

## IMPACT OF BRAND RECOGNITION ON REINFORCING THE DESTINATION'S IMAGE

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### **Abstract**

Today's market is characterised by a crisis of global proportions, which is also clearly reflected in tourism. Tourist destinations are investing more into tourism development, seeking to ensure competitiveness by adjusting to the requirements of the tourism demand. It is assumed that a destination with a strong and recognized brand will have a better image on the tourism market. In accordance with the research problem and research object, the following working hypothesis has been formulated: Development of recognizable destination brand will reinforce the image of the Kvarner destination.

The primary objective of scientific research was to prove the formulated hypothesis. To accomplish this objective, a variety of scientific research methods have been applied. In scientific research the survey method has been used. The case study method has been used in the research carried out through the application of an Integrated Model of Destination Competitiveness, in which the case of the Kvarner destination has been examined. To prove the formulated working hypothesis, a variety of statistical methods have been applied.

The research presented in this paper confirms the need for branding the destination in order to strengthen its image on the tourism market. By having a unique and distinctive identity, the Kvarner destination will be able to be more successful and competitive on the tourism market.<sup>1</sup>

**Keywords** tourist destination brand, tourist destination image, branding, Kvarner region

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