

Prerequisite status: -	Unit Type: Specialized	The number of units: 2	Name of the lesson: Branding and image management of tourism destination
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
Goals: Acquaintance with the basic concepts, process, and strategic-operational components of branding planning and managing the image of a tourist destination			
Headlines 1- The place of brand and branding in the development of tourism destination 2- History and definitions related to the concept of the brand (Brand, brand identity, brand personality, brand image, and special value and branding) 3- Typology of brand types (Place brand, product and service brand, organizational brand, parent company brand, etc.) 4- Tourism brand development approaches 5- Success factors and brand management 6- The process of branding and development of the tourism destination brand - Tourism brand planning and management - Identifying the content and assets of the tourism destination brand - Tourism brand architecture and development - Product, service, and tourism destination brand marketing strategies and tools 7- Tourism destination image management - The image of the destination and its brand - The objective and the mental image of the destination - Mental image and tourist behavior - The image of the destination and its selection - Destination image and tourism experience - Factors distorting the image of the destination 8- Effective factors in the mental image and improving the image of the destination 9- Evaluation of the quality of experience (satisfaction and loyalty) of the brand and the mental image of tourists in Iran's tourist destinations 10- Challenges, opportunities, and experiences of product, service, and tourism destination brand			

Reference

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