

NATION BRANDS AND TOURIST DESTINATIONS – AN EXPLORATORY ANALYSIS OF ROMANIA IN THE CONTEXT OF CENTRAL AND EASTERN EUROPE MARKETS

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ABSTRACT: Creation, development and employment of brands have recently become activities that tend to expand beyond the sphere of marketing communication of the organization and generating significant effects over the results of marketing activities and overall performances of the organizations.

Paper intends to approach in an exploratory manner the way brands contribute to the image development of the tourist destinations based on a comparative analysis of the performances generated by the nation brands used to promote different national tourist destinations in Romania and other Central and Eastern Europe countries.

Keywords: nation brands, tourist destinations, communication

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