is, government with provide the this infrastructure and establishing policies by incentive effect to be capital investment more to at industry tourist attraction to and with attract capital transition and prepared be infrastructure and increase value offering from to tourists value special brand destination

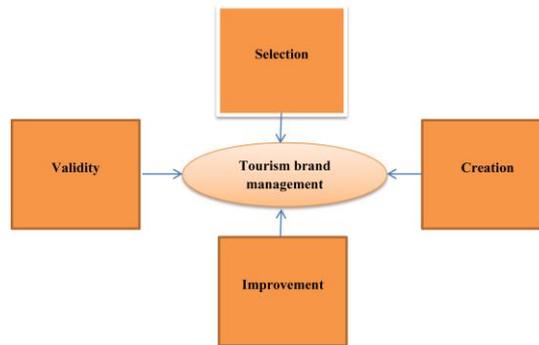
too increase to the. State with establishment one management integrated at between organs and organizations to be at implementation better and effective wet strategy by codification from brand destination successful is.

The issues of domestic tourism should be considered by the governors to compete in the other provinces (objectives) to achieve greater success and led to job creation and economic prosperity in the province will be under management. With increasing competition between the different purposes of government incentive policies should be changed to be more successful in attracting investors.

**Theoretical models**



**Model 1: Agents are building a successful tourism destination**

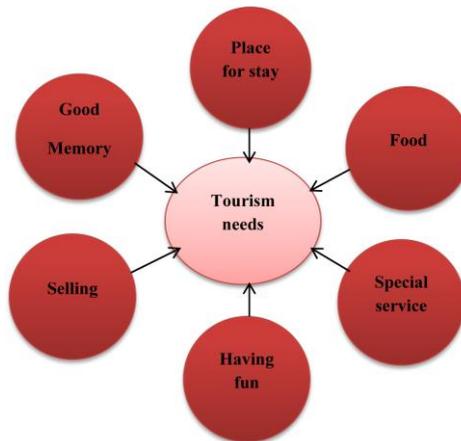


**Model 2: brand management tourism**

Tourism Brand management is a process of selecting, establishing, strengthening and maintaining the brand to detect, clean, preference and loyalty building and creating value tourism destination.



Model 3: Landscape Brand: understand what can be the best



Model 4: Tourism Marketing

Understanding and responding to their demands and tourism demand through a variety of tourist attractions and services a variety of marketing tools.

### Conclusion

A successful brand can attract tourists and increase tourism revenues from tourism and the prosperity of a tourist destination is very effective. And attention to the development of tourism and enhance the competitiveness of tourist destinations to attract tourists to the tourism importance of a successful brand management is more visible. Several factors affect a destination are all factors that must be considered to have a successful tourism destination succeeded in

attracting tourists and prosperity. End the importance of alternative sources of energy and non-oil revenues and the elimination of the oil economy, especially in our country, the importance of having are destined to succeed in attracting tourists and income from tourism to replace income from the sale of energy sources is essential. For economic prosperity and employment in different parts of the country, the best way to boost tourism and support the construction industry and tourism destination brand And this is through effective advertising, practical training on branding, brand management, including the construction, upgrading and maintenance, as well as government support policies are formed.

### **References**

- Moghadam., Farzad (2010). Amazing advertising, publishing spasticity,  
Movahed., Ali (2010). Tourism marketing for the city, Azarakhsh publication,  
Lomasdan, Los (2001). Tourism marketing Translated in Persian by Mohammad Ibrahim Goharian, publishing Cultural Research Bureau,  
Ranjbariyan. Bahram, & Zahedy, Mohammad (2009). knowledge, tourism, publishing four gardens,  
Moghadam, Farzad, & Ahmad. Rusta. Paper brand management tourism- Base Information Scientific Jihad Collegiate  
Kiani. Zohreh, Collection Articles Seminar Changes in environmental Development Tourism and Reduction Poverty, Article Brand Destination  
Tourism and its role in the unification of tourism industry stakeholders, p. 333, published by the Publishing Center, 1387.  
Jhanyan., Manuchehr & Zandi. Ebtehal, pro-poor tourism, publishing SID, 1389.  
Fragrant Faith. Hussein Ayyub Yazdy. Hamyd, factors influencing brand equity in the tourist destination city of Yazd,  
Scientific Information Database (SID) Sid. ir, 1, 389th  
Hudson, Marketing Tourism at Countries Middle East, Translation Ali Akbar Village, Publication Reed, 1388