

عنوان مقاله:

The importance of branding in tourism and introducing nomads of Iran as a tourism brand

محل انتشار:

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خلاصه مقاله:

Today, tourism industry is considered as an important industry with huge profitability in many countries. This profitability is achieved through creating direct and indirect jobs. Therefore, in a large global competitive market, any destination attempts to introduce itself to the world as a superior tourism destination. Therefore, we must have something new to say, in order to succeed in such a competitive market. Yet, we should establish a balance between obtained positive and negative effects. Otherwise, after a while the destination will lose its capacity in receiving tourists and only irreparable economic, environmental and especially cultural costs will remain. In fact, motivation is the most important issue and a starter for travel. That is the driving force which encourages individuals to travel and to recreate. Today, the issue of tourism branding can be considered as a motivating factor; because destination branding creates a mental image in the minds of tourists; hence, the aim of this paper is to discuss Iran's tourism branding and finally according to which, a good brand is suggested for Iran's tourism.

کلمات کلیدی:

branding, tourism brand, Iran's nomads

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