

THE ROLE OF COUNTRY BRAND REGARDING GLOBAL RECOGNITION AND TOURISM STIMULATION IN A DESTINATION

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Abstract

In difficult times like economic crisis, tensions on the political and social climate and other situations less predictable, it is very important for a country to maintain unaffected country brand or „business card” that shows the whole world on what we recommend it as attractive in various ways: tourism, cultural, financial, natural etc.

This article aims to expose the importance of country brand by presenting the results of a study on the classification of countries according to the area they shape national brand. The goal is to see to what extent are representative of those countries exposed areas compared with the results obtained and correlated with their attractiveness in terms of tourism.

The work was performed using the research method based on secondary sources, respectively documentation. There were analyzed results of studies conducted on researched topic, but also the considerations expressed by specialists in the field in literature.

The main conclusions drawn from research aimed at clarifying the concept of country brand, highlighting the strengths of a destination based on the domain representative in terms of its development and presentation of directions for stimulating tourism taking as its starting point a country brand well established.

Keywords: country brand, global recognition, tourist attraction of the destination, strenghtening the brand, tourism

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