

BRANDING OF TOURIST DESTINATION AS AN IMPORTANT STRATEGIC RESOURCE OF ECONOMIC DEVELOPMENT

Andela Mikić PhD¹; Ana Bovan PhD²; Dragoslav Jokić PhD³

¹ Belgrade Business School – Higher Education Institution for Applied Studies, Belgrade, SERBIA

² Belgrade Metropolitan University, Belgrade, SERBIA

³ Business-Technical College of Vocational Studies, Užice, SERBIA

Abstract: *The process of branding in tourism can be long, lasting and demanding, but also profitable for many years. Branding is necessary to monitor and promote, and the constant monitoring of successful brands in the market enables continual assessment of the potential need for any necessary redesign. In order for unique branding of any destination to be successful it is important to know the target market, their role and positioning, what are the attractive destinations and the differences with the competition.*

Regardless of how well known the destination is, how rich its culture and natural beauties are, the level of the visitors experience, how they feel they are treated there and how they felt during their stay in a certain place are the most important factors. What is important is popularity and how famous the place is, and the key of success is certainly a mixture of location, variety of activities, different environments as well as emotions which tourists connect and relate with certain destinations. By continually working on quality and authenticity, many destinations in the world have become famous through constantly high visitor numbers, and thus very profitable. Branding the country as a tourist destination can be very important strategic resource of economic development, so it is necessary for branding strategies of Serbia to be carefully planned.

Key words: *Tourism destination, branding, strategies, conception of marketing, economic development, branding of Serbia*