

THE BRANDING OF THE TOURIST DESTINATION

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Abstract:

The aim of the article is to underline the importance of the branding for attracting tourists in a region. The battle for customers in tourism is fought for the minds and hearts of customers. Tourism branding is the solution to succeed in a tourist market where many destinations compete. Branding a destination is an organizing principle that involves orchestrating the messages and experiences associated with that place that ensure they are as distinctive, memorable and powerful as possible. Countries such as Great Britain, France, Turkey or Spain represent models of good practice in terms of designing and implementing tourism destination branding strategies. The project to define and implement a national tourism brand started in 2007. The creation and promotion of the tourism brand, financed by European funds, are part of a project to promote Romania's tourism potential.

Key words: branding, brand, tourist destination, country branding.

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1. INTRODUCTION

In this era of super-brands it is not unusual to consider a city, country or region as a successful brand. Countries and cities are competing to attract tourists, investment, talent and credibility. Customers have at their disposal a very wide range of places to choose from, each with attractive messages and highly credible promises. (Nedelea, 2020, p.33)

Permanent changes in tourism, which are largely due to the competition between tourist destinations, as well as the increasing and complex demands of tourists, are causing tourist destinations to become brands and to be managed from a strategic perspective.

The brand, the branding activity are neologisms that have become common in the language and in everyday life, especially among the younger generations. (Rotaru, 2008)

The destination brand was defined as a name, a symbol, a logo, a keyword or any graphic sign that identifies and at the same time differentiates the destination; moreover, it expresses the promise of a memorable travel experience that is uniquely associated with the destination; serves to strengthen the emotional connection between the visitor and the destination. (Ritchie, 1998)

The importance that the destination brand has acquired over time was anticipated by authors Nigel Morgan and Annette Pritchard, who stated that the battle for customers in the tourism industry of tomorrow will be fought not for price, but for the minds and hearts of customers – in essentially, the brand (...) will be the key to success. (Morgan and Pritchard, 2001)

For a brand to be attractive and easy to remember, it must be able to be synthesized/expressed by a strongly individualized symbol. A solution in this direction would be to take over a symbolic image, which would be endowed with historical, cultural, spiritual and experiential meanings. A famous example is the Eiffel Tower. He is a symbol of Paris, which summarizes all the history and soul of this city. It is not only a monumental construction that marked a moment in the history of architecture, it is a symbol endowed with much deeper meanings about the spirit of Parisians and the experiences that visitors will have in this city. The Eiffel Tower is a visual symbol, but also a place of memory for the city and its visitors in equal measure.

In many cases, the promotion of tourism is at the heart of efforts to build a brand for countries, cities and regions. Tourism can create an "umbrella" brand that includes marketing efforts in the direction of economic development, investments or export. (Nedelea, 2020)

Summarizing, the notion of destination brand can be defined as the totality of perceptions, thoughts and feelings that a customer has about a place. Branding a destination is an organizing principle that involves orchestrating the messages and experiences associated with that place that ensure they are as distinctive, memorable, powerful and rewarding as possible. Successful destination brands stay in the mind and soul of customers, differentiate themselves clearly, offer a promise of value and simplify the customer's choice. (Rotaru, 2008)

The regional marketing and branding process includes:

- Regional policy analysis;
- Analysis of specialization and regional identity;
- Elaboration and approval of the Regional Marketing Strategy with the identification of financial sources for the implementation of strategic objectives;
- Organization of the awareness campaign and training of interested factors (producers, service providers, consumers, institutions, etc.);
- Creation, registration and certification of the regional logo/brand;
- Facilitating the association of producers/service providers under the umbrella of the regional logo/brand;
- Creation of the communication and promotion platform;
- Promotion of the region and regional products,
- Control of the implementation of the marketing policy;
- Updating marketing strategies as needed.

One of the most important purposes of branding the tourist destination is represented by reimagining the tourist destination, deepening its identity and/or understanding the local culture by creating a story about the tourist destination, in order to attract tourists, respectively the desired consumers. (Jucan, 2015)

The fight for customers in the tourism industry of tomorrow will be fought not for price, but for the minds and hearts of customers - in essence, the brand (...) will be the key to success. (Stăncioiu, Teodorescu et al., 2011)

The essential "ingredients" for a successful tourism destination brand are represented by brand identity and brand image respectively. If the brand identity is created by the sender (where an important role belongs to the marketer of the destination) and supported to a certain extent by the tourist attractions of the destination, by histories, people (basically by elements that constitute motivations), the image of brand is perceived by receivers and supported by their previous experiences but also by the sender's communication strategies.



The key elements of the destination branding process (UNTWO, 2009) are:

- Destination audit
- Market segmentation analysis
- SWOT analysis

- Involvement of interested groups (stakeholders)
- Consumer perception research
- Competition analysis
- Building a brand identity
- Integrating the brand into marketing activities
- Running global and local marketing campaigns
- Global brands and local markets

2. BRAND AND COUNTRY BRANDING

They say that building a country brand means telling a beautiful story.
(Simon Anholt)

The brand of a country matters regardless of whether this state is developed or just developing. Successful countries identify their image and some products through policies that support certain defining qualities for that country. This fact can very well be noted in some sectors such as tourism, where countries are developing new places of leisure and infrastructure (new highways, airports, etc.). But country branding does not include only a certain sector, but the country as a whole. World economic powers can easily identify a brand. They outline their advantages to find ways to encourage and increase the attractiveness of the country both for tourists, for immigrants, as well as for business and the new investments that a country needs. The public mainly targeted by the companies for the country brand are tourists and businessmen.

In the opinion of branding specialist Simion Anholt, a country's brand can be built on the basis of the following elements, which, in specialized literature, are called the hexagon of country branding (figure no. 1):

- tourism - one of the most visible aspects of the country brand;
- exports – if the exported products are of high quality, consumers will make a good impression of the whole country;
- the internal and external policy of the state (governance of the state) - these will be commented on in the international media and, thus, foreigners form an opinion. For example, if the country is ruled by a dictator, its attractiveness decreases.
- culture and tradition - objects of national heritage, film, music, customs, etc.;
- the attractiveness of the country from the point of view of foreign investments and immigration;
- the citizens of the country – the personalities of a country (actors, athletes, singers), as well as the simple people who interact with foreign visitors.



Figure no. 1. The country branding hexagon

Source: www.superbrands.com/turkeysb/trcopy/files/Anholt_3939.pdf

Country branding involves a multitude of people and institutions, in leadership positions, people and institutions that, most of the time, have divergent interests. For example, the attempt to position a country as a major attraction for tourists looking for rustic destinations may contradict the vision of large industrialists, who would perhaps like that country to position itself as a potential area of interest for large investors foreigners.

The law of "singularity" states that the most important thing for a brand is to be unique, singular. The brand itself can be considered a unique image or idea that is imprinted in the mind of the citizen. From this point of view, we do not consider that Bucharest should be promoted as "Little Paris". Why would anyone want to visit a miniature or replica when they can visit the real Paris? A true skier will want to climb the Alps in Austria, not the Transylvanian Alps in Romania. Although the Carpathians have a lot to offer, if we refuse to highlight what is unique about them and prefer to reduce them to a copy, to an imitation, then their value is lost. (Cimpoca, 2008)

Wally Olins made a classification of countries by brand:

- countries with a strong brand and countries with an anemic brand;
- countries that managed to promote a successful brand and countries that either did not start or failed to identify a symbol or a message that would project the desired image. (Aldea, 2008)

In a free series of observations, let's remember that visits made as a tourist have the strongest impact in building people's perception of a country's brand, while promotion campaigns or the organization of major events have a lesser influence. Country branding is the process by which a country actively seeks to create a unique and competitive identity, with the aim of positioning itself domestically and internationally as a good destination for tourism, trade and investment. Branding a country is a complex project usually carried out by a consortium of branding companies. They have the responsibility of "redrawing" the image of state institutions (ministries, police, government agencies, etc.). Country branding is much more difficult and complex than corporate branding.

In recent years, more and more countries are spending substantial amounts to promote their national values in order to attract tourists, foreign investors and to have a favorable image on a global scale.

Among the countries that have implemented country branding projects, we mention:

Britain asserted itself through the "Cool Britannia" campaign (1990-1998) launched by Tony Blair's government with the aim of establishing Britain as a center of fashion, arts and design. The campaign was meant to dispel the perception that the English are... boring and stupid. The Cool Britannia campaign had negative effects on tourism. Although the idea of high technology and science, linked to the image of Great Britain, was not a mistake in itself, its introduction into tourism was not inspired. The promotion of the country through the Millennium Dome and the "London Eye" turned out to be wrong, as Great Britain is touristically associated with the London Bridge, Madame Tussaud's Museum and the Tower of London. (Ursache, 2005)



Ireland. The image of the country is linked, above all, to the color green. The branding of this country introduced a series of symbols that became known throughout the world: the four-leaf clover, elves, luck.

Slovenia. After declaring its independence in 1991, Slovenia remained in the perception of Europeans as the country sitting on the sunny side of the Alps and having a nation without a known identity. Following the ongoing branding process, it is known as a stable country in the Balkans. Branding efforts focused on the importance of diplomacy, quiet and solid things, but also on the status of a regional leader.

New Zealand positions itself in the "virginity of life and nature". Under this "hat" are included the quality of goods and services from this country: wine, pure wool and tourist destinations. New Zealand chose the picturesque as the main element of the promoted image.

Malaysia. The "Malaysia, Truly Asia" campaign was launched in 1999 to promote tourism. The institutions involved in the running of the campaign were MAS (airline company), Malaysian Tourist Promotion Board, using advertising campaigns in the international media and the internet for promotion. (Sya, 2020)

Holland: flowers (tulips), mills, clogs and Rembrandt. Dutch culture and art are known in the world, especially painting (old and new: Rembrandt, Van Gogh, Mondriaan), architecture, design, etc. There are big names in the Netherlands, like Shell, Unilever, Philips, Heineken, etc., but the Dutch are generally known as traders, investors and trailblazers.

Slovakia - "a small country with a big heart".

Hungary - "the essence of Europe". Beke Mihaly Andras, director of the Cultural Center of the Republic of Hungary in Bucharest, says that "we are a small people, a small country, our essential asset is culture".

Spain. Spain's branding lasted almost 18 years and had tourism as its starting point, under the sun symbol of Juan Miro and the phrase - Everything under the Sun ("Everything under the sun"). The success of the campaign was demonstrated in the perception of the Europeans: if at first it was seen as a country on the western periphery, nowadays, Spain has the image of a powerful but also exotic state.



Portugal, the country for whose brand the famous Wally Olins worked, has established itself in the world as "a country with quality products and very good craftsmen."

France With a double strategy, to strengthen the presence of the French language and to promote contemporary creation, France has the following main targets:

- to strengthen the presence and practice of the French language on the five continents where it has already had the chance to be implanted;
- to affirm the values of a cultural diversity that allows each country to exist;

- to promote contemporary creation in all fields in order to get rid of the clichés because of which France is perceived as a cultural country, but a little old-fashioned, a country of well-being and gastronomy, but which does not keep up with modernization, etc... It is obvious that - together with language - culture occupies a central place in this strategy, because it is, by definition, the domain of symbols and only symbols have power over the imaginary.



www.imagine.france.fr

Germany has proposed to launch a series of campaigns to improve its image abroad in order to remove prejudices related to the Nazi regime. After the Goethe Institute brainstormed to come up with a new brand idea for Germany, the results that were reached were the following: some prejudices will not be able to be erased from people's minds, but we can try to highlight them certain aspects of society, such as the Love Parade festival, the fact that Germans have the shortest working days and take the longest vacations in Europe. One of the campaigns was launched in France and aimed to encourage young French people to see Germany as a "sexy" country, under the motto "There are so many things we can do together."

Germany means much more than cars (Mercedes Benz), beer, Oktoberfest, it is also known as the country of philosophers and poets.

The strategy for promoting Germany's image focuses on the variety of values and the creativity of the German people. Germany's main goal is to present culture and new discoveries in all fields and to achieve partnerships with all countries of the world, which allow it to intensify sustainable cultural and economic dialogues.

South Africa. To combat the generally negative image of the country due to the legacy of apartheid, South Africa launched the "Alive with Possibility" campaign in 2001. The strategy aims to overcome the existing distance between the perception of the country and reality, the dimensions targeted being multiple: trade, tourism, international relations and investments. (Johnston, 2020)

India has also gone through an interesting process of rebranding. From a poor country, it came to be perceived as a country of smart minds, of IT - an industry in which a lot has been invested.

Below we present some logos of some countries:





Here are some slogans created as part of national branding projects:

Spain: Everything under the sun, Passion for life

Argentina: The land of 6 continents, Your next temptation

Cancun: The magic word

Cuba: The land of smiles

Bolivia: The authentic still exist

Croatia: Mediterranean as it once was

Andorra: The land of Pyrenees

In the process of globalization, the brand image of a country tends to become more volatile, to evolve without ceasing. It is no longer focused, as before, on the values, culture or history of the respective country. Now, it either crystallizes on a few figures or events that, thanks to the influence of the media, have reached world "notoriety" (Zidane is a good example of this phenomenon), or it is diluted depending on the large amount of information on some people, goods and messages specific to globalization (for example, in order to be global, large corporations aim for their country of origin to be forgotten). Finally, the brand image of a country depends on the vitality and interest in the country's language, on its ability to gain as many speakers as possible, on the power of the respective language to resist the trend of using English in all fields. The tendency is that the brand image of a country most often boils down, at the present moment, to the imaginary perception of the respective country: stereotypes, clichés, its specific elements. (Montagne, 2007)

3. BRANDING OF POLAND AS A TOURIST DESTINATION

Destination positioning supports tourism marketers who intend to differentiate the respective locality / region on the tourist market according to certain target market segments. (Tasci, 2011)

According to T. Fenster, "place positioning answers the question <<What kind of place is it compared to other places?>>, in the mind of the consumer". (Fenster, Herman, Levinson, 1994)

B. Baker appreciates that positioning, it "helps to refine the components of the brand platform and to shape the promise of the destination". (Baker, 2007) Every strategic plan for managing the image of a place must determine what kind of marketing and policies it is good to create. Place marketers try to influence the first association that appears in the mind of the target audience when hearing the

name of the place. The common concept used to describe place positioning is about creating a distinct and positive image of the place in the minds of the target audience (Morgan, 2001).

A study carried out by the Polish Tourist Organization shows that, among Europeans, Poland has rather the image of a country based on traditionalism, backward and religious; few respondents associate it with dynamic development and modernity. On the other hand, the research of the same agency, from 2011, shows that Poland has beautiful landscapes, that there are many important places for European culture, that it is an attractive country for foreign tourists, and tourists would like to know it better; In addition, respondents decided that Poland and its tourist attractions require more publicity. (Wallace, 2011)

Overall, current research on the realities and goals of promotional campaigns indicates that associations of ideas with Poland are both positive and negative. The British surveyed group believe that Poland is a very interesting country historically, where there are many beautiful cities, while the French associate famous figures with Poland (for example Lech Walesa, John Paul II and Fryderyk Chopin), and for the Germans important are mainly the beautiful landscapes, such as Masuria or the Baltic Sea. Negative associations in the British group include bad and cold weather, for the French - strong alcohol, and for the Germans - theft and fraud. However, Poland is primarily associated with history and tradition. Respondents also paid attention to historical monuments and numerous places connected with the history of Poland and Europe, attractive landscapes and nature. Tourists should not have problems finding tourist information, and Poland could positively surprise visitors, which should be considered as factors favoring the development of tourism in the country. Among the factors negatively affecting arrivals in Poland were mentioned: communication difficulties and the poor state of the tourist infrastructure. (POT, 2011)

Compared to other countries, Poland is rated significantly positively. Thus, the British recognize that it is free market, modern and dynamically developing, while the French recognize that it inspires, diversifies and stirs emotions, and the Germans recognize Poland as a free market but traditional country. Poland is still lower than the Czech Republic and Hungary, even though the results of research in the area of tourist attractiveness show that a foreign tourist who has visited Poland is very satisfied with the visit. Respondents valued culture, nature and low prices, while local transport and universal internet access were rated negatively. Respondents do not spontaneously associate many promotional activities related to Poland (94% of the British and French and 90% of the Germans). The most recognized event is the 2012 European Football Championship.

In the case of Poland, it was found that the perceptions of foreigners were not at all encouraging: Poland was, in general, labeled as a former communist country, inhabited mostly by peasants and with about two notable exponents - Chopin and Pope John Paul II. The views of those inside, especially the elderly, who were quite pessimistic about the future of the country, also seemed discouraging. Young people seemed more enthusiastic and open to possible future changes.

The branding commission interviewed and discussed with people from different social and intellectual categories, precisely to make sure as thoroughly as possible of obtaining valid data. The nature of Poland has been established as one of "creative tension", derived from a series of contradictory characteristics.

The Polish government wants to present Poland as a stable European democracy. The values attached to the campaign and the new logo intended to promote Poland, launched in 2001, are youth, freedom, playfulness, hope.

In order to better understand how Poland is seen as a tourist destination by foreign tourists and what position the country has on the international tourist market, but especially in the view of foreign marketing experts, a team from the Best Place Foundation - European Place Marketing Institute has carried out a specialist study on the image and promotion of Poland as seen by leading world experts in the field of place branding.

The study analyzed the main associations related to Poland in the following categories: famous Poles, recognized cities and regions, distinctive Polish brands and familiar events. Then an

overall assessment of the country's image in the selected areas was made regarding aspects such as attractiveness for tourists and investment. The surveyed experts also made a general assessment of Polish promotional activities and made suggestions to improve the effectiveness of projects promoting Poland to the world. Among the professionals surveyed, 64% have visited Poland (almost one in four has been to the country at least once). (Florek and Jankowska, 2012)

The main associations related to Poland. The experts had the opportunity to list three elements that they primarily associate with Poland, most pointing to the figure of Pope John Paul II. Given that the responses also included associations such as Catholicism, conservatism, bureaucracy and family, it can be concluded that

Poland is still perceived as a conservative country with traditional values.

Another set of associations were related to the history of Poland. Experts presented events such as the end of communism and the strikes of the 80s. Respondents also pointed to the Auschwitz concentration camp as a possible association with Poland. These answers suggest that Poland is a country with a rich historical past and traditions of freedom, which are observed beyond its borders.

It should be noted that almost one in three respondents had no association with Poland, which means that the promotion of the country's image abroad is not effective enough and does not have strong distinctive features. (Gacki, 2004)

Famous personalities from Poland. More than half of the respondents ranked John Paul II. as the most famous Pole. Other experts pointed to Frederic Chopin, and slightly fewer mentioned Lech Wałęsa. Such answers only confirm the previous conclusion, namely that Poland is associated with powerful personalities who have had a significant impact throughout world history. In turn, Chopin is frequently mentioned, which may be due to the promotional activities during the Chopin Year celebrations.

Recognized cities and regions. By far, Warsaw is the city most "identified" with Poland - many experts mentioned it first. This is undoubtedly due to its role as the capital, which in any country is usually the most famous city for foreigners. Widely recognized is the city of Poznań, indicated first by one out of five experts. This good position in the ranking is probably due to the fact that several conferences and sporting events of an international nature have been organized here (eg the COP14 Climate Conference in 2008 and the World Rowing Championships in 2009). Experts also mentioned Gdańsk, Masuria and Pomerania. The summary list of the three most popular Polish cities shows a strong dominance of Warsaw - indicated by more than 70% of respondents. In second place is Krakow, mentioned by more than half of the surveyed experts. Every third expert surveyed rated Poznań as the best-known Polish city, followed by the cities of Gdańsk, Łódź, Szczecin, Wrocław and Zakopane, as well as the region of Western Pomerania. (Florek and Jankowska, 2012)

Distinctive national brands. The degree of awareness of Polish products and brands is, on the other hand, much lower among branding experts. Only every fifth Best Place expert managed to name three brands of Polish origin. The following products were indicated in the first row: vodka, LOT, Star Petrol station, E.Wedel, PKP.

Related to the three most famous Polish brands, associations related to alcohol appeared most frequently. Apart from the vodka mentioned above, foreign experts mentioned Żubrówka (Bison Vodka), Belvedere Group (which produces Sobieski vodka), Slivovitz (Plod Vodka) and Lech beer. These results show stereotypical perceptions of Poland abroad as a well-known producer of vodka, which was not reflected in the global alcohol market research.

The second most recognized Polish brand is LOT Polish Airlines, indicated by almost a third of experts. (Urbanek, 2019)

Known events. Best Place experts had the fewest associations with Poland in the events category. Only one of them could name three events associated with the country, and more than half of the respondents did not mention any. The answers could be grouped into three categories. The first refers to historical events such as the Second World War, and here the end of communism was also indicated, but also the crash of the plane in which the Polish president was killed. The second group of associations concerns the Polish tradition. Here, experts mentioned St. Andrew's Day, Smigus Dyngus (Easter Monday). Poland has not yet managed to create a flagship event that would become a magnet for tourists and influence the perception of the country.

Global evaluation of images in selected categories. According to Best Place experts, Poland's image generally has positive connotations. This is confirmed by other results, according to which, in the eyes of foreigners, Poland is a beautiful country with potential, but nothing specific can be said about it. Compared to other European states, Poland is seen as an important country, as a third of respondents identified its significance on the Old Continent as high or very high. The recognition of Poland abroad is also quite high, which creates a high promotional potential, but which is not properly exploited.

Poland was rated less well in terms of economic development. None of the experts gave the highest number of points, with the most common rating being "neither high nor low". The relatively poor rating of "the country on the Vistula" in this area may result from the prevailing stereotype that the country is poor and backward, with a poor state of road infrastructure. However, the assessment of Polish economic growth can gradually improve, among other things, through articles in the international press that familiarize foreigners with the real state of this country's economy. According to Best Place experts, Poland does pretty well when it comes to culture, tradition and cuisine.

Following this study, we note that Poland, even if it is a well-known destination, still has work to do on its promotion as a tourist destination in order to be known on the international tourist market.

Creation of the Poland brand. Destination branding has become one of the most popular concepts in the field of tourism destination management. (Tasci, 2011) Many tourist destinations are constantly looking for ways to present themselves as leading brands in a specific tourism segment. Here are some examples: "leisure capital", "commercial capital" "cultural capital", "sports capital", "a city for children / families", "a romantic city".(Ansholt, 2005)

Tourism is an opportunity for Poland to create a good reputation and interest in this country for many potential visitors and, in the long term, for other interested parties as well; for example, potential investors or residents, as well as current residents, people of culture, from fields such as science or politics; they should become the best brand ambassadors of the country. (Studzienieckiego, 2013)

Supporting the creation of the Polish national brand is the task of the Polish Brand Institute (IMP) established by the State Treasury and the Polish Chamber of Commerce. Its main tasks are: spreading information about brands of places and regions, companies, as well as creating a favorable climate around the idea of creating a national brand in opinion-forming circles. (Herezniak, 2011)

Within the project of creating a national brand, Poland chose to focus on four functional areas: public diplomacy, foreign direct investment (foreign investment), exports and tourism. Naturally, tourism seems to be an important communication channel for the Polish brand, because it is based on the elements of the tourism product of the area which, in an objective assessment, are very important for foreigners.

Poland has a particularly rich nature, as well as a historical heritage in the form of events, people and monuments. Within the "Brand for Poland" project, the general idea of the Polska brand

was developed, the objective being to convey ideas such as: creative defiance, energy, dynamism, tension or even doubt. "Poland derives its personality, strength and uniqueness from its wealth of seemingly contradictory traits. It is part of the West, but it also understands the East. Poles are passionate, idealistic and resourceful. The Polish character is ambitious, but also down to earth. Creative tension is why Poland produces so many entrepreneurs, artists and athletes. This is what makes Poland constantly, sometimes stormily, changing and transforming. The creative tension also means that Poles have always tried to achieve the seemingly impossible - and often succeeded." (Boruc, 2005)

In the case of Poland, the implementation of the national brand requires a creative use of tourism as the best communication channel and its use as a significant competitive identity of the country. The increase in tourism income can determine the perception of its importance in the economic field, while the growing importance also means new investments, more targeted promotion and a better image of the country in the eyes of visitors.

Both visual identification and advertising campaigns play an important role in creating the country's brand. The symbol, logo or logotype is of key importance for the visual expression of the main idea of the brand. Poland needs a distinctive and attractive symbol. The tourism logo of Poland was created as part of the brand product strategy.

On September 12, 2001, the Ordinance of the Minister of Economy on the definition of a logo design for the promotion of Poland in the field of tourism was issued. The Polish Tourism Organization has been granted the exclusive right to use the promotional logo in the document. According to the rules of use of the POLSKA trademark, it is legally protected and registered at the Patent Office of the Republic of Poland. The Polish Tourism Organization regulates that this sign is treated as a distinction of a branded tourist product and confirms the high quality of the services provided. The POLAND logo is provided free of charge after obtaining written consent to use the logo for promotional purposes. (POT, 2011)

Another element of building a good national brand reputation is promotional campaigns. One of the well-known Polish multimedia campaigns covers the years 2011–2012 and concerns three markets: German, British and French. The positioning of Poland in its tourism dimension is based on the slogan "Move your imagination", which is intended to support the emotional message of the brand. On the other hand, the visual element that supports the slogan is the traditional line. All the tools used were aimed at showing the main heroes of the campaign and their relationships with their stay in Poland. The heroes, depending on the market covered by the message, had characteristic names; for example, in the UK market there were Joe, Sheila, Kate, Rachael and James.

The main image point is an invitation to Poland delivered by cheerful and energetic Poles. The target audience was interested in urban and cultural tourism, also focused on active tourism and recreation in areas of ecological value, being made up of people aged between 20 and 35, as well as over 35 and 50, without children, business tourists, as well as German families, mothers with children, as well as grandparents with grandchildren. (POT, 2011)

After the creation of the brand, the most important thing is for it to reach tourists in order to achieve its goal, which is to promote the destination and its brand, this being done through the brand's communication channels.

Brand communication channels are the tools with which the country can make its brand visible in the tourism market. Thus, according to S.Anholt, we can distinguish six channels of national behavior and national communication, which the author presents in the form of the vertices of a regular hexagon (figure) (Anholt, 2005):

According to the author, countries communicate with the world through communication channels, which allows them to build their reputation, intentionally or not. Among the communication channels, it lists:

1. Branded exports - it is mainly about exported branded products, which become a kind of showcase of the country of origin.
2. Domestic and foreign policy - all political decisions that shape the image at home and abroad.

3. Foreign investment and immigration - this is the method by which the country attracts foreign investment, qualified personnel and foreign students.
4. Culture and heritage - means cultural exchanges with other states and the export of one's own culture outside the country; for example, works by writers, filmmakers, musicians.
5. People - we are talking here about the inhabitants of a certain country, which include well-known people from the world of politics, media or sports, as well as ordinary citizens.
6. Tourism - both tourism promotion and the direct experiences of people visiting a certain country are elements that contribute to its reputation. National tourism organizations usually have budgets and a staff of specialized people to implement marketing activities. (Anholt, 2007)

4.CONCLUSIONS

The development and promotion of tourism in a locality, region or country depends on the effectiveness of the brand building efforts of that destination.

Tourists are the ones who decide whether a brand of a tourist destination lives up to expectations, even if colossal sums are invested in advertising and promotion campaigns.

Countries such as Great Britain, France, Turkey or Spain represent models of good practice in terms of designing and implementing tourism destination branding strategies.

Today's seasoned and open-minded travelers seek more than anything, both in nature and in culture, authenticity: it is one of the most precious and rare goods in today's global tourism industry. As a result, a successful branding campaign for a detention center in Romania should take these aspects into account.

The project to define and implement a national tourism brand started in 2007. The creation and promotion of the tourism brand, financed by European funds, are part of a project to promote Romania's tourism potential.

The campaigns carried out by the relevant ministry to promote Romania's tourism brand are aimed at building a positive image of the country as a tourism destination, both internally and externally, presenting its competitive advantages, as well as strengthening the image of its tourism brand, so that our country stands out among all other competitors in the region and in Europe.

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