

**SINGIDUNUM UNIVERSITY
DEPARTMENT OF POSTGRADUATE STUDIES**

**STUDY PROGRAMME
BUSINESS SYSTEMS IN TOURISM AND HOSPITALITY**

MASTER THESIS

**EMOTIONAL COMPONENTS IN TOURISM
BRANDING – CASE STUDY CYPRUS**

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405227/2012

Belgrade, March 2014

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Introduction

Each of us has the opportunity to, during the day, and sometimes several times per day, hear the word brand- in public transport, at school, in the office, in a variety of stores, on

television, etc. The question is how many of us really know what is behind this rough and cold word. The question is whether we really are aware that all around us, from the morning coffee we drink and the newspaper we read, through the cars we go to work, computers we work on, different types of food and drinks, toothpaste, even the pillows that we sleep on is a kind of brand. The streets we walk, the parks where children play, the city where we were born and live in, the country that is our homeland ... are we able to see all this as a brand or as part of a larger brand?

However we must be aware of the fact that the brand is not emerging phenomenon or concept. Brand, in various forms and under various names, throughout history for centuries, is present in the lives of people. From simple symbols on pottery which guaranteed origin and quality, to the visual representation of the identity of countries, it led us to continuous development of civilization. Over time, strong need for experiences, sensuality and emotion that leads to the branding experience is observed. Quality has become something that is obvious, and additional emotional value took very important place.

The issue of creating a brand in the tourism industry has been studied, but not sufficiently to come to the clear conclusions on the basis from obtained results. Branding appears as one of the most effective ways to position tourism product in the minds of tourist services users. In place branding there is actually a word on the application of traditional marketing and communication models and procedures in a specific region to create and increase economic value. It is more than the visual identity. Brand is more than a logo or slogan. The process of creating a brand is a long and involved process and not just a short-term campaign. Branding strategy must have clear support to a particular vision of the future that is based on existing resources, motivation, skills, and intellectual capital of observation. The process of destination branding is impacted by emotional branding and covers the most important issue- ***What is the experience the traveler gets.***

Also, the technology is improving day by day, and Internet has become an integral part of everyday life. From the first morning news that people read on the Internet, through the collection of various information for the purpose of dissemination of knowledge, then, socializing on social networks, watching videos, selection and purchase of different

products or services – all of these can be done via the Internet. Hence, in the contemporary environment, the Internet is one of the most effective way for promoting brands, where, also, a very great role have social networks (Facebook, Twitter, YouTube etc.). And maybe the best way to promote emotional branding and emotional branding of tourist destination is using the Internet.

Research subject

The subject of this work is the concept of brand and brand management process with emphasis on the relationship between brand and consumer, and the great importance of emotional branding in tourism. Over time, quality of service became part of a tourist offer, and brand managers and designers have begun their work on creating a unique experience of identity that would differentiate their offering from the competition and awaken emotions of potential visitors for branding subject. Creating experiences connected to the potential tourist destinations in the tourism product can be achieved through innovative and high-quality communication with customers. Today more and more modern technology is being used in creating a visual, virtual, and emotional experience. Therefore, the subject of this study is using the Internet and social networks in emotional branding in tourism, on the example of Cyprus. The importance of e-marketing and an active presence on social networks with the aim of better investments in the tourism market is accentuated, too.

Goals of the research

The aim of this research is to show the importance of the brand in everyday life, focusing on the tourism product. It also has the purpose to emphasize the importance and necessity of emotional components in tourism branding. The goal is to show how emotions affect consumer's decisions as for traveling, and the vital role of emotional branding in destination branding. Also, the aim of this research is to show the importance of being present on the Internet in order to promote one tourist destination, referring to Cyprus.

Research Hypothesis

- Brand is an inseparable part of our daily lives, and it consists of visible and invisible elements.

- A critical factor for successful business in a competitive environment is developed customer information.
- A brand of a certain area should convey a picture of its bid more precisely and in as better way as possible, in order to awaken in a consumer's conscious interests and wishes to visit it.
- Emotions are vital in creating qualitative brand. Strong pictures loaded with emotions guarantee successful promotion of tourist destinations.
- Social networks are an ideal means of promoting tourism brands, gathering people of similar or same interests, eg. travel lovers, to exchange experiences, photos and videos.
- A successful tourism brand must have an active advertising campaign on the Internet and be active on social networks.

Research Methods

To test the above hypothesis, and in line with the aim of this work, appropriate methods were used in order to satisfy basic methodological requirements: objectivity, reliability, generality and comprehension. To collect the relevant data and facts following methods were used: the method of theoretical analysis, synthesis, deductive, descriptive, comparative, and content analysis methods. Data collection was based on laboratory research (domestic, foreign literature and data from the Internet).

1. THE CONCEPT OF BRAND AND BRAND MANAGEMENT

1.1. Brand Term and Brand Development

1.1.1. Defining brand

We live in a kind of society that is improving every day in every way. Consumers' needs and wants are becoming more and more demanding. In addition, companies tend to keep their clients satisfied, to offer them every single thing that crosses their minds. A product is defined as any offering that can satisfy consumer needs and wants. But also, companies need to protect their products by marking them, to make them appear more distinctive and valuable. In marketing world this is known as branding.

According to the American Marketing Association Dictionary¹, brand is the name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. But, the origin of brand dates centuries ago. Since ancient times people have had a need to mark their products in order to show their origin and quality. Products with determined extensions had certain power and were valued more, which helped them to differ. The Pocket Oxford Dictionary of Current English (1934) says: **Brand**. 1. n. Piece of burning or smouldering wood, torch, (literary); sword (poet.); iron stamp used red-hot to leave an indelible mark, mark left by it, stigma, trade-mark, particular kind of goods (all of the best bb.). 2. v.t. Stamp (mark, object, skin), with b., impress indelibly (is branded on my memory).²

¹ [www.marketingpower.com/ layouts/Dictionary.aspx?dLetter=B](http://www.marketingpower.com/layouts/Dictionary.aspx?dLetter=B)

² www.ama.org

1.1.2. Brand through ages

The word brand comes from the Old Norse brandr³, meaning to burn, and from these origins made its way into Anglo-Saxon. It was of course by burning that early man stamped ownership on his livestock, and with the development of trade buyers would use brands as a means of distinguishing between the cattle of one farmer and another.

Some of the earliest manufactured goods in mass production were clay pots, the remains of which can be found in great abundance around the Mediterranean region, particularly in the ancient civilizations of Etruria, Greece and Rome. There is considerable evidence among these remains of the use of brands, which in their earliest form were the potter's mark. A potter would identify his pots by putting his thumbprint into the wet clay on the bottom of the pot or by making his mark: a fish, a star or cross, for example. From this we can safely say that symbols (rather than initials or names) were the earliest visual form of brands.

In the 17th and 18th centuries, when the volume manufacture of fine porcelain, furniture and tapestries began in France and Belgium – largely because of royal patronage – factories increasingly used brands to indicate quality and origin. However, the wide scale use of brands is essentially a phenomenon of the late 19th and early 20th centuries. The industrial revolution, with its improvements in manufacturing and communications, opened up the Western world and allowed the mass-marketing of consumer products. Many of today's best-known consumer brands date from this period: Singer sewing-machines, Coca-Cola soft drinks, Bass beer, Quaker oats, Cook's tours, Sunlight soap, Shredded Wheat breakfast cereal, Kodak film, American Express travelers' checks, Heinz baked beans and Prudential Insurance are just some examples. The birth of advertising agencies such as J. Walter Thompson and NW Ayer in the late 19th century gave further impetus to the development of brands (Brands and Brandings, The Economist, Rita Clifton, John Simmons).

³ <http://www.nordicnames.de/wiki/Brandr>

1.1.3. Elements of the brand

The main elements of a brand are: name, **logo, color, image and trademark**.

Undoubtedly, the name is the most important element of the brand. It is the part of a brand that can be spoken; it may include words, letters or numbers. Successful brand names have the following characteristics:⁴

-They are easy to pronounce, memorable and distinctive.

-They suggest product traits and benefits

-They should also be easy to translate into other languages

-They should never change

A **brand logo** is one of the elements that cannot be spoken, but it is recognizable, visual identity of the product, service or company. For example, The Rolling Stones' logo is the well-known red lips and tongue. A **color of the brand** plays a crucial role. It is characteristic for particular brand and is very important because it gives us the association for the product or company. A **brand image** is consumer's perception of the particular brand. The creation of image is often resulted by many factors, the majority of which is not affected by the company. A **trademark** is protected by copyright and registered brand. It consists of two parts: the sign and the list of goods and services where it applies and for which it is protected. Therefore, trademark is a sign which serves to distinguish one company's products and services from the goods produced or services provided by another company.⁵

⁴ Lascu,D., Clow, K., *Essentials of Marketing*, Second Edition, Atomic Dog Publishing, 2007, p.229

⁵ Lascu,D., Clow, K., *Essentials of Marketing*, Second Edition, Atomic Dog Publishing, 2007, p.230



Source: <https://www.google.rs/search?q=brand>

1.1.4. Defining product and brand

Brand is not a product. According to Kotler⁶, a product is anything that can be offered to a market for attention, acquisition, or use, or something that can satisfy a need or want. Therefore, a product can be a physical good, a service, a retail store, a person, an organization, a place or even an idea. Products are the means to an end wherein the end is the satisfaction of customer needs or wants. Customers will choose a product based on their perceived value of it. Satisfaction is the degree to which the actual use of a product matches the perceived value at the time of the purchase. A customer is satisfied only if the actual value is the same or exceeds the perceived value. Kotler defined five levels to a product:⁷

1. *Core Benefit*: the fundamental need or want that consumers satisfy by consuming the product or service.
2. *Generic Product*: a version of the product containing only those attributes or characteristics absolutely necessary for it to function.
3. *Expected Product*: the set of attributes or characteristics that buyers normally expect and agree to when they purchase a product.
4. *Augmented Product*: inclusion of additional features, benefits, attributes or related services that serve to differentiate the product from its competitors.
5. *Potential Product*: all the augmentations and transformations a product might undergo in the future.

⁶ Kotler Ph., *Marketing Management* Millenium Edition, Tenth Edition, Custom Edition for University of Phoenix, New Jersey, 2009., p9

⁷ Kotler Ph., *Marketing Management* Millenium Edition, Tenth Edition, Custom Edition for University of Phoenix, New Jersey, 2009., p11

Kotler noted that much competition takes place at the Augmented Product level rather than at the Core Benefit level or, as Levitt put it: *'New competition is not between what companies produce in their factories, but between what they add to their factory output in the form of packaging, services, advertising, customer advice, financing, delivery arrangements, warehousing, and other things that people value.'*

Kotler's model provides a tool to assess how the organization and their customers view their relationship and which aspects create value.

On the other hand, **brand** is one's personal sense of product, service or company. It is an internal feeling, because it is made up of individuals. Each person builds his own vision of the brand. Brand is what people think of you, while branding is the process of managing the brand.

1.1.5. Brand equity

Branding is more than simply putting the company's name on a product and broadcasting that name to its target audiences. In today's competitive business environment, customers have more information and access to more choices, which make pressure on services to offer high quality, excellent value and wide availability. According to Fortune magazine (in 1997):

"In the twenty-first century, branding ultimately will be the only unique differentiator between companies. Brand equity is now a key asset."

But, what is actually brand equity? **Brand equity**⁸ is a term used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well known name, as consumers believe that a product with a well-known name is better than products with less well known names. It is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. The purpose of brand equity metrics is to measure the value of a brand. Beside the name, logo, image, advertising, packaging etc.,

⁸ Keller Kevin L., *Building, Measuring and Managing Brand Equity*, 2nd edition, Pearson Education, New Jersey, 2003., p.9

an important component in making a successful brand is to develop a relationship with the consumer. Unlike the old marketing concept where the focus was only on the product, in today's world the accent is put on the consumer. Old marketing concept started after production and ended as soon as the product was delivered to the consumer. It confined to trading activities only, i.e. buying and selling. Modern marketing concept starts with Philip Kotler in 1967. It starts prior to production process and continues even after product's delivery. It includes various activities like market analysis, after sales services etc. and it aims at providing total **satisfaction to consumers**.

The key to achieving high- quality and long-term relationships between brands and consumers is in building consumer communities (groups) whose members share common values. In addition, it is not enough the brand to be present only in advertisements and on store shelves. It is necessary to activate the brand as part of the local community, to create a specific experience in the retail area, to work with opinion leaders etc. According to all these, we can see that the process of brand management is extremely complex and consists of several stages. Not all the authors however share the same opinion on the process of creating and promoting brand values. According to Keller⁹, building a strong brand involves four steps: 1) establishing the proper brand identity that is establishing breadth and depth of brand awareness, 2) creating the appropriate brand meaning through strong, favorable and unique brand associations, 3) eliciting positive, accessible brand responses and 4) forging brand relationships with costumers that are characterized by intense, active loyalty. So, brands that have high consumers' awareness and loyalty are said to have high brand equity. These four steps represent a set of fundamental questions that consumers invariably ask about brand:

-*Who are you?* (brand identity)

-*What are you?* (brand meaning)

-*What about you? What do I think or feel about you?* (brand responses)

-*What about you and me? What kind of association and how much of a connection would I like to have with you?* (brand relationships)

⁹ Kotler Ph., Keller K.L., *Marketing Management*, 13th edition, Pearsons International Edition, New Jersey, 2009.,p143

- **Figure 1.** Brand Equity Pyramid, Source: Keller Kevin L., Aperia T., Georgson M., *Strategic Brand Management- A European perspective*, Pearson Education Limited, Harlow, England, 2008.



1.2. Consumers behavior

All of us are consumers. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, special goods or, industrial goods.

What we buy, how we buy, where and when we buy, in how much quantity we buy, depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs. The marketers therefore try to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing.

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.¹⁰

It is influenced by many factors and it is important to determine the motives that lead to behavior. It is believed that today's consumer is a person looking for an identity and brands help him a lot.

Consumers differ from each other. Not all the people behave the same when they decide on a brand. Moreover, even the same people in different situations behave differently, which is influenced by a large number of external and internal factors. External influences include culture, socioeconomic level, reference groups, and household. Culture is defined as the patterns of behavior and social relations that characterize a society and separate it from others. Culture has a strong influence on consumer behavior through the formation of consumers' attitudes and preferences, as it includes rules, norms and practices that its members observe.¹¹ Socioeconomic level also directly affects the behavior of an individual in consumption. Products or brands that an individual buys show his social status. Our behavior can also be affected by people in our environment (colleagues, friends, family) who have the ability to influence the attitudes and behavior of others. These are the people who inform us, persuade and encourage while buying different products and they are called opinion leaders¹². They can be created by companies in various promotional activities. A reference group is a group with whom an individual identifies to the point where the group dictates a standard of behavior. Reference groups exert tremendous influence on consumers' hospitality and tourism purchase decisions. Every individual is influenced directly and indirectly. A household is defined as those individuals who occupy a single living unit. Leadership is normally rotated among members of the household. For example, the parents normally decide when the household will go out to eat, but it is the children who decide which restaurant will be patronized. In addition to external influences, internal influences affect

¹⁰ Blackwell R. D., Miniard P. W., Engel J. F, *Consumer Behavior*, Thomson/SOUTH-WESTERN, Mason, Ohio, 2006. p.17

¹¹ Živković R., *Ponašanje i zaštita potrošača u turizmu*, Univerzitet Singidunum, Beograd, 2006, p. 37.

¹² <http://dictionary.cambridge.org/dictionary/business-english/opinion-leader>

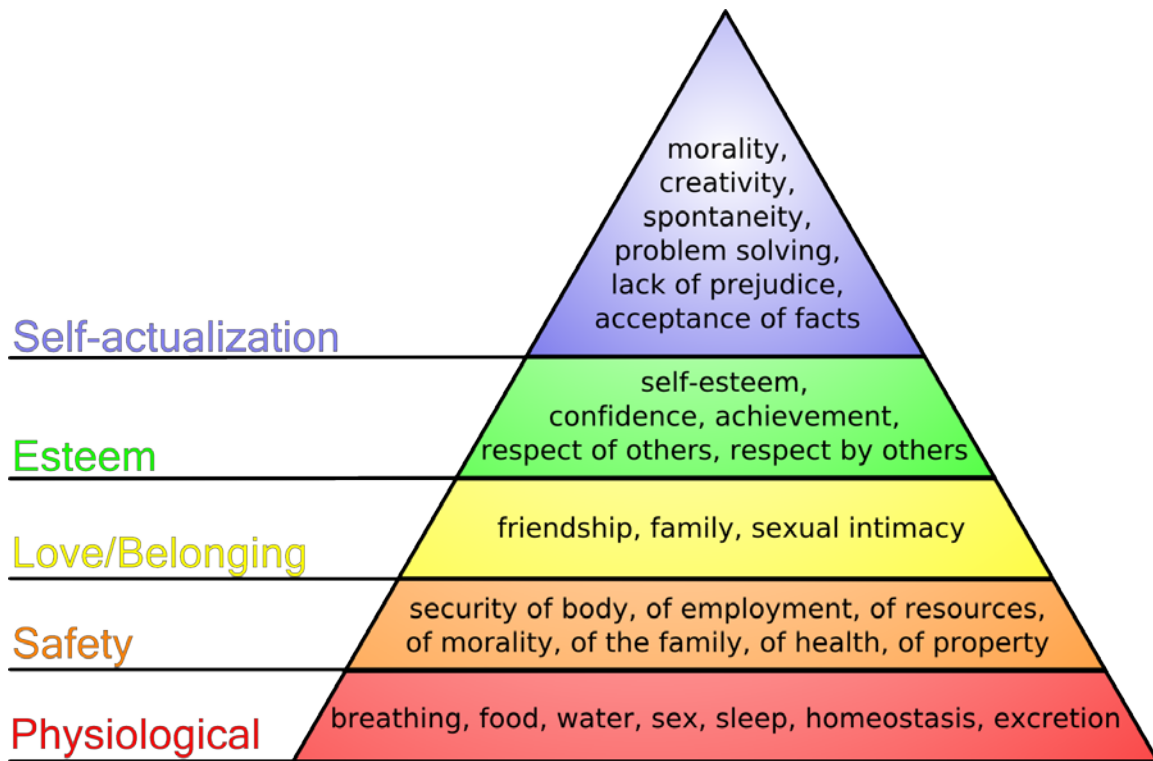
consumers' choices as well—personal needs and motives, experience, personality and self-image, and perceptions and attitudes¹³.

1.2.1. Personal needs and motives

A need is defined as a lack of something or the difference between someone's desired and actual states. Motive is defined as a person's inner state that directs the individual toward satisfying a felt need. In the mid-1900s, Abraham Maslow, an American psychologist, developed a model identifying five classes of needs; today the model remains one of the influential cornerstones of consumer behavior. Maslow's hierarchy of needs is arranged in the following order, from the lowest to highest level: **physiological needs, safety needs, social and belonging needs, esteem needs, and self-actualization needs**. It is believed that a large number of motives is derived from culture and that there are five basic motives that influence the purchase and consumption: motive towards achieving the expectations of others or for personal satisfaction that would be created by the use of a brand or the expectations of the environment, power motive- to have the control or influence over some other person, group or society, uniqueness motive-a tendency to be different, which includes such orientation towards brands, association motive- an urge to belong to someone or something which is reflected by buying brands that are used by people from that referent group and self-esteem motive- an individuals sees himself above all the others.

¹³ Blythe J., *Consumer Behavior*, Thomson Learning, London, 2008

Figure 2. Maslow's hierarchy of needs, *Source:*



http://en.wikipedia.org/wiki/File:Maslow%27s_Hierarchy_of_Needs.svg

According to Collins English dictionary, a consumer is a person that purchases goods and services for his own personal needs or a person or thing that consumes. There are six phases in the 'evolution' of a consumer, six major models of thinking about the consumer: *marginalized consumer*, *statistical consumer*, *secretive consumer*, *sophisticated consumer*, *satellite consumer* and *multi-headed consumer*. The marginalized consumer appeared in the post-war years, when people could only buy what was provided from manufactured companies and there was no or little choice. The consumer was observed only as a person to whom something needs to be sold. This 'view' remained until 1950s with the appearance of statistical consumer. Companies began to grasp the importance of understanding what the consumers really wanted.

During the 1960's, marketing and advertising professionals became aware that descriptions of markets and consumers were insufficient in the quest to find the levels of influence and persuasion. The focus widened to embrace the 'why' question in addition to 'what' and 'how many'. This was the era of the secretive consumer. Over the next two

decades, researchers from different disciplines, namely sociology and social anthropology attempted to understand why consumers did what they did and thought what they thought, from the point of view of man as a social animal and as a product of culture. The consumer started to be observed as an individual, and this phase remained dominant until the 90s. And this is the beginning of sophisticated consumer phase. The sophisticated consumer is educated and well informed about the product or service and is competent to judge each marketing activity. In the mid 90s the consumer satellite phase was developed and is still present. This consumer is held in orbit by the brand, he is dependent on the brands. So brands dominate over the consumer. In the twentieth century multi-headed consumer occurs. In 1994, Wendy Gordon re-introduced the concept of need-states to explain the fact that there are more differences between the same consumers making a brand choice on two different occasions than between two different consumers choosing the same brand on the same occasion. The consumer may experience multi-needs but she always relates to the brand in the same way.

The latest phase, which occurred at the beginning of the 21 century, is person searching for identity.¹⁴

All of those ways of thinking about the consumer (and their relationship with brands) share something in common. They assume that the consumer and the brand are fixed point in a fixed space in a fixed time.

1.2.2. Consumer purchase decision process

The purchase decision process is the stages a consumer passes through in making choices about which products and services to buy. Researchers suggest that consumers go through a five stage decision making process in any purchase: problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior.

Problem recognition or need is the most important factor which leads to buying. When an individual recognizes his need for a particular product, he tries to gather as much information as he can. An individual can acquire information through any of the

¹⁴ Maričić B., *Ponašanje potrošača*, Ekonomski fakultet, Beograd, 2008. p.65

following sources: Personal Sources - He might discuss his need with his friends, family members, co workers and other acquaintances; Commercial sources – Advertisements, sales people, packaging of a particular product in many cases prompt individuals to buy the same, displays; Public sources - Newspaper, Radio, Magazine; Experiential sources - Individual's own experience, prior handling of a particular product. After getting the required knowledge about the product, the consumer evaluates the various alternatives on the basis on its want satisfying power, quality and its feature. This stage is heavily influenced by one's attitude. "Attitude puts one in a frame of mind: liking or disliking an object, moving towards or away from it".¹⁵ Consumers evaluate their purchase options based on product attributes, such as technical specifications, through subjective factors, such as brands, and through personal experience, such as sampling or testing products. Consumer and company reviews can influence a consumer's product evaluation. A consumer's evaluative criteria represent both the objective attributes of a brand and the subjective factors. These criteria establish a consumer's evoked set- the group of brands that a consumer would consider acceptable from among all the brands in the product class. In the fourth stage (purchase decision) a consumer chooses the product or brand to be bought. According to Philip Kotler, Keller, Koshy and Jha (2009), the final purchase decision can be disrupted by two factors: negative feedback from others and our level of motivation to comply or accept the feedback. This phase includes the consideration of the choice of sale, price and availability of products and services. After purchasing the product, a consumer will compare the product with expectations and determine whether he is satisfied or not (postpurchase behavior). This can then greatly affect the decision process for a similar purchase in the future from the same company, mainly at the information search stage and evaluation of alternatives stage. If the customer is satisfied, these results in brand loyalty, and the information search and evaluation of alternative stages are often fast-tracked or skipped completely. As a result, brand loyalty is the ultimate aim of many companies. On the basis of either being satisfied or dissatisfied, a customer will spread either positive or negative feedback about the product. At this stage companies should carefully create positive post-purchase communication to engage the

¹⁵ Kotler, P., Keller, K.L., Koshy, A. and Jha, M.(2009) *Marketing Management - A South Asian Perspective, but China and Japan also contribute* 13th ed. India: Prentice Hall, 2009, p.37

customers.¹⁶ Many firms work to produce positive postpurchase communications among consumers and contribute to relationship building between sellers and buyers. Also, cognitive dissonance- the feelings of postpurchase psychological tensions or anxiety a consumer often experiences is common at this stage. The consumers ask themselves whether they have made the right decision or if it was a good choice.

Consumers may skip or minimize one or more steps in the purchase decision process depending on the level of involvement and the personal, social and economic significance of the purchase. The level of involvement is an individual's degree of interest in a product and the importance of the product for that person. High-involvement products tend to be those that are visible to others (such as clothing, furniture or automobiles) and are expensive. Low-involvement products tend to be less expensive and have less associated social risk.

1.3. Brand Management

1.3.1. Defining brand management

Brand management is a set of activities related to the launch of the brand on the market and managing the brand throughout its life cycle. The goal of brand management is to create and enhance brand value. Brand manager must properly plan and implement "adding value" brand process, and he has a variety of ways to constantly perform enrichment of brand personality, to prevent it from becoming a common and boring brand (occasionally, some innovations related to the brand have been launched, feelings of belonging, exclusivity and innovation have been evoked). Constantly adding value has as a result a higher level of customer satisfaction after buying famous brand. It is important that the consumer is satisfied, because this experience will have a positive effect on the purchase of a certain brand of other products. However, a destiny of each brand is determined by a consumer. To have satisfied customers, which in most cases means loyal and profitable, is equal to possessing extremely valuable assets of company.

¹⁶ Blythe, Jim (2008) *Consumer Behavior*. U.K., Thompson Learning, 2008., p.78

Brand consists of three bases, and only these elements taken together provide a clear picture of the complexity of the brand concept. Brand is primarily based on the elements of identity, on all characters, groups of characters or symbols that identify a particular brand. Beside these, brand basis is also marketing mix, i.e. marketing supply of the companies. The main element is the essence of supply, then the essence of a particular embodiment of the product or service, and expanded version which includes a complete offering that includes all elements of the marketing mix (4p-product, price, promotion, place). The last pillar of the "triangle brand" is a response from the market. The focus is on consumers, but also other target groups with market-employees, shareholders, partners in marketing channels etc.¹⁷

For the company it is very important to find out what consumers think and feel about the brand and what actions will be initiated in addition to that. Brand must be directed toward the right consumers in the right way, and in order to be presented in the right way the attributes by which consumers value the competitors must be well known. It is believed that the positioning is a key part of brand management. It is viewed as a process of creating business offers and an appropriate image, in order to take a preferable place in a consumer conscience.¹⁸

Brand management must be done carefully, with the analysis of company's activities, consumer's activities and financial stocks reflection on the company.

1.3.2. Brand Loyalty

As it has already been mentioned, a consumer is a complex being searching for identity, in which brands (products) help him a lot. Therefore, between product and the consumer there comes to the creation of entire series of connections and feelings specific for relationships between people, which are the consequence of their personalization.¹⁹

¹⁷ Kapferer J.N., *The New Strategic Brand Management*, 4th edition, Kogan page, London and Philadelphia, 2009., p.65

¹⁸ Keller Kevin L., Aperia T., Georgson M., *Strategic Brand Management- A European perspective*, Pearson Education Limited, Harlow, England, 2008., p.104

¹⁹ Solomon R.M., „*Consumer Behavior*“, Prentice Hall, International, Third Edition, New Jarsey, 1996. p.83

These positive connections lead to the brand loyalty, which can be defined as the favored attitude towards brand expressed through repeated purchases over time.

The creators of brands and marketing managers are working constantly to create original and recognizable brands and to build long-term relationships with consumers, in order to establish their loyalty to the brand. The stability of these relationships is precisely determined by the involvement of consumers. According to that, there are four types of consumer buying behavior: *complex buying behavior*, *dissonance buying behavior*, *variety seeking behavior*, *habitual buying behavior*.²⁰ When the consumer is highly involved in the buying and there are significant differences between brands then it is called complex buying behavior. So in this case the consumer must collect proper information about the product features and the marketer must provide detailed information regarding the product attributes. In dissonance buying behavior consumer is highly involved in the purchase, but there are few differences between brands. In the case of variety seeking behavior, consumer involvement while buying the product is low, but there are significant differences between brands, while in habitual buying behavior there are few differences between brands.

1.3.3. Relationships between products and consumers

Consumer is the key to all success. Accordingly, each company should tend their consumers to be satisfied. Satisfied customers improve business and customer satisfaction is an asset that should be monitored and managed just like any physical asset. In this world of extreme competition, only companies with a total focus on consumer are going to be the winner. Brand loyalty²¹ is nothing else but the commitment of a customer to one particular brand, such that they will purchase it even if the price is higher or other options exist. According to various research and studies it has been confirmed that consumer will purchase products, which gave them maximum perceived value. This value comes from calculating the cost associated with the emotional level decision like

²⁰ Kotler Ph., Keller Kevin L., *Marketing menadžment*, 12 izdanje, Data status, Beograd, 2006., p.33

²¹ Lindstrom M., *Brand sense*, Mass Media International, Beograd, 2007., p.46

the brand image, corporate brand, sales personal image and functional image. This value converts to total consumer cost by including purchase cost, time-energy in evaluation of product and intuitive cost. Consumer will take decisions after considering the total cost associated purchase, perceived and otherwise. If, after the purchase, product performs as expected, then, consumer is considered satisfied.²² A completely satisfied consumer is likely to repurchase the product and even promote the product through a word of mouth. Companies are aiming for total consumer satisfaction, which can be achieved after understanding consumer expectation and then delivering as per the expectation. A satisfied consumer will be a loyal consumer. The main benefit which loyal consumer brings to the company is profit, and the growth of profit is the result of: repeated purchases, purchases of new loyal consumers that spread their interests to other products/services, then, the fact that loyal consumers tend to be less sensitive to the prices, and it is much more easier and cheaper to keep an old than to attract a new one customer etc. However, profit is not the only benefit that a company has from a consumer. A loyal customer is always ready for cooperation, he does not abandon a brand even when going through crisis, and he also helps other consumers in the process of serving.

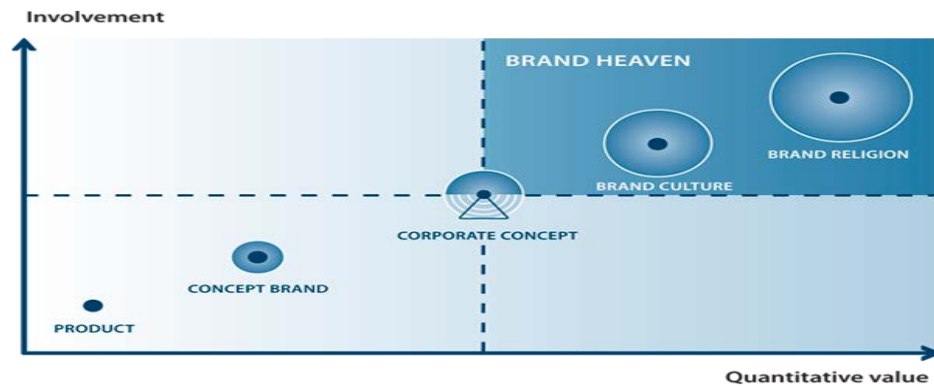
As the values of the brand become stronger and more relevant to costumers, the brand becomes more involving²³. (Kunde, 2000). Thus managers need to make their brand values more relevant to increase costumers' involvement.²⁴ Kunde conceptualizes a five-stage brand evolution process.

²² Oliver R.,L., *Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions*, Journal of Marketing Research, Vol 17, 1980, pp. 460-469.

²³ Kunde, J., *Corporate Religion*, FT Press, 2000

²⁴ Chernatony L., *From Brand Vision to Brand Evaluation*,2002

Figure 3. Kunde's brand religion model



Source: <http://www.kunde-co.com/corporate-religion/corporate-religion.aspx>

A 'product' refers to a brand's offering without any added values. Concept brands have emotional values, while brand culture comes with stronger values and more involvement. When a brand achieves its ultimate, we are talking about brand religion. According to Kunde, the category brand religion is a must, a belief to the customer. In this case, a consumer loves certain brand to the borders of obsession. They want to have a sense of belonging, so there are quite a few researches that consider that branding has been inspired by the world of religion. They also think that it is necessary to follow certain process in order to bring the brand to a level that resembles a religion (authenticity, consistency, mystery, symbols, rituals, sensory appeal, etc.).

Emotional identification with the brand name of the product/service is in the field of psychology and is an integral part of the consumer's personality. Many consumers are completely identified with the brand name of the product/service. Although consumers value tangible features of products, they never neglect lifestyle and brand image of the product/service. Many consumers are not even aware of the effects of these stimuli and seek independent argument that they acted properly and correctly in purchasing. Sounds,

smells, tastes, colors, shapes, etc. are some of the most important marketing stimuli that evoke emotional responses of consumers.²⁵

Brand loyalty is also a consequence of the product formed by habit and long-term use of the particular product/service. Preferences are acquired through repeated purchases, and on three grounds. The first is familiarity with the brand name and comfort (ease) in the use of the product thus avoiding unnecessary and unwanted risks. The second ground is that consumers' knowledge about values (benefits) of brand products during the repeated consumption or use. It is well known that some products at a first glance leave the consumer in certain dilemmas. They dismiss the reuse and customization to new attributes that were not previously known to the consumer. The third reason is a family tradition, since consumers have heard of some brands in their childhood and believe that they are the best alternative that can meet their needs and desires. This can be called a "family heirloom" in consumption.²⁶

The more loyalty is inspired by the brand, the greater success will be achieved. In fact, loyalty is a primary factor in the creation of the long-term success. This is a result of confidence in the brand, which is transmitted through generations and leads to customer loyalty.²⁷ Loyalty is strong, but the tradition is stronger. Tradition has been formed by the long-term loyalty and has become an integral part of the culture, in which rational motives relent to emotional affiliations.

²⁵ Gobe M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Allworth Press, New York, 2001., p.9

²⁶ Kotler P., Keller Kevin L., *Marketing menadžment*, 12 izdanje, Data status, Beograd, 2006, p. 144

²⁷ Lindstrom M., *Brand sence – Build Powerful Brands through Touch, Taste, Smell, Sight and Sound*, Free Press, New York, 2005., p.102

2. BRANDING IN TOURISM

2.1. Process of branding in tourism

The word tourism has many definitions. According to the British Tourist Authority, it is 'a stay of one or more nights away from home for holidays, visits to friend or relatives, business conferences or any other purpose except such things as boarding education or semi permanent employment.'²⁸ Today, tourism is the fastest growing industry and one of the most important aspects for developing countries. It provides foreign exchange without exporting anything and brings more stable earning for the country than any other industry. It also increases export earnings and the rate of growth of the economy. Tourism organizations, cities, regions and the states themselves, under the influence of economic and cultural globalization, must fight for their position on the market, but also for their tourists. The tourism industry includes everything that a traveler does on a trip-eat, drink, sleep, party, attend a conference, rent a car, take a taxi, shop... Tourists are no longer satisfied only with cheap price, warm sea and good food; they are now looking for value-added offers, for new places, undiscovered areas, thrilling experience. Thanks to the process of globalization, consumers have become more demanding and sophisticated. They have access to more choices, they are offered more opportunities, all of which, on the other hand, leads to the competition in the tourism industry. Therefore, the effects of branding on consumer choice have become increasingly more important.

2.2. Destination branding

As it has already been mentioned, a product is anything that can be offered to satisfy a need or want. But, the term product includes much more than just physical goods or services. Consumers decide which events to experience, which tourist destination to visit, in which hotels to stay in, and which restaurants to patronize. To the consumer these are all products. Travel industry costumers continually seek new products. Therefore,

²⁸ <http://www.visitbritain.org/>

customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations.

Branding plays a vital role in the implementation of an integrated policy in the processes of tourism products and services. Brand is among a company's most valuable assets. It is a critical component of what a company stands for. It implies trust, consistency, and a defined set of expectations. Branding allows a product to be heard in a noisy, overloaded environment. The subject of branding are usually products or services, but also people, groups, organizations or destinations can be branded. Destination branding records more intensive development in the late twentieth century. Because of the growing competitions between the regions, on regional, national and global level, the practice of branding became much more represented in this field.

Brands are clearly important contributors to the construction of regional advantage. Destination branding is the development of a destination brand and its promotion in order to differentiate a destination from other locations so as to gain advantage for its firms, organizations, people, products and services²⁹. Destination branding also has internal and external markets. Internal place branding is primarily concerned with brand development and construction in relation to destination identity, including community pride and the creation and maintenance of an attractive environment. External destination branding is primarily concerned with the communication of brand and brand values, including destination attributes, to external markets in order to fulfill destination branding goals and objectives.³⁰

Destination branding can be defined as a name, symbol, logo, word mark, or other graphic that both identifies and differentiates the destination. It conveys the promise of a memorable travel experience that is uniquely associated with the destination and serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience.³¹ For any destination, central to tourism sector growth and development is

²⁹ Kerr G., *From destination brand to location brand*, Journal of brand Management, Vol.13, No.4/5, 2005.

³⁰ Ritchie and Ritchie, *Destination Branding: Insights and Practices from Destination Management Organizations*, 1998., p41

³¹ Ritchie and Ritchie, *Destination Branding: Insights and Practices from Destination Management Organizations*, 1998., p.12

the establishment of a creative, compelling, competitive identity which accurately reflects the experience promise, and delivery capability, of the destination. According to Hankinson, destination branding performs following four functions: 1) Brands as communicators, where brands represent a mark of ownership, and a means of product differentiation manifested in legally protected names, logos and trademarks, 2) Brands are perceptual entities, which appeal to the consumer senses, reasons and emotions, 3) Brands are value enhancers, 4) Brands as relationship, where brand is construed as having a personality, which enables it to form relationship with consumer.³²

A destination's image has a critical influence on a consumer's choice. A strong, positive, distinct and recognizable image leads to a higher probability of it being chosen by tourists. For tourists, the destination brand works as a source of identification of not only the destination name, but it is a reflection of destination's character and a promise of traveler's experience. Brand marketers should know how to attract tourist through the analysis of what features and benefits one destination has to offer. Thus, it is equally important to focus on the benefits the experience can provide. Potential visitors have many destination options. They will not take the risk to visit somewhere new unless assured of the benefits they will receive. On the other hand, the decision to visit a destination can also be made without an extensive information search. Therefore, a destination must create promotions that communicate emotionally the benefits that a visit will provide. Tourism destination planners and marketers must have a system to obtain feedback from visitors. They must also be aware of (inter)national trends affecting visitor's choices of vacation destination. One new branding model is iconic branding. In this model the branding is taken to a new level introducing the idea of building an entire identity around a brand. This brand identity will correspond to a person, symbol, or movement that is considered positively. By consuming the product, the tourist, at least while visiting, assumes a similar identity. A destination could develop an iconic brand by associating the destination with a particular person³³.

³² Hankinson, G., *Relational network brands: Towards a conceptual model of place brands*, London Metropolitan University, 2003., p.24-35

³³ Holt, D., *How brands become icons*, Harvard Business School Publishing Corporation, 2004., p.94

Destinations can be villages, towns, mountains, lakes, spas, regions or states. The less known the particular city or region is known, the more brands are used in the promotion of tourist attractions. Usually, if the destination is geographically closer to the potential visitor's place of residence, the greater will be the role of local brands. It happens pretty often for some sub-national brand (capital city, ski center, spa...) to have better image and greater recognition from the nation brand. Destination branding is also affected by products specific to certain areas, different sights and attractions, as well as by movies and music. In addition, it is believed that people are the main destination dimension, and not only personnel in the tourism industry, but ordinary residents and other visitors.

Developing a successful destination brand requires focusing on the needs and desires of a specific visitor group or segment. People's needs and desires differ and a message that is appealing to one group may be unappealing to another. So, the next step is selecting a consumer segment to target. Potential visitors can be segmented using various methods. The most common is demographic method, where the focus is on grouping potential tourists by gender, age, income, occupation, and family life cycle. Then, costumers can be segmented geographically, including locally, regionally, nationally, or internationally. Another useful means of segmenting is by psychographics. This method segments visitors based on common interests, lifestyle, values, and social class. In addition, potential visitors can be segmented by usage, such as traditional tourists, day visitors or business visitors. Traditional tourists travel to a specific location for an extended stay and look on their trip as vacation or holiday from their regular routine. They have traveled specifically to consume the tourist product. Day visitors are tourists coming from the local region to visit the destination for at most a weekend. And finally, business visitors, who visit the destination to conduct businesses, but they also need activities to fulfill their free time.

So, when creating a destination brand, the market segmentation would be taken into account, on the basis of what tourists want- culture and heritage, sports, adventure or natural resources. Destination branding is a strategic decision and is going through five stages. At the beginning, it is necessary to access the market research, analysis and establishment of strategic development. Then, it is being focused on developing a brand identity and the desired image. When the brand identity is created, the brand is introduced

to the target market, which is followed by the implementation (strategy) of the brand. The final stage of developing a destination brand is monitoring, evaluation and possible revision³⁴.

Once the tourist product is analyzed, a segment of potential visitors is targeted, and the destination image has been branded, the next step is planning the promotion. To successfully attract tourist, the promotional material must communicate to the visitor the intangible benefits of the visit experience. Promotion can be designed to persuade rationally or emotionally. The method most commonly used to communicate information to potential visitors is advertising. This would include advertisements, brochures, flyers, billboards and television and radio.

Hence, sponsorship also has the ability to contribute to building the brand in many different ways. One of the options is to connect the brand with sponsored events and of course with the consumers. The experience of an event, especially the prestigious one, will show to the consumers the importance and significance of the brand. Especially when the experience is repeated it is possible to achieve an intensive level of loyalty. Sponsored event may have many associations that can be connected to other tourist services and elements of tourist destinations. Depending of the nature of the event, destinations can be presented in a different light, or strengthen their existing identity in the tourism market. What is particularly important in organizing events and promoting tourist destinations are the implications of these actions, the aim of which is to create a personal pride for locals and promote the common good. Also, the tendency of changing the destination is much higher than the return of the same, which is why it is necessary to make sure that a new destination repeatedly offers new experiences to tourists.

2.3. The globalization of the tourist industry

The world has become a global community, opening place unimaginable decades earlier. According to the World Tourism Organization, the year 2012 saw an additional one billion international tourists. In a market where the internet has become an important

³⁴ http://www.travelmichigannews.org/mtr/pdf/Whitepaper_branding_final.pdf

platform, tourism products or services must be presented in their full gamut³⁵. Consumers today are more discerning and value-conscious than ever before. They blog about product reviews and customer service, become fans of favorite brands on Facebook, show off purchases on Youtube and provide accolades to friends and the masses on Twitter. The World Wide Web has become a powerful channel of information, communication, community, and commerce. In addition, e-tourism has become much more represented and spread.

E-tourism indicates new essence of tourism, i.e. digitizing its essence- travel and hospitality. It became economic importance that resulted from the rapid adaptation of modern development of the information technology as well as the spread globalization which demands maximum efficiency of small and large players in tourism market. Also, it developed from the pressure of tourism demand to book, cut out and buy tourism products using improved methods. In the past recent years we have witnessed a large growth in tourism online market, and this is a trend that will continue for sure. According to current studies, one trip consists of five levels, all of which can be connected to the usage of Internet: ***dreaming, planning, booking, experiencing, sharing***.³⁶

Dreaming is the stage in which the idea of traveling occurs. Studies show that 55 % of tourists seek information online after they have seen the advertisement on the Internet.

Planning is the next stage. 85% of tourists consider the Internet essential source of information for trip planning. Having planned our trip, it is time to make a booking.

Experiencing- we often share our travel adventures online. About 70% of tourists said they use their mobile phones to check in at the hotel, the flights or cruises. Sharing- 52% of tourists share photos and impressions from their holiday over the Internet.³⁷

In order to attract tourists, there should exist properly designed Web sites, which would help travelers to ensure they make the right choices and have an enjoyable experience. Tourism destinations emerge as umbrella brands, and they will need to be promoted in

³⁵ Scott&Laws, 2006

³⁶ www.bluemagnetinteractive.com/blog/2012/02/27/89-how-to-target-customers-in-the-5-stages-of-travel.html

³⁷ www.bluemagnetinteractive.com

the marketplace as one entity for each target market they try to attract. The emerging globalization and concentration of supply increase the level of competition and require new Internet marketing strategies for destinations. Hence, destination marketing organizations (DMOs) increasingly have to identify niche markets and develop their interactivity with tourists. Each tourist destination must have a major portal Web site acting as a gateway to the destination, and it ought to be developed by the DMOs in partnership with the major market participants, through a contractual or corporate approach. A portal site for marketing tourism should provide information on four core areas: 1) How to get there (e.g. air travel), 2) Getting around (e.g. car rental), 3) Places to stay (e.g. hotel accommodation), 4) Things to do (e.g. places to see, dining, shopping...). All the items should be with availability and reservation facilities.

3. EMOTIONAL BRANDING

3.1. Emotions in product purchasing

Sounds that convey emotion, colors that hypnotize, symbols that attract, tastes that arouse desire, shapes that touch, smells that seduce are becoming more powerful weapons with which companies achieve an emotional connection with consumers. It all began in the twentieth century, at the moment when the machinery industry converted into industry considering people the main element. As the industry has been changing, the consumers changed as well. With so many competing products, consumers do not have patience anymore to choose actively. They expect from their brands to know them intimately and individually. As a result, a course called emotional branding has found its purpose, with the idea of designing a direct dialogue with consumers.

Trying to improve relationships between consumers and products, marketing researchers came to the conclusion that the most important thing in purchasing a product is **emotion**. What do a consumer feel- what are a consumer's emotions connected with a product- this is what actually sell a product. The play on emotion in branding became revolutionized

with Sigmund Freud's popularization of unconscious mind from 1912. According to Freud, the unconscious mind consists of the processes in the mind which occur automatically and are not available to introspection, and include thought processes, memory, affect, and motivation³⁸. And **the motivation behind emotional branding is to create a bond between a consumer and a product by provoking a consumer's emotion**, which is accurately explained in the book *Emotional Branding* by Marc Gobe.

3.2. Added value in branding process

Conducted analyzes why consumers choose certain brand have shown that they generally refer as a division criterion personal experience and intangible benefits (attention, respect, nice atmosphere, etc.) opposite to discounts, payment terms, business contacts and future financial benefits. In practice it has been shown that consumers are becoming loyal not for financial (rational) reasons, but out of a sense of belonging and trust to the certain company and destination (emotional reasons).

Added value is what the creators of the brand insist on. When building brand they assign features that, in their opinion, will best represent brand's properties and ensure credibility. Thanks to this, value is added to the product or service, in order to differentiate it from the same or similar products and isolate it from the competition. This also means that it is necessary to apply target marketing.

Uncertainty of purchase is reduced by added value, because with the service or product go the values promised by seller. There is actually consumer's perception of value and risk. By adding value, the brand also gives the product or service uniqueness. Only after some time and consumer's experience with the particular company, destination, service or product we can speak of the perception of the brand.

Unlike services where the brand meets the irrational and emotional benefits, the product must express functionality and tangible benefits, though, through development of technology, functionality is available and can be copied rapidly. It is therefore

³⁸ Freud, S., *Unconscious*, Penguin UK, 2005., p.31

recommended that, in both cases, through emotional aspect consumer should connect with the brand, because consumer's attitudes towards brand decide the value of the brand.

3.3. The aim of emotional branding

The emotional aspect of product or service and sales methods have the greatest impact on the consumer's final choice and the price he is willing to pay. The term emotional applies the way in which a brand establishes deeper, more lasting relationships with people. Modern branding is governed by a rule that it **is not so important for the brand to be present in the market as much as it is important the share of the brand in consumer's mind**. Although awareness of the product is not the only criterion for successful branding, it is a differentiation compared to all the other products that market can offer. We come to the question what does particular brand really mean to the consumer? People want to feel good whenever they have time for it, and the less free time they have, the more attention they pay to the ones who understand them from the start or to whom they already believe. Consumers want to connect with the companies that understand them. Respect, individuality, relationships and intimacy are the qualities of subjective experience and as such they represent the basis for choice of an action and the specific products and services from a variety of functionally similar to the market.

The indications are that the branding will overcome the sales based on consumer and step into a more sophisticated world, selling based on a holistic approach, where brands have sealed their own identity, which is always manifested in messages, forms, symbols, rituals and traditions.

Emotional branding clearly differentiates companies from their competitors and helps to create deep intrinsic relationships between brands and consumers. Relationships with an emotional dimension are more likely to resist the temptation to defect than comparatively superficial price or convenience-based ones. Only an insight-based, personalized marketing approach can form a strong enough bond with a brand that evokes personal, emotional reaction in customers. And, brand marketing through social networks makes it

all more important that brands strive to build connections with their customers on a personal level. Creating an emotional bond with customers requires more than good marketing – a company engaged in emotional branding puts the needs of its customers ahead of the product it's selling. Marc Gobé created the concept of emotional branding over 15 years ago. His philosophy is based on the observation that connections can take place on an emotional level in relationships between brands and people. Consumers associate with brands they feel reflect their identity and when a close emotional link to a brand is formed emotions can run high – people who like Pepsi usually despise Coke. Apple is another brand illustrating the effectiveness of emotional branding. Apple almost went under in the 1990's, but amazing brand rejuvenation propelled it to 21st century super-brand status. Wired.com reported Gobé as saying: Apple has succeeded in giving its product a humanized touch in an ever-evolving technical world. Responding to consumer anxiety about technology's evolutionary speed, Apple managed to make its customers feel like part of its brand by making it clear the brand understands their needs. Brands like Bing and Google are also adopting an emotional brand-driven approach. Recent Google commercials show people talking about average things and emotionally connecting through Gmail. Bing Originals' new campaign brings celebrities down to consumer level; *winning, falling, healing*. People can feel bonded with these brands when the brands demonstrate they understand their consumers' needs and motivations.³⁹

Powerful Emotional Branding comes from partnership and communication. Building the right emotion is most important investment that can be made in a brand. It is the promise company makes to consumers, giving them permission to enjoy the world of the brand. According to Gobe, there are Ten Commandments of emotional branding that illustrate the difference between traditional concepts of brand awareness and the emotional dimension a brand needs to express to become preferred⁴⁰.

1. From consumers to people- Consumers buy, people live.
2. From product to experience- Products fulfill needs, experiences fulfill desires.

³⁹ Gobe M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Allworth Press, New York, 2001. p.4

⁴⁰ Gobe, M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition , Allworth Press, New York, 2009., p.30

3. From honesty to trust- Honesty is expected and is required for business today. Trust is one of the most important values of the brand and it is engaging and intimate.
4. From quality to preference- Quality for the right price is a given today. It is a necessary offering if you want to stay in business. Preference toward a brand is the real connection to success. There is no stopping a brand when it is preferred.
5. From notoriety to aspiration- Being known does not mean that you are also loved!
6. From identity to personality- Identity is descriptive. It is recognition. Personality is about character and charisma.
7. From function to feel- The functionality of a product is about practical or superficial qualities only. Sensorial design is about experiences.
8. From ubiquity to presence- ubiquity is seen. Emotional presence is felt.
9. From communication to dialogue- Communication is telling. Dialogue is sharing. Communication is primary about information. Real dialogue implies a conversation with the consumer.
10. From service to relationship- service is selling. It is what allows or prevents a sale from taking place. But relationship means that the brand representatives really seek to understand and appreciate who their costumers are.

3.4. Building relationship

According to Marc Gobe, there are three major consuming populations that inhabit the retail landscape today: the Baby Boomers (forty-six to sixty-four years old), the Gen Xers (twenty-nine to forty-five years old), and Gen Yers (ten to twenty-eight years old). These three population segments differ in every field.⁴¹

⁴¹ Gobe, M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition , Allworth Press, New York, 2009., p.3

Baby boomers respond to cues of achievement. They are used to challenging and fighting for what they want. This generation is experienced by rock and roll, television, protests, sexual revolution, racial divides and space exploration. They believe in LAF- life after fifty, and, therefore they bring tremendous influence and merit marketers' careful attention like no generation that preceded them. Forever young baby boomers are more active than any previous generation of fifty-year-olds. Thanks to their youthful state of mind, they are often undertaking ambitious projects and reaching highest achievements. Therefore, brands must keep in mind to provide personalized products and care which supplement this generation's youthful maturity. In addition to appealing to their playful, adventurous Id, emotional branding is about comfort, reassurance and solutions for this group.

Generation X as a group is earnest and smart, they value imagination, creativity and relationship, but they still have an ambiguity about belonging to the mainstream. They expect others, even their bosses to treat them as equals. Rebels, usually disappointed children of divorce, experienced by pop culture, they often respond to luxury goods and mass-market. They are highly educated and they are taking charge to show the power of their voice.

Generation Y responds to fun, interactivity, and experiences. Generation as philosophy, experienced by birth of the future, is brought up in the era of brands. They respond to new ideas, global culture and to companies with a philosophy. Brands should never talk down to these consumers as 'kids'. This generation is going faster and doing more than any previous generation. Targeting this group is complicated because they have a tendency to reject the mainstream, and as soon as a brand becomes big it is in danger of falling into their disfavor.

Beside these three generations, there are also women, the multicultural society, and the gay and lesbian community that have an impact on branding and marketing.

According to Gobe, women influence 85% of all buying so they are the shoppers in chief, the most powerful consumer group, yet still the one marketers fail to understand. It is

now common knowledge that one of the reasons for the demise of the American Auto industry is their failure to connect with women with appropriate products. Most importantly women dominates the online dialogue 55% vs 45% to men, they own social media and Brands have to get into that conversation. No company today can afford to ignore women. There are five most important elements of an emotional branding for women⁴²:

- 1) Respect,
- 2) Individuality,
- 3) Stress relief,
- 4) Connection, and
- 5) Relationship.

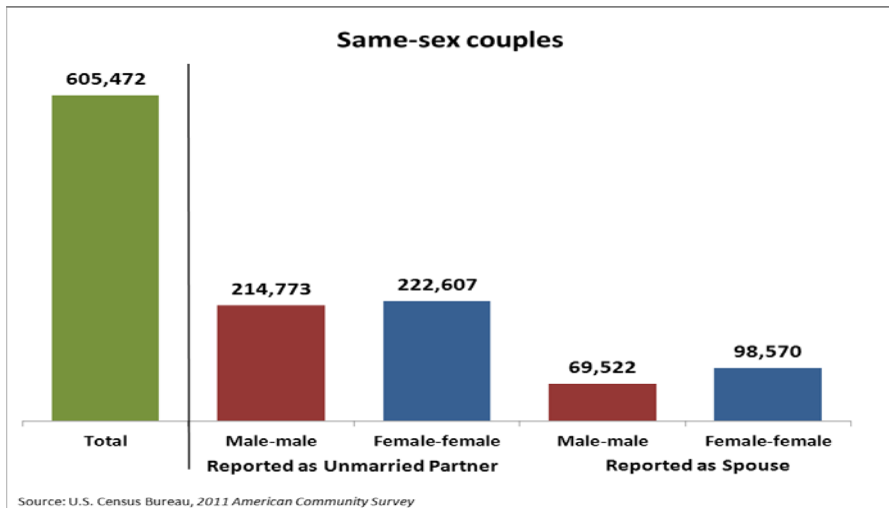
If you want your brand to be successful, you have to respect multicultural society. People want to deal with corporations that are responsive and sensitive to their unique needs. They want a relationship with brands that understand them. You have to work hard to meet their needs, their culture and to earn their loyalty. Brand should also be aware of the fact that they are informed very well and it will not be so easy to attract them.

And, last but not the least on the scale of consumers is gay community. The Gay community is a trendsetting community that helps in making some brands cool or fashionable⁴³. Their influence has been defining for a lot of brands such as VW in America, so it is very important to understand those groups and the impact they could have on the success of your business. Companies that ignore this audience not only lose valuable business, but also reveal themselves to be unfortunately ignorant. The concentration of gay/lesbian/bisexual persons is around 8.8 million based on the 2005-2006 American Community Survey, an extension of the U.S. census. The most recent estimate, from 2011 ACS data, shows 605,472 same-sex couple households. Of these, 168,092 reported being married couples. The figure below shows estimates of same-sex couples by relationship type (unmarried partner or spouse) and sex of the couple.

⁴² Gobe, M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition , Allworth Press, New York, 2009., p.43

⁴³ Gobe, M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition , Allworth Press, New York, 2009., p.61

Chart 1. Estimates of same-sex couples



Source: http://www.census.gov/acs/www/data_documentation/data_main/

Gay and lesbian consumers are among the consumers most responsive to companies' positioning in their community. To realize their full potential, brands must recognize from the outset that their emotional identity is not only a result of ads and products, but also corporate policy and stances.

4. EMOTIONS IN TOURISM

4.1. The experience based on emotions

In respect of tourism marketers, one of the most recent branding models is emotional branding. Emotions play vital role in our lives, providing us with important and potentially profitable information and experiences, and they are the main source of motivation that drives a subject to act in a certain way. On the other hand, emotions need to be well known and managed by reason- just the intelligence or uncontrolled emotions can drive us to wrong choices. Aristotle said that: "Passions, when well managed, are wise; they drive our thought, values, even our survival. However, they can easily become crazy, and this often happens. So, the point is how to bring intelligence into our emotions?" Emotional intelligence is very important in the process of providing a better

product or service. Thus, it can be effectively applied to tourist businesses. It is largely composed of interactions between people—the tour operator, tourists, host community and environment. In the workplace the emotional intelligence can help first in building a better performing team on the basis of the knowledge and awareness of the skills and limits of each employees, in order to be more successful in developing motivation to improve performance and cooperation; and in managing difficulties and disagreements that may arise. Further, the creativity and the ability to think in another point of view can be useful in creating and planning new tourist destinations or new ways to explore underutilized destinations.

An important motivation to travel is to derive positive emotions.

Since tourists have many different destinations they can potentially visit, a destination must carefully brand itself in a consumer's mind. Branding involves promoting the unique benefits that the tourist will experience while visiting the destination, rather than the destination itself. Like most branding, destination branding relies on quality, specific attributes and reputation, but it adds another important component --- emotion. Marketers want consumers to "feel" the destination, and many brand their product as "experiences" through words, visuals and sounds. The most important thing is the experience that traveler gets. Tourism experiences can be defined as the "subjective mental state felt by participants during a service encounter" (Otto and Ritchie, 1996: 166). The tourism experience is unique, emotionally charged and of high personal value (McIntosh and Siggs, 2005). Emotions play an important role in tourism given that vacations are rich in terms of experiential attributes (Gnoth, 1997). To comprehend consumption emotions, Richins (1997) developed the Consumption Emotion Set (CES) scale. The CES achieved satisfactory reliability and comprise 16 dimensions namely: anger, worry, sadness, fear, shame, romantic love, excitement, optimism, joy, surprise, discontent, love, envy, loneliness, peacefulness and contentment.

4.2. Targeting based on senses

Based on the experience, we all know that what we see is not always what we get. Bearing in mind that the services are delivered and consumed at the same time, and you need to pay them in advance, consumers are relying heavily on their previous experience. Given that this is often not enough to complete the formation of an impression on rational purchase, in the absence of information, the consumer updates his impression relying on senses, assessing all that is surrounding him at that moment. Sensory experiences are immediate, strong and able to affect forming opinions and buying decisions.

Certain products are purchased for their functionality, basic needs to offer a solution in a simple way. However, when talking about services and tourism as a whole, consumption is characterized as intention of consumers to enjoy the pleasures provided by tourist services. Inspiring environment, associations with some old familiar smell, relaxing music can create a feeling of peace and security among consumers and thus influence his decision to buy. Targeting based on senses implies communication where every contact with consumer is equally important. Researches have shown that the more common senses are used in building brands, the more sensual memories are being started. And the more sensual memories are started, the stronger the connection between brands and consumers⁴⁴. Targeting or stimulating senses enables the tourist company to provide consumers more than they expect, thus creating added value of its product/service. This could be the easiest way to differentiate from the competition as well as to plan internal financial costs, which are significantly reduced when the "extra benefit" is not provided by giving discounts and gifts. At the same time, the intangible benefits last longer than the material and can be stimulated in different places at different times, which is not the case at binding brands to specific subjects and celebrities. If only the environment and ambience create a feeling of safety and high quality, the consumer will expect everything to be the same. Therefore, a higher price level will be justified in the minds of consumers, because **"people do not buy products, they buy expected benefits."**

⁴⁴ Lindstrom M., *Brand sense*, Mass Media International, Beograd, 2007., p.68,101

It is necessary to modify the destination itself and improve the quality of presentation of cultural heritage protection and enhancement of the natural and social environment in order to meet the "expected utility" and present to consumers unique benefits that are different from those of competitors. Giving more than promised brings positive oral propaganda and loyalty. Consumers expect quality and upgrading the quality through added value while acting to all their, differentiation in relation to other tourism companies is provided. In this way, the unexpected benefits and pleasant surprises are connected to particular brand that stays in the memory. The brand is perceived by the senses, and it is preferable to develop certain sense that will give special value to the brand, compared to other similar products. The experience is created by the emotional values that supplement and, sometimes, replace functional. Delivering superior value for the customer means that the tourist company knows better than what the competition needs from its target segments.

Sensory elements provide an imaginative experience to consumers even when the supply does not contain material luxury, because luxury replaces the power of suggestion. Consumers are sometimes not aware of the activities of all the elements that affect them, and they ascribe a pleasant feeling of relaxation to other factors. However, the ultimate outcome of such memories leads to the creation of emotional bonds with the space and the people with whom contact has been established and, with the time, customer loyalty is being created, where he sees himself as part of the story of tourism businesses or destinations (the so-called identification with the product). Product / service, and thus the brand fit into consumer's lifestyle by becoming part of the buying habits and ensuring loyalty in the long term.

Studies show that activities such as listening to music stimulate the secretion of endorphins, which in turn activates brain centers that produce feelings of pleasure. What is significant in the use of sensory stimuli in marketing is that by bypassing the rational elements of the product / service addresses the immediate emotions in which customers enjoy. Music, color and lighting directly affect the speed of acquisition and the amount of time provided to carry out a certain sales area, and therefore the amount of money

spent⁴⁵. Fast food restaurants play loud music and have stronger lighting, and restaurants that are intended for long stay have opposite characteristics (dim light with discreet music).

In a survey conducted by Ronald E. Milman and published in the Journal of Consumer Research has proven that the rhythm of the music that is heard discreetly in shops and restaurants affect the service, spending and attendance. If music is slower, people naturally buy more⁴⁶. Similar studies have shown that people spend significantly more time in restaurants when the music is slow. As a result, they spend more. Average bill in restaurants is 29% higher when the music is slow, but when it is swift. On the other hand, melancholic music increases the desire to purchase, which supports the view that anxiety is cured by purchase.

Also, a number of studies found that the smell can trigger our emotions more than anything else. This happens because there are stronger links between areas of the brain where emotional memories are processed. The brain does not process smell, he is instinctive. This is because the smells "cause images, feelings, memories and associations" That smells influence on the mood is proved by the growing popularity of aromatherapy and design and construction of spa.

Different approach to environment is the result of primary use of the facility in order to meet the needs and desires of consumers. Accordingly, the environment in the tourist destination is the holder of the brand of whole country.

Besides encouraging the sensory experience, sensory stimuli stimulate sales, which are the goal of every business policy planning of tourist companies, because people value their feelings and keep the memories of past experiences and often assign meaning to certain symbols. The specific stimuli that must be addressed when making marketing decisions are symbols and numbers, which, depending on the culture of the people have a

⁴⁵ Gobe, M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition , Allworth Press, New York, 2009.,pp. 71-72

⁴⁶ Turley, L.W., and Ronald E. Milliman, (2000) "Atmospheric Effects on Shopping Behavior. A Review of the Experimental Evidence," *Journal of Business Research*, Vol. 49, No. 2, (August) p. 193-211.

special value and significantly can have a positive or negative impact on consumer's behavior.

4.3 The importance of emotional branding for tourist destination

As many authors emphasize the role and significance of a brand in the positioning of the tourist destination in the world market according to request and income, in the same way branding has assumed a valuable place in the marketing strategies of tourist destinations. The affinity or loyalty towards certain tourist destination has been the topic of many researches. The word 'loyalty' has been often used in a wrong context to signify the process of repeated purchase, and in the marketing register it represents any kind of repeated purchase. In the studies which deal with the behavior and loyalty of consumers, there are more than 50 definitions for 'loyalty'. Controlling a brand of the destination is quite complex for it depends on a variety of factors, such as the local people, products, politics, organization, and other, which affect the overall perception of the destination⁴⁷. Promotional events, which include prizes and an entertaining programme, are becoming increasingly popular in the field of destination marketing. Perdue and Pitegoff suggest that promotional activities of a destination can be classified into three groups⁴⁸:

- Promotions aiming at a particular customer before leaving home
- Promotions aiming at a tourist while on a vacation
- Promotions on a destination.

Special events are a perfect way to promote brands in the holiday context since then they will leave an emotional effect which lingers in memory. There is no better promotion than the one which is most talked about, of course if the message itself is positive⁴⁹. The

⁴⁷ Crouch G., Perdue R., Timmermans H., Uysal M., *Consumer psychology of Tourism, Hospitality and Leisure*, CABI Publishing, Vol 3, London, 2004, pp. 276-278.

⁴⁸ Pizam A., Mansfeld Y., *Consumer behaviour in travel and tourism*, The haworth hospitality press, New York, 1999, pp. 158-159.

⁴⁹ Gobe, M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition, Allworth Press, New York, 2009., p.266

spoken recommendation is the most credible for one basic reason that it conveys a personal experience of an individual. It is the most efficient way of emotional branding.

A good example is the website booking.com. that features available hotels, including the ratings and quality evaluation given by customers of those hotels. Besides, the website offers a description of the nearby sites which tourists might find attractive. In this way, not only is the vacation more entertaining but also there is the fact that the general picture of the destination is created due to the customers comments which have a credibility. Shimp and Saeed have introduced the term “country equity” having in mind the emotional response which is the outcome of the customer’s associations to a particular brand of a destination. The names of countries as brands help customers to evaluate the products and make a decision while purchasing. Even if certain destination makes no effort to work on its brand, people still have a picture of the destination which emerges upon the mention of the name. The results are geographical positions, history, art, music, celebrities and other characteristic features⁵⁰.

Organizing charity events, days of national cuisine, carnivals, fairs, cultural and sport events or any other venue which can contribute to the destination’s improvement in terms of tourism should not be neglected. The possibility of making the authentic slogan of the destination (something which distinguishes the particular city, place or country from others) a universally known saying means creating the picture of it in the domestic as well as international media. This is actually a novelty, since tourism never had an important role in the game of globalization, which was a process whereby each nation tended to promote its own authenticity, culture, a distinctive idea about its nation, with the aim of achieving some economic or political goals. Both commercial and national creation of a brand attempts to produce clear, simple and distinctive representations, usually based on emotional traits which can be symbolized in an oral or visual manner.

In the initial stage, it is recommended that certain research is carried out with the goal to reveal what impressions the destination leaves on the locals as well as on the people from other countries, so that some basic idea, on which the national brand will be based, could be created. However one should bear in mind that the research is something to be used

⁵⁰ Morgan N., and Pritchard A., *Destination Branding*, University of Wales Institute, Cardiff, 2004, p. 41.

and not to be relied on. The success is achieved when a product is associated with the country of its origin. Due to its tradition, nationality can be used as a tool for the process of branding, whereby everything connected to the particular country carries its distinctive characteristics. Although it is quite clear that certain stereotypes are outdated and therefore very unwelcome, their role in the process of branding some country or product should not be ignored. It is a fact that people are led by the public opinion and attitude of their country about certain destination and these are actually formed as a perspective of the entire group in which the individual lives. As opposed to merchandise and products in which case the country of origin is not necessarily the place where the product is made, with tourism it is inevitable that the product is directly connected to the place of providing services and those who provide them. Nowadays, marketing has made it possible that the reality seen through an individual's eyes is more important than the actual reality and consequently, when purchasing certain products/services, the consumers are often led by the image of the country which is associated with products or services, even if this association is invented or manipulated by the advertisements. No one will feel the need to examine whether a product of certain country is "authentic" or "original" if the invented story (in this case the brand of the tourist destination) is attractive enough. Creating the brand of the particular country and nation is not a new term whereas the word brand actually is. In this sense, branding can be regarded as a conscious marketing, while many factors influence the perspective such as: public relations on an international level, political attitudes, laws, cultural traits, communities, history, religion etc. There were a lot of instances of re-branding in history, including the change of the name of the country or the change of the official language. The income determines the purchase and not the preference.

Products which are preferred are not always purchased. Rational thinking is what directs the purchase and narrows down the choice while feelings define the initial and the final choice of the particular product and destination. On the level of travel agency, sponsorship contributes to the creation of a brand in various ways. One example is establishing the connection between the sponsored event and the customer. The experience gained on an event, especially if it is some well-known festival, is what helps the customers create a positive image about the brand. If this experience is repeated there

is greater possibility of achieving a high level of loyalty. Therefore, it is necessary to differentiate latent loyalty, based on the preference towards some luxurious and expensive brands such as the vacation on the private island in the Caribbean, from illusory loyalty, characterized by the recurrent pattern of purchase which should not mean that one and the same destination is chosen repeatedly but that the choice is in most cases dependent on the present financial situation whereby the alternatives are compared. A significant advantage and benefit of the sponsorship is the advertising of the tourism product which even further strengthens the bond between the brand and the event. As it is the case with brands, a sponsored event can bring about many associations which can be linked with other tourism services and elements of tourist destination. Depending on the type of the event, the destination can be either represented in a different light or confirm its present identity on the tourism market. What is especially important in organizing event and promoting tourist destinations is a deeper purpose of these actions, the goal of which is forming the pride of the local people and supporting the spread of greater good.

5. THE ROLE OF THE MEDIA IN THE PROCESS OF BRANDING

The communication on the market is one of the basic tenets of the successful business between the companies in tourism. While doing business companies need to cooperate with the subjects in the environment, thus establishing a dynamic communication process of information exchange, with the goal of achieving an efficient transactions and a good position on the market. Different products and services, as well as diverse categories of consumers demand different ways of communication. What enables the company to successfully use the ways of communication and to take advantage of the invested resources, is the familiarity with the good and the bad sides of media. Nowadays, one rarely exploits a single way of communication on the market. The companies often integrate various means of communication, therefore creating and conveying a unique and perfectly clear message to consumers. In this way the message gets to the target

consumers in different ways. Precisely for the sake of this, it is essential to possess enough knowledge and skills to combine the instruments of communication in the most efficient way.

Together with the emergence of the modern technology, the attitude of the consumers towards the media changed in the way that older consumers remained faithful to the traditional media while younger generations tend to consult modern day media as a means of gathering information. Naturally, not all media are equally successful in attracting and keeping consumer's attention as well as in fostering the purchase or in creating an image of a particular product and service. Certain products/services require a detailed consideration and aiming at various tastes. When choosing a type of media it is important to take into account the fact that each media carries advantages and limitations in terms of creativity. Moreover, the choice of media depends on the results which are aimed at, more precisely on the range (the percentage of people on the targeted market who are exposed to propaganda during a particular period), frequency (how often was an average man exposed to a particular message) and influence (the qualitative value of exposure to the message through the chosen media) which needs to be gained. It is no longer important to convey the message via various media, but the marketing in the media should be directed towards what is important to the people while emphasizing the additional value of the product or service. The preconditions for the successful system and the process of communication are the following: the right choice of media, the appropriate information, establishing the contact in the right time, the proper style and the language of communication, and the determination to maintain and develop this bond.

Table 1. Profiles of Major Media Types

Medium	Advantages	Limitations
Newspapers	Flexibility, timeliness, good local market coverage, broad acceptability, high believability	Short life, poor reproduction quality, small pass-along audience
Television	Good mass market coverage, low cost per exposure, combines sight, sound and emotion, appealing to the senses	High absolute costs, high clutter, fleeting exposure, less audience selectivity
Direct mail	High audience selectivity, flexibility, no ad competition within the same medium, allows personalization	Relatively high cost per exposure, junk mail image
Radio	Good local acceptance, high geographic and demographic selectivity, low cost	Audio only, fleeting exposure, low attention, fragmented audiences
Magazines	High geographic and demographic selectivity, credibility and prestige, high-quality reproduction, long life and good pass-along readership	Long ad purchase lead time, high cost, no guarantee of position
Outdoor	Flexibility, high repeat exposure, low cost, low message competition, good positional selectivity	Little audience selectivity, creative limitations
Telephone	Large number of users, possibility for personalization	Relatively high costs
Internet	High selectivity, low cost, immediacy, interactive capabilities	Small demographically skewed audience, relatively low impact, audience control exposure

Source: Kotler P., Keller K.L. *Marketing management*, 12. izdanje, Data status, Beograd, 2006., p. 575

5.2. The Internet as a modern media

The Internet is no longer regarded as a temporary whim, on the contrary, whether we like it or not, it became an integral part of our lives. The virtual market came to be an inescapable field of interest of the business world. The usage of the Internet and the modern way of doing business brought about the conveniences for the consumers as much as for the companies. The business transactions can be in this way efficiently

carried out with relatively low expenditure. The Internet as the global market has a potential to communicate with the masses and it represents a type of media which instantly receives and sends messages to the target audience, during the whole day, every day of the week, thereby making it inevitable in communication. An increasing number of users and the attention it gathers in the world of media have given rise to its popularity. The Internet as the new interactive and mass media, takes the place of the most effective instrument of integrated marketing communication and the most common network for selling. Most users of the Internet have accounts on social networks so there is no necessity to have a personal or company website to be present on the market. It is vital that people hear about the company and visit its website so that the number of potential customers is always in increase. Social networks are in this sense useful since through them messages and comments are received, with the addition of recommendations, which are important for the strengthening of the bond with the customers. From the marketing point of view, it could be said that the Internet, while cooperating with the traditional instruments of the marketing mix, creates a synergy, which reflects itself in the support and innovation, or improvement of the product, price, promotion and distribution. This inevitably leads to the optimization of the marketing mix and the greater satisfaction of the customers. Nowadays, customers are well informed owing to the information technologies, thereby they are in the position to compare similar offers. Marketing 2.0, which is the consequence of the information age, is actually the customer marketing.⁵¹

The development of the Internet, and especially of the World Wide Web, enabled a significant decrease of the marketing expenses, its global availability, usage of multimedia and the improvement of the communication with the customer. Even though the traditional way of promotion still brings profit, the marketing of the modern media is sure to be placed on the pedestal of promotion considering its inevitability in this day and age.

The internet represents the unused opportunity for many companies. Apart from being a place for sale, it serves also as means of communication between the company and the

⁵¹ Živković R., Ponašanje potrošača, Univerzitet Singidunum, Beograd, 2011., p217

client. Consequently, in order to be successful on the market, the companies must implement the Internet technology in their business or otherwise they risk staying “in the dark”. The Internet-based economy, or the New Economy as it is called, revolves around information businesses. Information has the advantages of being easy to differentiate, customize, personalize, and send at incredible speeds over networks. With rapid advances in Internet and other connecting technologies, companies have grown skilled in gathering information about individual customers and business partners. In turn, they have become more adept at individualizing their products and services, messages, and media.

5.3. The emergence of the Internet



In 1945 the American scientist Vannevar Bush expressed in an article, published in the magazine *Atlantic Monthly*, his idea about the connectedness of scientific information through modern technology. In this article he described the imaginary photo-electro-mechanical device for storing documents on the microfilm, which can create and keep record of the textual links between them. However, the roots of the Internet we have today can be traced back a little bit later, more precisely in the

sixties of the past century when the inventors in America started to experiment with connecting computers via telephone lines (ARPA – Advanced Research Projects Agency). The milestone in the development of the Internet represents the appearance of the possibility for the users to exchange multimedia messages i.e. the combinations of text, picture and sound. The Internet network began to develop from the half of the previous century, and in this period there are three stages which are worth mentioning:⁵²

- The phase of innovations (1961-1974) – in which the basic hardware and software of network connections were realized. The initial purpose of the Internet was to link the computer centers of universities;
- The phase of institutionalization (1975-1995) – this phase was marked by the institutions who sponsored the scientific development in the USA, the Department of Defense and the National Science Foundation;
- The phase of marketing (1995-present) – which is still in process. The public companies let the private companies to take over the development of the network.

The first official definition of the Internet has been coined in 1995 by the Federal Networking Council (FNC) which was in charge of the network. The term was defined as the global system of information, which: is logically connected in one whole through the unique global address space based on the Internet protocol (IP) or its extensions and supporters; is capable of supporting communications by using a group of protocols *Transmission Control Protocol/Internet Protocol* (TCP/IP) or its extensions and supporters and/or other protocols compatible with IP; secures the benefits or makes the services of high quality available whether privately or publicly in all aspects of communication and in relation to the mentioned structure. Today, the Internet is the most valuable accomplishments of modern technology and the ideal blend of information technologies. Unlike radios and telephones, which needed an entire century to become a part of our daily lives, the Internet succeeded in doing so in a period of just a few decades.

⁵² http://en.wikipedia.org/wiki/History_of_the_Internet

5.4. The goals of being present on the Internet

As it has already been mentioned, it is of extreme importance for each and every company to secure its position on this network. Some of the basic i.e. the most important goals of this necessity are:

- The improvement of communication and client relations;
- Reduction of business expenditure;
- Attracting new clients;
- The increase of profit.

Apart from this, another goal of company's presence on the Internet could be a certain kind of advertising. Depending on the clearly defined goals of the presence on the Internet, the basic reasons for the Internet advertising are:⁵³

- Direct sale (**Business to Consumer**) - nearly every socioeconomic group is aggressively adopting the Web. Internet consumers differ from traditional offline consumers in their approaches to buying and in their responses to marketing. People who use Internet place greater value on information and tend to respond negatively to messages aimed only at selling.
- **Business to Business** – particularly this way of selling via the Internet is the most fruitful. The online system of promotion greatly differs from the other systems of advertising;
- **Consumer to Consumer** – The Internet can provide excellent means by which consumers can buy or exchange goods or information directly with one another. C2C means that online visitors do not just consume product information increasingly, they create it. They join Internet interest groups to share

⁵³ Kotler F., Vong V., Sonders Dž., Armstrong G., Principi marketinga, Mate, Beograd, 2007., p64

information, with the result that world-of-Web is joining word-of-mouth as an important buying interest.

- **Consumer to Business** – Thanks to the Internet, today's consumers are finding it easier to communicate with companies. Using the Web, consumers can search out sellers, learn about their offers, initiate purchases, and give feedback.
- **Gaining new clients** – If the goal is to attract new clients then the models of presence and advertising are different than the situation where the goal is to sell product/services.
- **Customer support** – Most companies first resort to this step since it is the least risky one.
- **Education** – the education of current and future clients or education in a general sense. However this aspect of the Internet usage is still in development in our country.

5.5. The advantages and disadvantages of the Internet

It is tremendously important that the use of the Internet is well thought through as much as it is to adequately and regularly update all the information posted on it. Prior to using this network, it is useful to keep in mind that the Internet, in addition to having a lot of advantages, there are also certain disadvantages when using it. These depend on the development and the ways of using the Internet. Some of them are mentioned in the following table:

Table 2. E communication

Advantages	Disadvantages
Avaliability 24 hours a day, 7 days a week	Private communication that is more suitable sometimes
Two-way communication with companies	Contents on the web sites and applications are often inaccurate
Environment for the exchange of knowledge	Investments in the design and development of the Internet are usually large
Efficient access to archieve information in one place	Security aspect (possibility of intrusion)
Creating informal groups	Not updaing information on the Internet, due to a mistake of employees, extend more time for information
Environment for employees' communication	A small number of employees who work on PCs

Source: Suhadolc J., *Nove priložnosti e-komuniciranja*, Založba, Ljubljana, 2007.,p .162

6. eTOURISM

The term eTourism gives a new depth to tourism mostly connected to the digitalization of its core: travelling and hospitality. It became an economic necessity derived from the acclimatization to the modern development of information technologies. Also it is linked to the spreading of globalization which demands efficiency of big and small companies on the tourism market, and the tendency of the tourism demand to book, make and purchase product in a technologically advanced way. In the few past years, we have been the witnesses of the growing tourist online market and there is no indication of its decline since most travelers want to plan their trip in this way exclusively. Since the emergence of the Internet, travel planning (e.g., travel information search and booking) has always been one of the main reasons that people use the Internet.⁵⁴ The possibilities which the Internet offers limit the interference of travel agencies as intermediaries. There are

⁵⁴ Buhalis, D. *eTorism:information technology for strategic tourism management*, Goodfellow Publishers Limited, Woodeaton, Oxford, 2011, p.3

various web agencies and web tour operators who can gather information about traveler's preferences by getting accustomed to his/her profile so that later they could propose a "perfectly designed offer" for the target group of clients. Due to its flexibility, speed and variety of choices, customers are inclined to choose the Internet rather than traditional travel agencies. In addition, according to the recent studies, one trip/travel consists of five levels where each level can be easily connected to the use of the Internet:⁵⁵

Dreaming – daydreaming and imagining is a stage in which the idea about the travel is conceived. The studies show that 55% of tourists look for online information after seeing some Internet advertisement about travelling.

Planning – after having a vague idea about their travel, tourist enter the next stage which is planning. Even 85% of tourists consider the Internet to be a basic tool for planning their trip.

Booking – after making a plan for the trip it is time to make a reservation. Out of three tourists, one admits that when booking a trip choosing the Internet to do it is the first choice.

Sharing – 52% of tourists share photos and travel impressions with their friends via the Internet.

The increasing number of Internet users as well as its development gave rise to the great expectations of the clients. The expectations are mostly concerned with the amount of information, user related content or the quality of the website in general. Users expect simple and quick search of the information, the possibility of booking and purchasing services/products. Over 1.4 billion Internet users have their needs and wishes which create the tourism demand.⁵⁶ eTourism leads to the integration of operating systems, maximizes internal efficiency, reduces the number of employees in back office businesses and in the field of client communication, and it enables direct contact between the travelers and those who offer tourism services. Precisely because of this direct contact, the Internet should be considered as one of the best networks for selling.

⁵⁵ www.oxfordeconomics.com

⁵⁶ <http://www.internetworldstats.com/stats.htm>

Travelers have heavily relied on the Internet because of the information-intensive characteristic of travel products. Travel products are generally intangible (e.g., products cannot be touched nor returned), inseparable (e.g., products must be produced and consumed simultaneously although they are often paid for in advance), heterogeneous (e.g., products are difficult to standardize) and perishable (e.g., products cannot be stocked) (Edgett & Parkinson, 1993; Flipo, 1988; Mattila, 2001; Tarn, 2005; Zeithaml, Parasuraman, & Berry, 1985). Thus, travel products are normally purchased before the time of use, consumed (i.e., experienced) after arriving at the travel site, and best evaluated after being consumed. Consumers, therefore, search for a greater amount of information via the Internet to reduce the risks.⁵⁷

According to Friedman (2005), at the beginning of the 21st century, the information society is entering a new phase characterized by a huge increase in the digitalization, virtualization, and automatization of processes and products. Knowledge has been digitalized and digital natives use technology to package and transport their knowledge and images throughout the world telecommunication system. It is possible to assume that the enormous collage of information sources will increase as the new digital natives become the new professionals and climb to higher social, economic, and cultural positions. A good example of sharing knowledge in tourism is Wikitravel, a project to create a free, complete, up to date and reliable worldwide travel guide. Wikitravel allows people to share their knowledge on destinations and is available in nineteen languages.

Whether it is for the sake of pleasing the needs and demands of tourists in the light of forming a tourist product or because development strategies in a particular destination need to be considered, brand new technologies imposed an even greater need for implementation of the information technology in tourism. Many problems for the planners of the tourism development can be most efficiently solved by applying GIS. Geographic Information System is one of the most powerful tools which helps one to

⁵⁷ Buhalis, D. *eTorism: information technology for strategic tourism management*, Goodfellow Publishers Limited, Woodeaton, Oxford, 2011, p.26

familiarize with the world. This tool combines once two separate fields: cartography (the world of images) and information technology (the world of data).⁵⁸

Nevertheless, the term GIS, in its recent stage of development, can be ambiguously interpreted: as a new technology of processing information about the world and as a new discipline. The main principle on which the system of geographic information as a discipline rests, is the integration of world data through the introduction of computer technology.⁵⁹

Geographic information systems have found their way in tourism. Initially, they were based on providing help for the tourists in locating specific attractions or when choosing hotels, however, today, the usage of GIS in tourism has expanded in the area of the marketing of tourist destinations and the analysis of the tourist circulation. Modern day tourism requires the use of new technologies in managing and controlling activities in tourism as well as in the process of decision making.

Tourism is specially affected by the new possibilities of the global information age because tourists enjoy to film or take photos of their holidays. The evolution of cell phones in terms of including a photo or recording camera, plus an Internet connection, has provided the tourist with a mobile technological platform, which is a powerful tool for sending information of their experience around the globe.

6.2. Electronic Commerce and E-marketing in tourism

The development of the Internet made communication a simple and easy process whereby a huge amount of information can be sent to any part of the world almost instantly, multimedia documents are effortlessly published, updated and globally

⁵⁸ Kukrika M. (2000), Geografski informacioni sistemi, Geografski fakultet, Univerzitet u Beogradu, p.12

⁵⁹ Jovanović V., Đurović P., Radovanović M., (1996.), Osnovni principi GIS-a, SANU, Beograd, Jaroslav Černi, p.9

available, goods and services are digitally delivered, paying can be done directly on the Internet etc. All of these processes belong within the scope of a new type of commerce called Electronic Commerce. This is a general term which includes all kinds of business transactions or the exchange of information carried out through the usage of information and communication technologies between the companies and public administration, the companies themselves as well as between the companies and the buyers. Therefore, electronic commerce encircles the entire exchange of information among companies and clients in a particular time and place. Electronic commerce in tourism is mainly done in the field of e-marketing and selling. Especially on an international level, online marketing activities are significantly cheaper than traditional activities. In this way tourist companies have a possibility to make contacts with the clients living in distant places with whom it was not advisable to work. The trust of customers rapidly grew and consequently the network became a means of creating profit and economic development for the producers of goods and services. Consumers have a variety of choices and more information thus their demands were no longer modest. In order to keep up with the changes in the modern age the experts in the field of marketing became more available, inventive and innovative in creating/delivering products and services on the market.⁶⁰

E-marketing represents the spreading of traditional marketing in the virtual world. It requires a complete reconstruction of traditional marketing activities and functions so that a more versatile environment could be established for the realization of the electronic commerce. The basic idea of e-marketing is to get to know, attract as well as to please and preserve the buyer who is surfing the Internet. Keeping in mind the impact and the potential of electronic marketing, apart from its inseparable nature from the entirety of marketing activities, it could be said that contemporary management of tourist destination marketing is strongly linked with the very fact that activities of e-marketing are included in the marketing strategy of tourist destinations. All the characteristics of the traditional marketing are at the same time the characteristics of e-marketing. Due to the fact that e-marketing is a direct marketing (the direct marketing with the use of traditional media is the most expensive type of customer communication while the direct marketing on the

⁶⁰ Živković R., Ponašanje potrošača, Univerzitet Singidunum, Beograd, 2011., p.19

Internet is quite the opposite) one can easily conclude that direct marketing saw the Internet as a perfect way to achieve its goals. The fundamental difference between the traditional direct marketing and the online one is precisely in the *interactive two-way communication process*, which is the greatest advantage of the Internet. In contrast to mass marketing which is created for the global market, online marketing addresses each customer separately. Employees in the online marketing can create diverse interactive brochures which enable travelers to read what information they want and whenever they want. The Internet offers marketing experts and consumers more interaction and personalization. Companies used to send messages via conventional media such as magazines, information papers, advertisements etc. Nowadays, companies can send a significant number of more customer modified content, and even the travelers themselves can alter it to suit their needs. Establishing relationships through modern media makes the bond more firm and long-lasting which results in the increase of sales, repeated purchase and a more efficient propaganda. By all means it is the goal of the employee in the marketing to understand and be familiar with the customer so that the product/service can perfectly fit his/her requirements in which way the product or service can sell itself. Companies can use e-marketing by creating websites, online advertisements, forming or participating in Internet communities and by using electronic mail or network process.⁶¹

Successful application of the online marketing is assumed to be the knowledge about the basics of the system and process of marketing i.e. familiarity with the traditional marketing.

6.3. Email marketing

From the aspect of promotion, using email for business purposes, besides direct communication with customers, is a cheaper solution for efficient marketing. As opposed to advertising via websites, which is considered to be a passive advertising, email marketing could be regarded as proactive marketing technique since when using email

⁶¹ Kotler F., Vong V., Sonders Dž., Armstrong G., Principi marketinga, četvrto izdanje, Mate d.o.o., Beograd, p.144

marketing the company searches for customers whereas with passive techniques customers are expected to respond by themselves. In order to make the email business communication productive it is necessary to obtain permission from the user of an email address to which messages would be sent. This type of business communication, known as Permission Marketing, is carried out exclusively through mail lists. A mail list is a kind of communication which gives the sender an opportunity to deliver one and the same message to an infinite number of email addresses.

One should bear in mind the fact that in virtual world, as well as in real world, a bad marketing can have devastating effects in business. In e-marketing the system of unwanted messages and malicious marketing activities is called spam. The current percentage of Internet messages that belong to this category varies from 70% to 80%. Owing to this type of messages a great number of emails remain unread. Therefore it is quite important to have permission for sending electronic messages to someone. To make sure that emails will have certain effects one should consult and rely on the list created by John Martin, according to whom:⁶²

- the beginning of the text should contain a name of the recipient and by no means should one list the rest of the people to whom the message will be sent;
- the name of the company which sends the message should also be included. If it is the case that the partner company sends email then its name is also necessary to mention;
- the subject of the message should spark an interest;
- electronic messages should be concise. It is recommended that the line contains not more than 65 characters.

All persons concerned with email marketing should adhere to the following rules:⁶³

- emails should have a personalized content;

⁶² Kotler P., Bowen T.J., Makens J.C., Marketing for Hospitality and Tourism, 5th edition, Pearson, USA, 2010.,p. 482

⁶³ P., Keller K.L. Marketing menadžment, 12. izdanje, Data status, Beograd, 2006., p.615

- the offer in the email should be different from the one delivered by direct mail;
- the reason for replying should be given;
- unsubscribing from receiving the messages in the future should be easy.

With the development of new technologies, mobile phones, and Internet software, email will certainly gain on its popularity and significance in communicating with consumers.

6.4. Blog marketing

Blog, or weblog, represents a combination of forum, chat and web presentation. This “Internet diary” is basically a public website which gives the option to the visitors to post informal diaries, their thoughts and opinions, comments, ideas free of charge with the aim of making it visible and available for other to read or give feedback. For a successful blog one should consult the following guidelines:⁶⁴

- the content and purpose of creating the website should be carefully planned, goal-oriented, and consistent;
- the implementation should be technically synchronized with readers’ means so that some reply would ensue;
- the interaction between the writer and the reader should be fostered, nurtured and moderate.

A few drawbacks of blogging could be the possibility to publish or give away company’s secrets, or some false rumors about the management team could be posted. Blog is of great importance for online marketing strategy. It helps in the improvement of ranking sites on browsers, in addition to increasing the number of sales on the website. Every company is advised to have its own blog, since it redirects the visitor to the main website of the company, it secures better sale and the position of goods/services. What is more, it

⁶⁴ <http://rjd.miami.edu/wp-content/uploads/2013/12/Digital-Environmentalism-2012.pdf>

brings an additional profit from advertising and aids the company or organization to get close to the target group together with understanding their needs as users.

Another set of advantages worth mentioning is that blog is available to everyone, it is almost always free, simple to use and it is easy to promote it by tools developed for its purposes.

Blogs, as sources of information, are becoming very important for international travelers when seeking travel advice and suggestion of tourism suppliers.

Thanks to the new platform, the act of communication becomes a public scene where everybody can see what is written. Trip Advisor is one of the sites where it is possible to read reviews of tourism products and services. The site has proven to be a great financial success.

7. SOCIAL NETWORKS AND THEIR ROLE IN EMOTIONAL BRANDING

Social networks and services are today one of the most popular forms of online communication. They are a relatively new term included in the category of the so called social media. The basic possibilities of social networks are sharing and viewing a great amount of multimedia content, finding other users with same interests, exchanging knowledge and experience etc. Social networks, virtual communities or online communities, are groups of people who communicate in different ways, by using blogs, email, mobile phones, and who share texts, videos, audio recordings, and photos, with some social, professional or educational purposes. Every social network aims at forming

a circle of trust between the networks and the users. People choose using social networks and sharing their experiences for numerous reasons. They are usually motivated to do so hoping that their experience would help others. In social media, you do not look for customers- you seek friends. Certainly, it is good to be aware of the fact that the target of communication through social networks is not in the quantity but in the quality of gained friendships. Ultimately, branding on social-networking sites promotes brand awareness, brand recall, and, if done well, builds on brand loyalty and brand equity. Social networks offer opportunities for brand promotions and engagement for those brands that learn to leverage the unique attributes for the networks in question. In addition, social networks offer the greatest benefits to brands when the brands play to a network's culture, developing brand personas and engaging friends in dialogue.

Social networks are an ideal device for building and managing a positive online PR strategy and “word of mouth” marketing, because nothing works better than word of mouth as a promotion when the message is positive. *Word of mouth has credibility- is trusted- because it is based on someone's personal experience.* It is Emotional Branding at its best.⁶⁵ In today's cyberworld, word of mouth has taken on a different dimension; it has become global and immediate. It can affect millions of people in milliseconds. Millions of interrelated users, potential clients, consumers, and even competitors are gathered in various locations. These groups in particular make an ideal target for marketing and advertising people and a space for endorsing sophisticated communication activities.

Emotions can be exposed and shared in cyberspace in a personal way with people, and this is the most important element offered by this new medium. It is an opportunity to build an intelligent path to winning a person's trust.⁶⁶ Social media are becoming social branding, in which the content is delivered by people. People feel together, experience together, and stimulate each other's imagination by being open to one other.

⁶⁵ Gobe M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition, Allworth Press, New York, 2009, p.271

⁶⁶ Gobe M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition, Allworth Press, New York, 2009, p.239

The Web is first and foremost the most emotional of all media because people made it that way; people gave social media their human substance and have expanded its context.⁶⁷ It is a new emotional country created by people who prefer to be united rather than divided. The Web is proving to be the biggest word-of-mouth forum ever created. Social media are now more powerful than blogs and Web sites, with Facebook and Twitter bringing an added level of transparency and connection that will make online commerce the most trusted model. In these media, people do not look for products but for emotional connection.

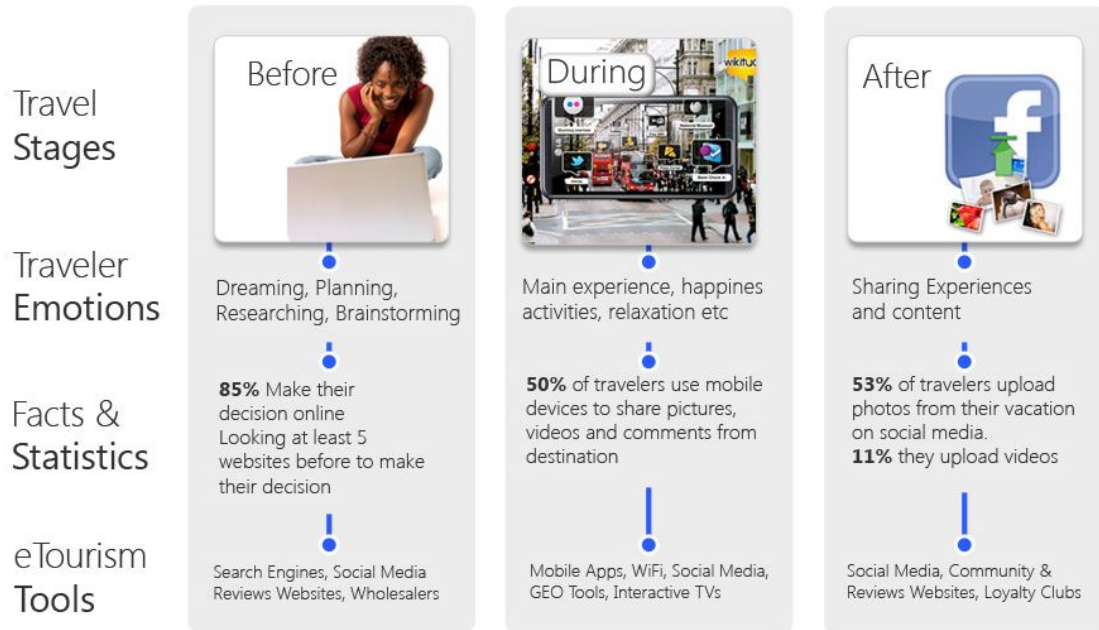


The role of social media is very important in planning a trip. Globally, over half the travelers polled have used Facebook, Twitter and other social media platforms to get travel inspiration.⁶⁸ The most trusted sources when researching trips are online reviews by vacation makers even though information on these reviews may be unreliable compared to professional travel guides. Also, it is global trend that travelers place great

⁶⁷ Gobe M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition, Allworth Press, New York, 2009, p.249

⁶⁸ <http://info.text100.com/travel-tourism-digital-index-2012/info.text100.com/travel-tourism-digital-index-2012.html>

importance on keeping in touch with friends and family through their mobile device. Hence, over 50% of people are likely to download travel applications, the most popular of which is Google Maps. Sharing self made videos or photos are the most popular actions during and post vacation.



Social media offers enormous opportunities to build brand awareness and community, but also poses difficult challenges for the industry. The growth of social media is making it harder to achieve a consistent brand message.⁶⁹

⁶⁹ Delloite., *Hospitality 2015- Game changers or spectators?*, p27

Facebook



As a Harvard student, Mark Zuckerberg, obtained a patent in October 2003 for Facemash, the precursor of today's Facebook, as a network which gathered all Harvard students in one place. A bit later the access to this network was approved to all the students whose colleges were members of *Ivy League*. In time, the number of users reached an enormous number, so the access was granted to all the college and high school students, while today every person above the age of 13 can open an account on Facebook. The users create their profiles, with or without a picture, in which they include information about their interests, some personal data and contact information. Communication can happen in more than one way, whether it is by public or private messages, by chat, or by posting a status on the "wall" visible to friends. Furthermore, there is a possibility to join groups of people with same interests or forming the so called fan page. According to the research of the International Internet Company Alexa, Facebook is the second most visited website right after Google. However, Facebook recently overthrew Google from the throne of the most visited websites. With almost 1.11 billion users (Static Brain 2013) and a constant tendency of making the number of users even greater, Facebook is one of the top entertainment and content sharing destinations on the Internet.⁷⁰ Consequently, many companies decided to keep up with the technological advancements and therefore use the benefits of social networks for promoting their products/services to potential customers. As it was already mentioned, more than one billion people use this network, so more than one billion posts with different contents are published daily which shows the power of

⁷⁰ <http://www.statisticbrain.com/>

Facebook. The advantages of advertising via this network are innumerable, but some of the most important are the following:

- an advertisement appears in a pleasant, entertaining environment where people spend a lot of time;
- it takes only one click for the message to reach a huge number of people;
- there is more than one option to present the offer to the audience (photographs, videos, web links, texts...)
- the possibility of two-way communication – all the members of the fan page can comment, ask questions and reply. This is a basic distinction from television, radio and printed advertisements.
- Page administrator has an insight into the members' information (gender, age...), the number of posts and interactions, statistics of posting on the pages or profiles of members etc. This option is beneficial when checking the visibility and efficiency of the sent message.

In the world of tourism the usage of Facebook is widely spread in terms promotion of a variety of destinations, bookings of accommodation and tickets, and the repetitive informing of the potential clients about the promotional offers.

YouTube



YouTube is the most popular online video recordings social network in the world which enables people to watch original videos, helps them to gain information and explore some

interesting facts, and gives them opportunity to distribute their own videos. The founders Chad Hurley, Jaweda Karim and Steve Chen⁷¹, registered this world renowned logo and web address <http://www.youtube.com/> with the goal to create a place for people to upload their video recordings and share them with the world. Watching videos on YouTube is enabled for everyone whereas only registered users can post their own videos. All members of this network can create their profiles through which they upload their favorite videos. One interesting option is the ability to copy and post a video on accounts opened on other social networks.

YouTube is regarded as a powerful marketing tool whose usage is widely spread. Every company or an individual can enjoy the benefits of this network when promoting their offers completely cost-free. The number of advertising companies which use YouTube for their needs is in constant increase, while the number of posts reaches a million on a daily basis, which obviously means that there is dangerous competition, so making an offer of great quality is essential for only then will the users share it with their friends who will then make recommendations to their friends. **Over six billion hours of video are watched each month on YouTube. More than one billion unique users visit YouTube each month. One hundred hours of video are uploaded to YouTube every minute.**

Marketing experts claim that one should pay attention to the duration of the video which must not be too long since viewers usually have no time for watching lengthy videos. Of course, the video or advertisement should be interesting and easily found on the network by typing the key words. Tourists no longer need to go to an official web site to take a look at a destination. By typing in the name of the destination in YouTube search, it is possible to see videos of activities of other tourists who were there in the past week. Many of these images have a real life approach, without any or only a minimum of manipulation.

Currently YouTube has the ability to be “connected” with Facebook or other forms of social media. This has given many new possibilities that can be easily exploited to help companies. Currently if a viewer has their Facebook account linked to the YouTube

⁷¹ http://en.wikipedia.org/wiki/History_of_YouTube

account, if they like a video and if they allowed the connection to be made to show his “like” not only will it be viewable on their YouTube page but also their Facebook page. There is also the ability to leave comments on videos and imbed links into the videos to websites and other videos or pages. The final benefit of using YouTube that should be mentioned is the interconnectivity between it and other social media sites. Currently companies can upload videos to YouTube and then embed them in the company websites or other social media sites. It is with this interconnectivity that all of their social media pages will gain more attention and become more beneficial.

Twitter



Twitter is a social network, most similar to Facebook, but with a simpler look. It was founded in 2006 in San Francisco as a micro blog tool allowing users to stay updated with the news, information of interest, and read or send messages. The basis of Twitter is the so called Tweet, a text which has a limit of 140 characters.⁷² A group of individual tweets (statuses), making the base of Twitter, appear on the profile of a user, as well as on the profiles of users who follow that particular user. The slogan of this network is “The

⁷² <https://about.twitter.com/>

best way to discover what's happening in the world" which tells a lot about the usable nature of this network.

Companies use Twitter for easy and fast exchange of information with those interested in what they have to offer besides forming a connection with the potential customers and partners. By means of this network, companies entertain potential clients and motivate them to opt for them, but as well they follow peoples' thoughts, wishes, needs and interests, so that they could gain their trust and create an offer which would be the most appropriate. According to statistics, there are **500 million tweets per day**. Twitter enables a direct communication with the client, however, one of the best ways to use Twitter for the improvement of business and marketing is by making it a customer service. In this way customers can be promptly contacted with the possibility of providing all the relevant information or help without the need for a telephone call or making additional expenses. Clients are a jewel of every company so it is important to make them feel special and respected by companies, and this is what Twitter provides.

Twitter is becoming the Google of social media. In a matter of months, Twitter has hit all the right emotional spots, as it symbolizes how to do more with less and gives users the freedom to connect anytime, with anyone. For brands today, the most important question when launching a product or a branding program is: Is it Twittable? If it is not, start again!⁷³ Twitter emotionally defines a generation of both leaders and fans who see Twitter as a new way of communicating and self understanding that helps them in their work and relationships from a personal and business perspective. It also best shows the values of a medium that will jump-start the businesses of the future.

⁷³ Gobe M., *Emotional Branding – The New Paradigm for Connecting Brands to People*, Updated and Revised Edition, Allworth Press, New York, 2009, p.258

WAYN



WAYN is an acronym for “Where Are You Now” a social network which connects devotees of travelling. It was created to help people when deciding where to travel, what to see and do in those destinations, and to exchange experiences or expectations with other people. Like any other social network, WAYN also has the option of creating a profile, posting pictures, and making friendships with other users. WAYN was founded in 2002 in London by Peter Ward and Jerome Touze. The number of WAYN users has been increasing from March 2005. This social-travel network has more than 20.6 million users in 193 countries worldwide.⁷⁴ On the list of the most visited websites of International Internet Company Alexa, WAYN is only on the 1527th place⁷⁵ but many countries use it for the promotion of destinations or country in general, of course in combination with other social networks.

⁷⁴ <http://www.wayn.com/history>

⁷⁵ <http://www.alexa.com/siteinfo/wayn.com>

Google+



Google+ is a relatively new social network started by the most famous Internet search engine Google. At first glance Google+ is quite similar to Facebook - the home page is almost identical but designed in Google style with white background and few colors but most importantly it simple and easy to use.⁷⁶

Circles – a concept similar to creating groups on Facebook or Twitter list. Except for quite an interesting animation and drag-and-drop system, this option is not a something which separates Google+ from the rest of social networks.

Hangouts – a fairly innovative service which provides group video chat. It is remarkable that the camera turns on only in the moment of speaking. If there is a need for chatting with other people then moving to Stream, where other users are available, is required. This service is probably bound to become one of the greatest assets of this social network.

Instant Upload – it reminds of Facebook albums and pictures, but in this case an editor is included. It is easy to use and exceptionally well organized.

Sparks – the purpose of the recently launched Google+1 service is reflected in this option. Sparks is an imitation of the service for the recommendation of the Internet shared information, which is based on +1. Although +1 is well received, in order for this to completely come alive it would take a certain period of time.

⁷⁶ <http://www.dadica.com/social/google-plus/>

Huddle – a group chat between members. The groups are those which the user creates in Circles. People can log in to Google+ on the Google official page.

LinkedIn



LinkedIn was introduced in 2003 and has grown to become one of the most important social media sites for people to have.⁷⁷ One of the reasons for its rapid growth to approximately 238 million users in over 200 countries today, is because it can be considered more of a “business” and “grown-up” social media site. The main reason for this growth can be attributed to the ability to not only promote the company on this site but also use it as a tool for recruitment. This is a very interesting concept because in ways it is similar to Facebook or other social media sites where a profile is created and the users gain friends or, in this case, connections, and interact with each other. The way that LinkedIn varies from these other social media sites is mainly in content. Facebook users typically post entertaining things while on LinkedIn they have résumés or CVs, past work experience, education and so on, so they will be able to better interact with companies.

Also when users post, the content is usually more educational and business oriented. Currently from a corporate perspective there are two main options when using LinkedIn:

⁷⁷ <http://ourstory.linkedin.com/>

recruitment or advertising. Advertising on LinkedIn is similar to many of the before mentioned advertising available on different social media site. This is where the company pays to have an advertisement displayed on the side of the page or in the “news feed”. The other is recruitment and informing possible future employees about the company. This is the feature that is unique to LinkedIn and one of the reasons why it has grown in popularity. Currently there are two options for companies using LinkedIn for recruitment activities. The first is a free profile, as with many other social media sites. The problem with these free social media sites is that they can be limited in content and the page is only slightly modifiable and might not have all of the features a company would like to have. The second option is a paid account, which costs approximately \$10,000 per year. With these paid accounts a company does not gain more awareness on the overall LinkedIn site through advertisements, but they are given greater flexibility in their page design and they are able to share information and features such as post career options.

8. BRANDING CYPRUS

On the crossroads of three continents, where East meets West, in the eastern basin of the Mediterranean Sea lies Cyprus. The birthplace of Aphrodite, renowned worldwide for the warmest welcome by the locals, Cyprus has been very popular tourist destination in recent years. Blessed by its geography, cursed by its position, Cyprus is the third largest island in the Mediterranean.⁷⁸ Due to its geographic location, Cyprus can be included in the Middle East, Western Asia, or Europe. The territory of Cyprus measures 240 kilometers long from end to end and 100 kilometers wide at its widest point, with Turkey 75 kilometers to the north.

The island has given its name to the classical Latin word for copper through the phrase *aes Cyprium*- metal of Cyprus, later shortened to *Cuprum*. Due to its position, Cyprus has rich and varied history. Many invaders, settlers and immigrants have come here over the centuries, and the island has seen Greek, Romans, Byzantines, Venetians, Ottomans, British and Turks seek to take a part of Cyprus for themselves. But, unfortunately, in 1974, Cyprus was invaded by Turkey and the island was divided into two de facto sections- south, which is Greek Cyprus, and north, which is Turkish Cyprus and is recognized only by Republic of Turkey. On 1 May 2004 Republic of Cyprus (southern part) became member of European Union. The official language in the Republic of Cyprus is Greek, while English is wide spoken all over the island.⁷⁹

⁷⁸ After Sicily and Sardinia

⁷⁹ <http://www.cyprus.com/cypriot-people---culture.html>



The capital of Republic of Cyprus is Nicosia (Greek Λευκωσία), and the largest city is Lemesos (Greek Λιμασσόλ).

With its spectacular scenery and enviable climate, it's no wonder that Aphrodite chose the island as her playground, and since then, mere mortals have been discovering this "land fit for Gods" for themselves. Cyprus is an island of beauty. Cool, pine-clad mountains are a complete scene change after golden sun-kissed beaches; tranquil, timeless villages are in striking contrast to modern cosmopolitan towns; luxurious beachside hotels can be exchanged for large areas of natural, unspoiled countryside. Nicosia with its mosques and palm trees that give it an oriental atmosphere, Lemesos – center of the wine industry and the bustling holiday resort, Larnaka, where both Christianity and Islam have revered religious sites, are the must see regions. The antiquities of Paphos, the Neolithic settlement of Choirokoitia, as well as ten Byzantine Churches from the Troodos region are included in the official World Cultural heritage list, thereby endorsing their importance.

8.2. Cyprus Culture

There are many traditions and customs amongst Cypriot people. Majority of them were adopted by Greek people, but there are also some that are specific only for Cypriots.

Plate smashing

The smashing of plates is an old time Greek tradition which spread around many of the Greek Islands, including Cyprus. Demonstrated at weddings, plates would be thrown to the floor and smashed whilst singing and dancing. It is said this custom is an expression of 'kefi', which roughly translated means the spirit of joy, passion, enthusiasm.

Worry beads

The kompoloi, or string of beads is a familiar sight in the hands of many Greek and Cypriot men. The kompoloi is said to be more than just a means of passing time, it reflects a way of life. They are certainly relaxing, with the sound of the beads clocking together combined with the feel of the smooth beads between one's fingers.

Evil Eye

Some Cypriots believe that someone can catch evil eye, or 'matiasma', from someone else's jealous compliment or envy. After a person has caught an evil eye, they usually feel bad physically or psychologically. To avoid a matiasma, those who believe in it, would often wear a charm- a little blue marble glass with an eye painted on it, or a blue bracelet.

Kallikantzaroi - Christmas Goblins

Kallikantzaroi are supposed goblin-like creatures that live in the center of the earth, and find their way into people's homes via chimneys. Cypriots believe that they make all kinds of mischief such as dousing the fire, riding on people's back, braiding the tails of horses and making the milk sour. It is believed that they visit only at Christmas time. In order to keep the Kallikantzaroi away, the hearth is kept burning day and night throughout the twelve days of Christmas.

8.3. Emotional Branding of Cyprus

"Smell the jasmine and the wild thyme. Taste one of the oldest wines of the world. Walk in pine scented forests, or ski on the snowy peaks in the morning. Take a dip in the warm blue waters of the Mediterranean Sea in the afternoon. Wonder at Greek temples, Byzantine churches and ancient artefacts thousands of years old. Play a round of golf, go cycling, or hiking round the countryside, or take up a new sport. Feel at one with nature, or dance the night away. Look beyond sun and sea. In Cyprus (Greek Κύπρος) there is much to enjoy, see and do. It is a whole world condensed in a small area. Experience it all!" These are the quotes from Cyprus guide brochure made by Cyprus Tourism Organization.

When looking at Cyprus's destination brand being a "name, term, sign, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers" (American Marketing Association, 1960), we firstly think of Sun, Sea and Sand. But, Cyprus is much more than that. Due to the fact that it is one of the oldest civilizations of the world going back ten thousand years, the island is like a large open-air museum where you can see evidence of its chequered past, making it a mosaic of different civilizations and periods. First thing that crosses our minds when thinking about Cyprus, is the cult of Aphrodite, the ancient Greek and mythological goddess of love and beauty that flourished here. Also, the island was the first country the Apostles Paul and Barnabas visited in their mission to spread Christianity and the first to come under Christian administration.

But, what of all makes Cyprus to differ from other islands? Where does the uniqueness of Cyprus lie? And which things evoke emotions and, when we close our eyes, what do we think of? Besides evocative legends, breathtaking nature, 340 days of annual sunshine, crystal clear waters, white sandy beaches, it is the people that make this island special. Hospitable, cheerful, restless, they will always give the warmest welcomes to a visitor. Cypriots have reputation for being friendly, but also for making wonderful meals served in a typical Cypriot way. Cyprus cuisine reflects its rich history and tradition. Tourists have to experience the legendary 'meze' with its seemingly endless procession of dishes,

each one of a different origin. This is served all over the island at traditional taverns. Meze consists of many small dishes with delicious appetizers, grilled halloumi, salads, the famous 'koupepia' made with stuffed vine leaves, traditional village sausages, meatballs called 'keftedes', the famous 'afelia' and charcoal grilled meat dishes. To get better experience, do as the locals do, by dipping a slice of village bread into a bowl of cracked green olives with coriander seeds. Cyprus is also known for the great variety and abundance of fruit, which are also used to produce very delicious 'glyka' (sweet preserved fruit). Cyprus also produces very fine wines with the famous sweet desert wine, Commandaria, being the oldest named wine in the world. And for the brave ones there is 'zivania' made from highly-distilled grape juice. The Cyprus halloumi cheese, famous all over the world, is a unique dairy product with a distinctive taste. It is served either raw or grilled, or with watermelon for an unusual combination of flavors. Then, 'anari', the well-known soft cheese, is equally tasty both as a dessert with pure Cyprus honey or Carob syrup and as a salted cheese. Every dish, no matter how simple or complicated, is a unique experience. And, of course, being a Mediterranean island, Cyprus offers great variety of fresh fish and seafood which can be enjoyed in a variety of fish taverns by the sea. Experiencing gastronomic legends and traditions is one of many pleasant surprises Cyprus offers to a visitor. And finally, the Cyprus feast is not complete without traditional music and dancing.



All of these experiences combined with emotions are being promoted and shared on various web sites and pages on the Internet. In the past few years Cyprus Tourism Organization (Κυπριακός Οργανισμός Τουρισμού) is working hard for greater development of the island and trying to attract tourists all over the world throughout the

year and not just during the summer months. Also, the Cyprus Tourism Organization has significantly improved the promotion of its tourism brand. Creating profiles on various social networks, blogs and launching numerous Internet sites and platforms, are today some of the most successful forms of brand promotion of Cyprus. The logo of Cyprus perfectly suits the island - sea, the Sun and Aphrodite, and the motive is Cyprus, a place to discover.

8.4. Marketing strategies of CTO

The aim of Cyprus Tourism Organization is to organize and promote tourism in the Republic of Cyprus, by using all possibilities and resources available.

According to CTO, Cyprus should:⁸⁰

- Strengthen its position among the leading destinations in the Mediterranean;*
- Develop special forms of tourism;*
- Highlight the uniqueness and diversity of the landscape, which offers visitors the opportunity to have an unforgettable experience;*
- Improve the quality and increase the competitiveness of a given tourism product in all sectors.*

While the basic goals of e-marketing strategies are:

- Target approaching to as many people as possible (Google, Yahoo);*
- Prolong “life span” of the travelers (Newsletters and e-mail marketing);*
- Active presence on social networks and USG site;*
- Creating high quality content;*
- The increase in the number of reservations (indirectly) through advertising campaigns on on-line booking services;*

⁸⁰ <http://www.cyprustourist.com/c-t-o>

-Evaluating the output of on-line services using web analytics tools.

Apart from revamping and traditional sun & sea product and focusing on quality aspects, a special focus has been given in the Tourism Strategy 2010 on the improvement the seasonality and the increase expenditures as core priorities. This shall be achieved by new tourism products to be developed: “The ‘special interest products’ will act as attractors to the destination, which at the same time, will offer opportunities for activities and entertainment (things to do and see). Top priority products are the Themed Routes, Museums, Agrotourism, National Forest Parks, Nature Trails and Events, all of which will be given maximum priority” (CTO 2000: 7). So special interest products are seen as the key to ‘create the multidimensional tourist experience on which the repositioning of Cyprus as a tourist destination is based on.’ (CTO 2000: 47) and the rural hinterland with its possibilities for active tourism products plays a key role in this intended turnaround of the destination.

The e-marketing strategy of the CTO should be the one that is strongly linked to the strategic goals of CTO, focused on market demand generation and related directly to business opportunities that should be persuaded for eBusiness, namely:⁸¹

- Establishing new channels
- Creating new value
- Extending boundaries
- Establish CTO as the Center of Excellence for guidance, market rule settings and information dissemination
- Provide the capability for individuals to plan and manage their own program, but also to e-mediaries to excel through the e-marketing support capabilities.

Tourists have greater influence in the market than ever before. Building and maintaining close relationship with tourists has become an issue of great importance for tourism organizations. Each tourist interaction constitutes an opportunity for an organization to

⁸¹ http://media.visitcyprus.com/media/b2b_en/Research_Projects/E-Marketing.pdf

collect valuable information and provide better and innovative services. For this reason, it is crucial for CTO to implement a CRM and Data Base Marketing System that will assist in:

- Improving interactive personalized communication with tourists through the Portal System and the other marketing channels.

- Improving organization's knowledge about tourists and CTO's users.

- Increasing the number of repeatable visits to Cyprus (improve customer retention) through improved customer service offered by the tourism industry.

- Winning new customers using different procedures like effective marketing and campaign management.

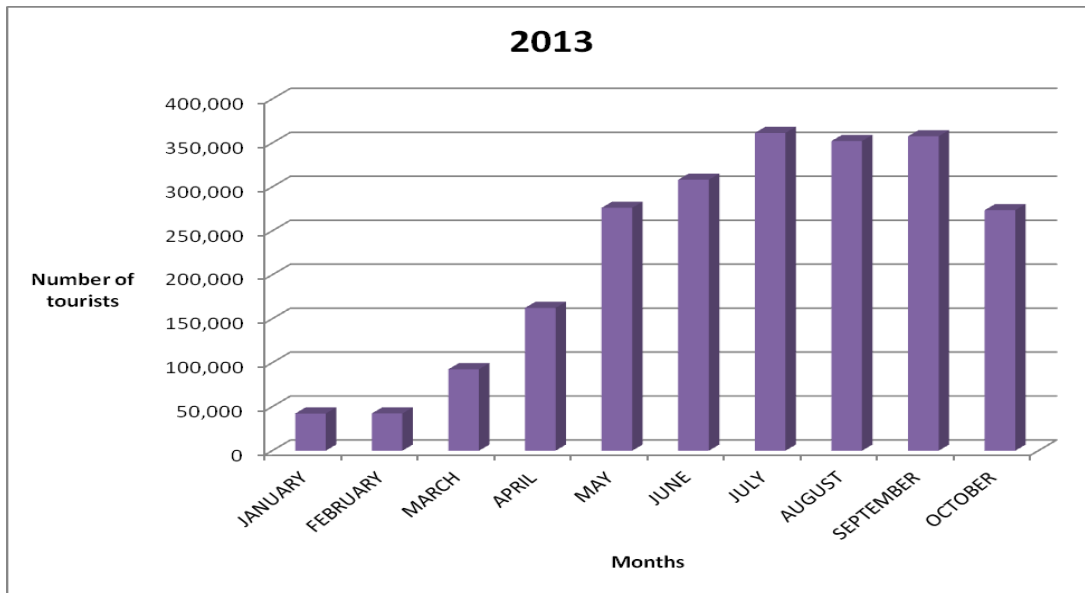
- Supporting advertising, market research, service development and motivation procedures in order to improve performance, efficiency and effectiveness in marketing communications.

- Developing a clear actionable understanding of customers and a dialogue that ideally should always be relevant, timely and focused on qualified opportunities.

The CTO and The Statistical Service of Cyprus publish annual statistics of the number of tourists that visited Cyprus. In 2013 the highest number of arrivals was noted in July- 361,442 people visited Cyprus (Chart 1), little less comparing to 2012 (Chart 2). Impressive increase of 12.3 % showed touristic revenues in July 2013. According to the Statistical Office, the revenue from tourism in the second month of summer amounted to € 338,6 mn compared to € 301,5 mn in the corresponding month of 2012. Recording an increase of € 37.1 million is the largest increase in the last ten months with tourism stakeholders to believe in further revenue growth in August. Increasing that revenue is showing is clearly due to the increase in per capita expenditure, and in July arrivals decreased 2.7 %, falling to 361,442 from 371,453 thousand in July 2012.⁸²

⁸² <http://www.cyprustourist.com/c-t-o>

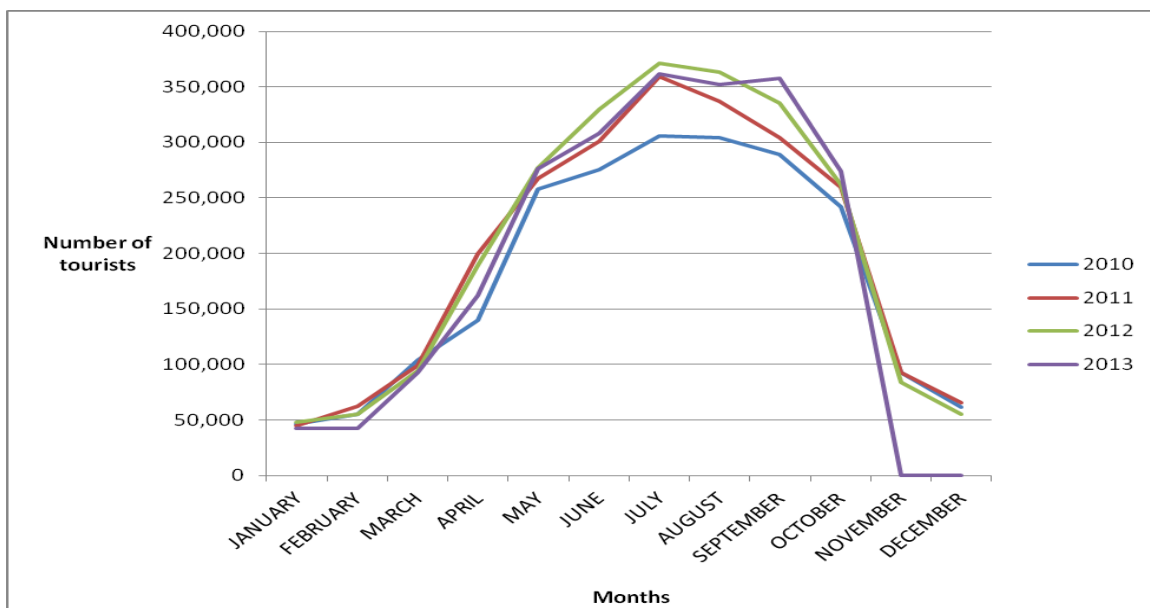
Chart 1. Arrivals of tourists in Cyprus per month in 2013.



Source:

http://www.mof.gov.cy/mof/cystat/statistics.nsf/services_71main_en/services_71main_en?OpenForm&sub=1&sel=2

Chart 2. Number of arrivals to Cyprus between 2010 and 2013.



Source:

http://www.mof.gov.cy/mof/cystat/statistics.nsf/services_71main_en/services_71main_en?OpenForm&sub=1&sel=2

8.5. The presence of CTO on the Internet

The Cyprus Tourism Organization (CTO) was established and operates according to the provisions of the Cyprus Tourism Organization Law of 1969–2005 and the related Regulation on Structure and Terms of Employment and Administration and Finance.⁸³

The official website of the Cyprus Tourism Organization <http://www.cyprustourist.com/c-t-o> provides comprehensive information on the major attractions of Cyprus, complete with maps, an updated calendar of events, a detailed hotel guide, downloadable photos, a travel planer etc. The CTO in its efforts to best accommodate all kinds of tourists, especially the ones who do not travel in organized groups, has introduced Audio Guides for several archeological sites and other places of interest. The website is available in fifteen different languages, and there are also sections and eBrochures geared towards specific needs, from health and wellbeing to weddings and honeymoons. Potential visitors can also subscribe to CTO videos, become fans of Cyprus on Facebook, or follow VisitCyprus on Twitter.



In recent years, the Cyprus Tourism Organization advocates for larger and better brand promotion of Cyprus on the Internet. Creating profiles on social networks, running various Internet sites, blogs and advertising campaigns significantly contributed to the renewal of this country's brand. CTO has been utilizing social media since early 2009.

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[www.visitcyprus.biz/wps/portal/b2b/!ut/p/c5/04_SB8K8xLLM9MSSzPy8xBz9CP0os3hXN0fHYE8wMLP3MnAyPLIEPjIHMPIwtzA_1wkA6zeAMcwNFA388jPzdVvyA7rxwAq2CFKg!!/dl3/d3/L2dJQSEvUUt3QS9ZQnZ3LzZfRUZBQVNJNDIwOE43QjAyOVIxM1I3SDJPVTE!/?](http://www.visitcyprus.biz/wps/portal/b2b/!ut/p/c5/04_SB8K8xLLM9MSSzPy8xBz9CP0os3hXN0fHYE8wMLP3MnAyPLIEPjIHMPIwtzA_1wkA6zeAMcwNFA388jPzdVvyA7rxwAq2CFKg!!/dl3/d3/L2dJQSEvUUt3QS9ZQnZ3LzZfRUZBQVNJNDIwOE43QjAyOVIxM1I3SDJPVTE!/)

The main social media channels being used are Facebook, Twitter, YouTube and Trip Advisor. CTO's first steps for social media utilization were made by monitoring user generated content in the above channels. After realizing the real potential of social media, CTO engaged in more active participation by creating branded Cyprus pages on Facebook, Twitter and YouTube. The main objective of these pages is to provide subscribers with travel related content, news and updates on Cyprus. The official portal of the CTO <http://www.visitcyprus.com/wps/portal> provides general information about Cyprus, facts, accommodation, events, weather, culture, food and drink. Focused on experiences, the CTO special interest tourism includes: rural tourism, nautical tourism, casinos, cultural tourism, religious tourism, nature tourism, sports tourism, health, conference and incentive, weddings and honeymoons.

Tourism is one of the Cyprus's main industries, and social media utilization is one of the main electronic marketing activities performed by CTO for promoting the island as a tourism destination worldwide. Social media enable Cyprus to reach its global audience in a cost effective way and establish a dialogue with people, attending to their needs and providing answers to their questions. The holiday industry is facing a social media revolution and customers believe in social media. According to the Republic of Cyprus Statistical Service, almost 70% of consumers use the Internet to book their holidays, compared to 23% by phone and just 8% with travel agents.⁸⁴

Cyprus Tourism Organization annually publishes a report which analyses local and international Tourism issues and also describes the Organization's activities, during the reporting period, for the improvement, upgrading and promotion of the Cyprus tourist product.⁸⁵

⁸⁴

http://www.mof.gov.cy/mof/cystat/statistics.nsf/services_71main_en/services_71main_en?OpenForm&sub=1&sel=1

⁸⁵

http://www.visitcyprus.biz/wps/portal/b2b!/ut/p/c5/04_SB8K8xLLM9MSSzPy8xBz9CP0os3hXN0fHYE8TlwMLP3MnAyPLIEPiHMPi_9QQ6B8JG55V2MCusNB9pnFG-AAiqYQeZwmGOGXB9mPR97C3EDfzyM_N1W_IDfCINNT1xEAYDRgAq!!/dl3/d3/L2dJOSEvUUt3QS9ZQnZ3LzZfRUZBQVNJNDIwT05GNDAyVFVQMjk5VjMwNjY!/?WCM_GLOBAL_CONTEXT=/b2b_english_en/b2b/generic/annual_reports?contentIDR=8f32558040c2d52aa141e1f919c1980b&useDefaultText=1&useDefaultDesc=1

CTO on Facebook

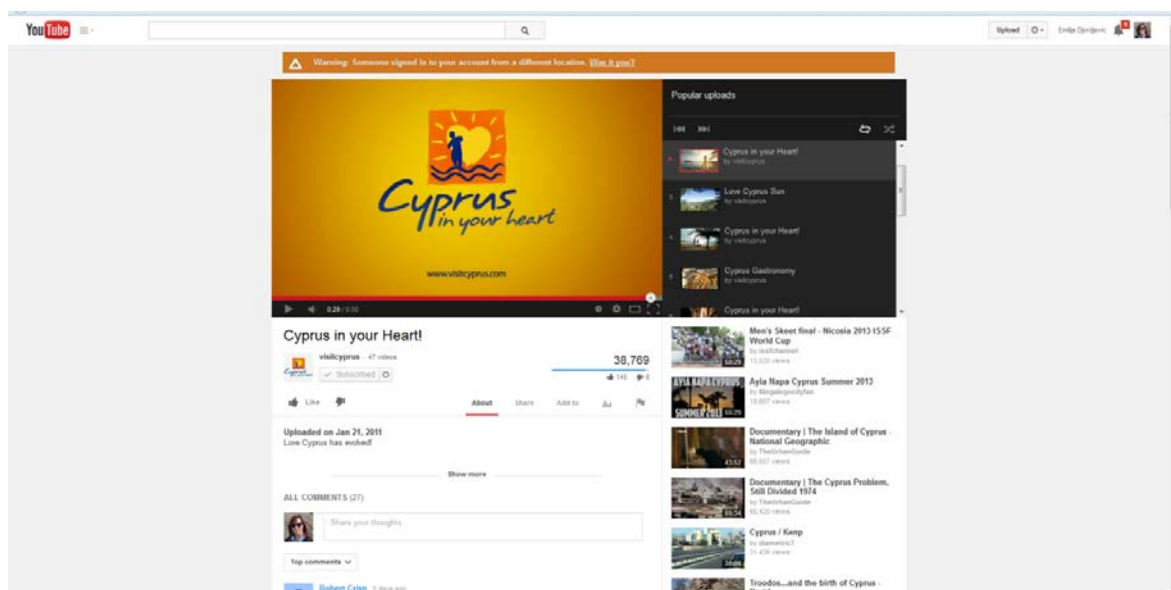
The Cyprus Tourism Organization has created its official page on Facebook, with a mission to show everything this beautiful island has to offer, from the unique tastes and scents, through the mountains, history and culture to the people themselves, and share that with all who love it. The CTO's internet team works on constant expanding of the digital world of Cyprus, thus providing the ability to travelers around the world to discover and experience the land of extraordinary beauty, centuries long history, interesting culture and friendly people. CTO's Facebook page which is hosted under <https://www.facebook.com/LoveCyprus> has around 10 percent of its subscribers talking about the content published under this channel. Yet, the most amazing statistic of all on the above CTO's Facebook page is the subscribers' demographic. More than 50 percent of total subscribers are adults aged 45+, while youngsters, aged up to 24, count only 20 percent of total subscribers. Finally, adults aged 25-44, count to around 30 percent of total subscribers. The last day of January 2014 this page had 133,917 likes. The above numbers encourage CTO's efforts on social media marketing, as it seems that the provision of valuable content to target market yields positive results. Moreover, the above numbers prove that CTO's target markets are moving to social media. Cyprus is the country with the most Facebook users on the world, comparing to its population. 75 percent of Cypriots use Facebook.





CTO on YouTube

CTO also has its official channel on YouTube that helps a lot in promoting the island, and helps the travelers to choose Cyprus as their next destination as well. Not various number of people have seen it though. Until 2014 it had 321,348 views and 692 subscribers. Besides some negative comments from viewers from Turkey which are based on the political problems, all the comments about the island are more than positive. Beautiful videos show the breathtaking regions and remind the travelers why they should visit Cyprus.



CTO on Twitter

Cyprus, more than a place just for lounging in the sun, is the cover of visitcyprus on Twitter (<https://twitter.com/visitcyprus>). It has 6,537 followers and around 1,500 tweets. These are not impressive numbers but they are working towards promoting beauties of Cyprus by posting photos quite often and sharing descriptions of places to visit.



X CYPRUS SUSTAINABLE TOURISM INITIATIVE

Cyprus Sustainable Tourism Initiative (CSTI) is an independent organization that was established in 2006 with the aim to harness tourism demand with the supply of tourism resources, so as to develop a sustainable approach to tourism in Cyprus, offering a memorable experience to the tourist.⁸⁶ CSTI aspires to the promotion of sustainable development in the tourism industry for the public benefit through research into and education of the public and the tourism industry in the following:

⁸⁶ http://csti-cyprus.org/?page_id=8

- the preservation, conservation and the protection of the environment and the prudent use of natural resources;

- the reduction of the impact of our carbon footprint as a result of all our activities related to tourism;

- the improvement of the conditions of life in socially and economically disadvantage communities due to tourism;

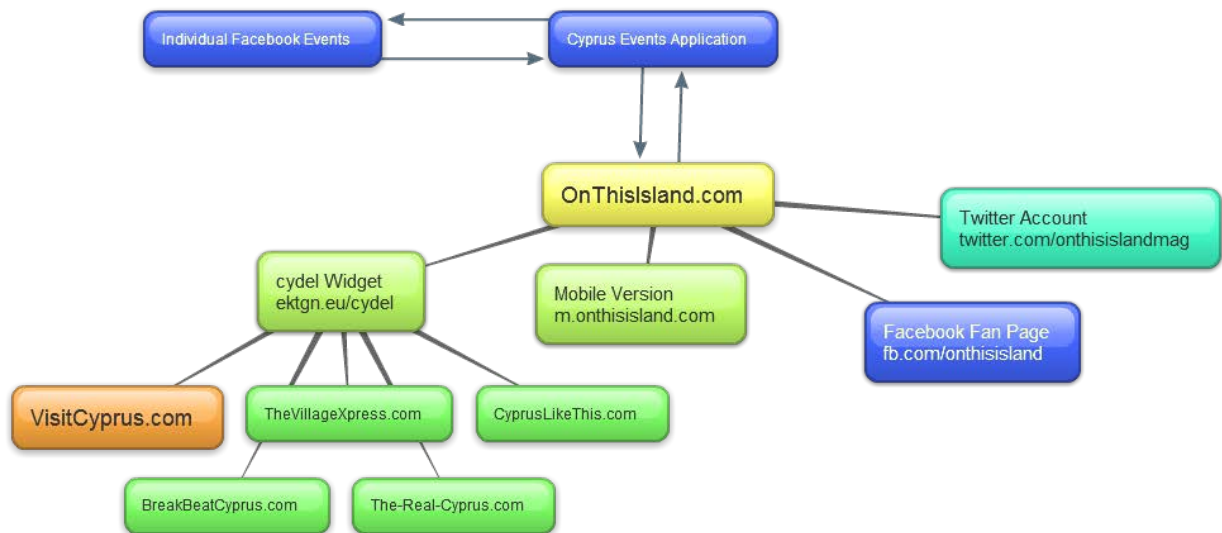
- the promotion of sustainable means of achieving economic growth and regeneration.

On their official website <http://csti-cyprus.org/> not only Cyprus as a destination is being promoted, but lots of different projects have been developed. The CSTI organizes tree-planting events for tourists in rural areas, the accommodation provider Cyprus Villages Ltd. offers its guests participation in so-called “Village Activities”, such as bread baking in traditional old village oven, traditional knowledge on herbs and their utilization, producing traditional halloumi cheese etc.

If one wants to become a member, he/she should fulfill the online form which is on the website. There is also a Facebook profile, Cyprus Sustainable Tourism Initiative (<https://www.facebook.com/csti.csti?ref=ts&fref=ts>), and pages where they promote their work (e.g. <https://www.facebook.com/GreeningCyprusBeaches?ref=ts&fref=ts>).

X OTHER PAGES FOR PROMOTING CYPRUS ON THE INTERNET

OnThisIsland.com. (<http://www2.onthisisland.com/>) is an online magazine that shares Cyprus events, news and opinions. It helps a lot in building a brand, whilst it gives an opportunity to people who have visited the island or live there to share their experiences, places they like, interesting photographs and tell creative stories. OnThisIsland became an identity in promoting events to the English speaking communities in Cyprus and to tourists who would like for entertainment to take part during their travel. OnThisIsland is also present on Facebook (<https://www.facebook.com/onthisisland>), Twitter (<https://twitter.com/OnThisIslandMag>), and LinkedIn (<http://www.linkedin.com/company/onthisisland.com>).



There are plenty of other web pages about Cyprus that are helping in branding Cyprus not only for its beautiful beaches, but for its history, tradition and flavors. The most visited are:

<http://www.aboutcyprus.org.cy/>

<http://www.cyprus.com/>

<http://www.justaboutcyprus.com/>

<http://www.the-real-cyprus.com/>

<http://www.thevillageexpress.com/>

Conclusions

Brand is constantly developing through history and today represents an integral part of people's daily lives. Whether we look at the visible or invisible components of the brand, the brand is all around us, almost all of our surroundings can be branded. However, it is important to note that the brand is not only visible and invisible elements, but the whole brand, the combination of them together, and even more than that. To create a strong brand, which will be good to put on the market, to guarantee the quality and to gain customer loyalty, a wide variety of experts is needed. What makes certain brands stand out from the competition is the emotional value of the product, i.e, the value of more.

Today, consumers do not meet the basic or default product quality, because the creators of brands and marketing managers seek to create an appropriate emotional component of a specific brand and in this way differentiate their product in the minds of consumers. Therefore, it is extremely important to bear in mind the desires of consumers and know their views. Every brand, whether it is a business or tourist destination, has to know what kind of satisfaction consumers want to achieve by purchasing its tourism product and which things they want to be informed about. Indeed, consumer research does not guarantee success, but it increases the chances for a successful business.

What brand on the one hand and the environment on the other hand, allow the travel business is creating trust and a sense of security in terms of quality and upgrading the value of basic services by creating a unique experience for consumers. Value for money is the most important for loyalty, because most tourists do not remember the exact package price, and very clearly remember what they got in return. Also, it is important to introduce a tourist product accurately and clearly point out what makes it different from others of the same group, which is what makes it distinctive and why it is important to experience it. For example, as we know, our planet is full of wonderful destinations, each of which deserves special attention, and their value can not be compared. Unfortunately,

there are different factors that make it impossible to visit all these destinations. The realization of this is for a single common man almost an impossible mission, which leads to generally difficult decisions about the choice of place that would be possible to visit. That is why branding in tourism requires not only high creativity but also precision. The image that a brand creates in consumers minds always has to give an answer to the question WHY?

A strong brand should include all of the above components, but even that will not guarantee the success of certain brands on the market. The final judgment about the strength and quality of the brand is just made by consumers and therefore it is very important when creating a brand identity, as well as during maintenance of brand value, even in the event of identity re-branding of the product, always to include and take into account their wishes and views. Brand should be directed to the satisfaction of consumers, which often leads to brand loyalty and positive verbal propaganda, which in turn results in widening the circle of potential customers and increase profits the company or the brand owner.

Branding answers the question: Why should I visit this destination? Besides developing the strong brand image, which is a consumer perception of the particular brand, the brand should also become a symbol of quality. Quality is one of the factors that will develop a strong relationship between the visitor and the destination itself. And finally, these lead us to emotional connections. Strong pictures must be loaded with emotions. Emotional branding suggests that marketers build the brand around a specific lifestyle. An emotional brand for an expensive destination that has many tourist services might be created that communicates feelings of status and luxury. For example, for a destination near wilderness, an emotional brand would use words and images to evoke feelings of adventurousness. Besides communicating brand emotions, the purpose of emotional branding is to develop a relationship with consumers who are attracted with that particular lifestyle.

The modern technology which is an accelerated pace of development in recent decades has led to the use of the Internet in our daily lives. People regularly use the Internet to get new information, to stay in touch with friends and acquaintances through social networks, performing a variety of internet shopping and even make decisions about their travels.

The Internet is now one of the top advisors in choosing a destination for a trip that is planned. Social networks give plenty of information about different destinations, from articles through videos, photos and experiences and comments of people who have visited a particular destination. On this basis, it becomes clear that the Internet has become an inseparable part of every trip. However, as tourists use the Internet to make their travel plan and to later share their impressions with others, tourist destinations and the states as such, use the Internet and social networks to promote their brands in the tourism market. In order for a tourism brand to be successful, it must have a high quality image, an offer that can guarantee an unforgettable experience, which has become imperative in the modern world. Also, a successful tourism brand must be constantly present and active within a range of Internet campaigns, and the same goes for the pages and social network profiles. As we can see, social networks penetrated in all spheres of our lives, more and more of people are seeking information and sharing their experiences just like this.

The image of Cyprus has been significantly undermined in recent years due to the problem with Turkey, which has resulted in certain stagnation in the tourism sector. Cyprus brand has undergone various changes in order to focus on the best possible offers. Thanks to the great efforts of the National Tourism Organization of Cyprus, its variety of Internet campaigns and an active presence on social networks, nowadays, the brand of Cyprus has new opportunities in the global tourism market. The advertising campaign of this organization is based on the idea of unique experience. Thus, research results confirm the hypothesis and have theoretical and practical application of extending such topics as the importance of brands and brand management, destination attractiveness, consumer behavior and their perception of the brand specific tourist destinations, as well as the effectiveness of promotion via social networks and even e-marketing. According to consumer research, the creation of brand quality cannot guarantee success, but it certainly increases the chances of a successful business.

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