The Use of Tourism Destination Management for Image Branding as a Preferable Choice of Foreign Policy

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Abstract : Image branding is the prominent and well-guided phenomena of managing tourism destinations. It examines the image of cities forming as brand identity. Transformation of cities into tourist destinations is obligatory for the current management practices to be used for foreign policy. The research considers the features of perception, destination accommodation, destination quality, traveler revisit, destination information system, and behavioral image for tourism destination management. Using the quantitative and qualitative research methodology, the objective is to examine and investigate the opportunities for destination branding. It investigates the features and management of tourism destinations in Abbottabad city of Pakistan through SPSS and NVivo 12 software. The prospective outlook of the results and coding reflects the significant contribution of integrated destination management for image branding, where Abbottabad has the potential to become a destination city. The positive impact of branding integrates tourism management as it is fulfilling travelers' requirements to influence the choice of destination for innovative foreign policy.
Keywords : image branding, destination management, tourism, foreign policy, innovative
Conference Title : ICRTH 2023 : International Conference on Religious Tourism and Hospitality
Conference Location : New York, United States
Conference Dates : October 09-10, 2023