



Tourism Destinations and Brand Image Research

Dr. Öğr. Üyesi Güliz Coşkun

ABSTRACT

Tourism has a strong influence on the economies of tourist receiving countries. Especially some developing countries depend on tourism revenues as a major source of income. For this reason, while destinations put a lot of effort to attract more tourists and increase tourism revenue, the competition among these destinations increase day by day. Positive image for a destination is important to attract more tourists and generate foreign income. A distorted negative image of a country will lead the decrease in tourist numbers and increase marketing expenses to restore the image. Therefore, the research on tourism destination image is vital for tourist receiving countries. Being one of the most tourist receiving countries in Europe, Turkey is perceived as an inexpensive destination for sea, sun and sand tourism. Tourism planners need more insight into Turkey's brand image in order to implement strategies to restore its image. This study aims to review the destination branding literature and provide recommendations on the possible research topics in this area of research.

Keywords: Tourism destination image, Turkey, branding, destination branding

Turizm Destinasyonları ve Marka İmajı Araştırmaları

ÖZET

Turizm ülkelerin ekonomisi üzerinde güçlü bir etkiye sahiptir. Özellikle bazı gelişmekte olan ülkelerin ana gelir kaynakları turizme dayanmaktadır. Bu sebeple, destinasyonlar daha fazla turist çekmek için çaba gösterirken, destinasyonlar arası rekabet de günden güne artmaktadır. Pozitif destinasyon imajı daha fazla turist çekmek suretiyle ülkeye döviz girişini sağlamak bakımından önem teşkil etmektedir. Diğer taraftan negatif destinasyon imajı ülkeye gelen turist sayılarını düşmesine sebep olurken imajı düzeltmeye yönelik pazarlama harcamalarını da arttıracaktır. Bu bağlamda, destinasyon imaj araştırmaları turizmden gelir sağlayan ülkeler için gereklidir. Avrupa'daki en çok turist çeken ülkelerden biri olan Türkiye deniz, kum ve güneş turizmi ve uygun fiyatları ile bilinmektedir. Türkiye'nin marka imajını geliştirmek için strateji oluşturmak adına turizm planlaması yapanların daha fazla bilimsel araştırmaya ihtiyaçları vardır. Bu çalışma destinasyon markalaşma literatürünü inceleyip, gelecekte bu konuda yapılacak olan araştırmalara öneriler sunmayı hedeflemektedir.

Anahtar kelimeler: Turizm destinasyon imajı, Türkiye, markalaşma, destinasyon markalaşması

INTRODUCTION

Branding is important for destinations to differentiate themselves from their competitors. Like tangible products, destinations go branding themselves as a result of rapid tourism industry growth and rise in competition. Therefore, it is important to have a deep understanding of the concept of 'brand' and its implications in the field of tourism. The brand image of Turkey has been mostly on the negative side in the previous years due to bad publicity (Baloğlu and Mangaloğlu, 2001; Sonmez and Sırakaya, 2002; Taşçı, Gartner and Cavusgil, 2007). The majority of the studies supported the negative image of Turkey is conducted at the country level. There is a limited number of regional studies in the brand image of Turkey (Alrawadieh, Dincer, Dincer, and Mammadova, 2018; Bical and Öztürk, 2021; Bilim, and Bilim, 2014; Dönmez and Türkmen, 2018). These studies shows that there is a difference among the perception of the tourists visiting different regions. While tourists visiting Istanbul have safety concerns, the ones visiting coastal areas have no such concerns. The influence of social media has restored the bad image of Turkey in the recent years to some extent (Alrawadieh et al., 2018; Kladou and Mavragani, 2015; Sahin and Baloğlu, 2011). Recent studies showed that visitors, especially the ones from Eastern countries tend to have positive image about Turkey. However, due to the low currency rate, it is not possible to change 'cheap destination' image.

This study aims to review the destination branding literature and provide recommendations on the possible research topics in this area of research. Author will first discuss the origins of branding and destination branding. Secondly the literature destination branding process and perceived destination image will be discussed, followed by the brand image of Turkey. The last part includes the discussion and conclusions.

BRANDING

The origins of the word branding root back in 16th century; the original meaning of the word brand is fire, destruction by fire and sword (Online Etymology Dictionary). Dictionary definition of a brand is 'A mark made by burning with a hot iron to attest manufacture or quality or to designate ownership' (Merriam-Webster). The branding was a tool to label tangible merchandise in the past. Nowadays, the meaning of branding has evolved into an intangible concept.

American Marketing Association (2017) define brand as:

'A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.'

Tourism product is intangible, therefore a symbol, design and even a person may constitute a brand for a tourism product. Destination branding is defined as 'The process of creating a slogan from a message and then designing a symbol or logo that together with the slogan will communicate to potential visitors the image of the city along with the features, benefits, and values it has to offer' (Kolb, 2006). According to Morgan, Pritchard and Pride (2002), a positive brand for a destination means powerful identity, positive image, credibility and value and it is an important factor influencing travel decisions. However, the main characteristics of tourism product create some challenges for destinations to create brand image. Firstly, tourism product is intangible. Second it is perishable, so product cannot be stored. Third, it is a heterogeneous product, which means different suppliers involve in the production process and which makes it difficult to control the image created. And lastly it is inseparable, as

production and consumption occur at the same time, leading to a less standardized product (Morgan, Pritchard and Pride, 2002).

DESTINATION BRANDING PROCESS

Destinations put a lot of effort to create positive brand image, but they may not always succeed. The failure to convey the intended message to the audience will create a distorted image about the destination. Beside the message itself, it is important that how it will be conveyed. The message could be constructed with strategies based on push and pull factors (Baloğlu and Uysal, 1996) and it could be explicit (direct communication) or implicit (indirect communication) (Morgan, Pritchard and Pride, 2002). Destination planners need to monitor the success of their branding strategy. For this reason, more research is needed to analyze the traveler perception about a destination. In this way, destination planners and tourism agents will create new branding strategy or reinforce their existing brand. There are several studies on the perceived image of a destination from different countries. The measurement of traveler perception is complicated, so different models were created to classify the destination characteristics. The most common model is Echtner and Richie's (1993) model, which divides destination characteristics into six groups.

Echtner and Richie's (1993) model has three continuums 'attribute-holistic', 'functional-psychological' and 'common-unique'. While climate can be an example for attributes may be climate; accommodation facilities, holistic image are some examples of mental pictures. Functional characteristics are physical ones and psychological characteristics are atmosphere or mood of the place. According to the authors the most important characteristics of a destination is its unique component, as it will be useful to differentiate itself from other destinations and create a brand and it can be measured only by open-ended questions. Unique characteristic of a destination is important, but it may vary according to people with different interests. Leisen (2001) divided the image of destination with regards to natural, cultural, recreational and climate characteristics. The author further argues that determining the gap between the visitor expectations and experience regarding to these categories will help to understand the brand image perception of visitors.

Some other researchers grouped people according to their familiarity with the destination. For example, Govers and Go (2009a), formulated four groups base on their familiarity of Netherlands, but they did not find a statistically significant difference between groups. Baloğlu (2001) grouped visitors according to their familiarity with the destination as well. Results show that there is significant impact of familiarity on the traveler's perception. The model divided familiarity into two dimensions as 'formative (composite amount of information used)' and 'experiential (previous experience)'. Groups with high familiarity showed high score in both familiarity types and groups with low familiarity showed reverse. On the other hand, the case is completely different for British travelers who have visited Spain. No difference in perception is found in groups who have visited Spain and who have not (Andre, Bigné and Cooper 2001). The reason for this may be that Spain is more well-known country than Turkey and the proximity of England and Spain. A research conducted in Zanzibar also shows that there is a difference in the perception of travelers who visited Zanzibar and who did not (Jani and Hwang 2011). It is not a surprising result, as Zanzibar also is not a well-known destination like Spain.

PERCEIVED DESTINATION IMAGE

Demographic variables are some other examples of the factors influencing perceived image of a destination. A study done in Canary Islands supported a significant relationship between age, country of origin and cognitive and affective image of destination and a partial relationship between affective image of destination and age, social class and level of education (Beerli and Martin, 2004). Govers and Go (2009b) revealed differences in perceptions towards Dubai among people from different cultures. While Europeans and Asians perceive Dubai as a luxury, fancy, sea, sun, sand destination, two groups differ in their opinions about the position of women in Dubai.

Today's technology allows people to share their experiences with other people worldwide on the web. Traveler's blogs, websites such as TripAdvisor have more credibility than travel agents and tour operators among tourists, as they are perceived a first-hand information about destinations. Such websites are convenient sources for the researchers, in terms of easiness, time and cost efficiency. Choi, Lehto and Morrison (2007) conducted a research about online destination image of Macau. Websites were divided into four categories, travel and trade, travel magazines, travel guide and travel blogs. Difference between projected image and perceived image of destination is found, as Macau tourism bureau tries to promote Macau as MICE, leisure and culture destination. However, the city is perceived as a gambling destination by travelers. Similarly, Spain's projected and perceived image among British travelers have some differences. The tourism campaign of Spain is not solely based on its sun and sea tourism; the cultural, rural, gastronomy and health tourism are also included. On the other hand, tourists recognize Spain mostly with its nightlife (Andreu, Bigné, and Cooper, 2001). Wenger (2008) analyzed differences between projected and perceived image of Austria by inspecting the travelers' blogs. Results showed that Austria is being promoted for its nature and culture based activities, however travelers mostly mention about its gastronomy and culture. Govers and Go (2009b) conducted a research about online destination image of Dubai. Instead of inspecting travelers' blogs like previous studies, researchers sent surveys through e-mail which consists of questions about expected travel experience in Dubai. Results were based on the place image components model which is created by Echtner and Richie (1991). According to this model for Dubai holistic component is Arab, Muslim culture, attribute based components are availability and quality of beaches, functional component is shopping and psychological component is friendliness of people. There are negative perceptions as well such as the position of women in Dubai. Authors also conducted comparative analysis between Dubai and Canary Islands, Flanders, Florida, Morocco, Singapore and Wales. Dubai was found to be similar to Morocco in terms of climate, desert, camels and aroma, but different in terms of modernity, wealth and luxury. Jani and Hwang (2011) explored the online destination image of Zanzibar Islands among visitors by investigating the traveler's blogs. Authors compared pre-trip and post-trip perceptions of travelers. Results revealed that people who have visited Zanzibar used words like 'amazing', 'beautiful', 'fun', 'wonderful', 'enjoy' and 'worthwhile', while people who were planning to visit used words 'price', 'activities' and 'touristy'. Research on websites and investigation of travelers' blogs may be useful to collect firsthand information. However, there are limitations such as the questionable reliability of the internet and the problems in the representativeness due to the narrow age interval of blog users.

DESTINATION IMAGE OF TURKEY

The focus in the majority of the above mentioned research is on the image of developing countries, as tourism has important contribution to their economy and it is important to create positive brand image. Turkey is one of the developing countries in which tourism business is relatively young. The number of research focusing on tourism destination image, in Turkey is limited. Baloğlu and Mangaloğlu (2001) conducted a comparative study on tourism destination image of Mediterranean countries. Study results showed that Turkey appears to be seen as cheap and unsafe destination and it is perceived to be less clean compared to Italy and Greece. Turkey's unique attribution was found out to be 'mysterious, mystic, and intriguing'. In the mentioned study the survey was conducted through travel agencies and tour operators, the representativeness of the data is questionable. The results of another study on destination image of Turkey have revealed that Turkey is not very attractive destination for the travelers (Sonmez and Sirakaya, 2002). According to authors one of the variables affecting this perspective is cognitive image of Turkey. Because of the movie *Midnight Express* and the terrorist attacks, Turkey is perceived to be a dangerous destination. Authors recommend that Turkey should emphasize its safe and secure environment. Also the segmentation of the travelers based on their location will be a wise marketing strategy, as the image of Turkey among Europeans and Americans will not be same. Segmentation of people according to their needs and expectations will lead destination developers to create more effective marketing plans (Jani and Hwang 2011; Leisen 2001). Taşçı, Gartner and Cavuşgil (2007) investigated reasons for the negative image of Turkey. Authors conducted an experiment by showing a video which is believed to have a distorted image of Turkey, to two different groups, one of which knew it was Turkey and other did not know. Three groups filled out questionnaire about Turkey, one of which did not see the movie. Study revealed that Turkey has a negative brand bias and the reasons for that may be lack of cognition and knowledge. Authors suggest that Turkish tourism authorities need to develop programs indented to increase familiarity of Turkey especially in overseas countries such as US. Authors also emphasized the importance of using visual aids such as pictures and movies, as they are more memorable. Turkish authorities should be very strategic in targeting the market and these segments should receive positive brand building.

The recent studies on brand image of Turkey have become more diversified. The focus of authors is on brand origin and brand personality (Başfirıncı, 2013), newspaper articles (Farina and Arslan, 2016), commercial brand image (Koç, Nart, and Baş, 2017), national identity (Nas, 2017), airline industry (Dirsehan and Kurtuluş, 2018), landscape design (Dönmez and Türkmen, 2018), and travel blogs (Bical and Öztürk, 2021). Kladou and Mavragani (2015) showed that cognitive image of Istanbul which includes cultural environment, infrastructure, atmosphere and natural environment is stronger on TripAdvisor comments. Eastern tourists have in general more positive image of Turkey compared to Westerners. Farina and Arslan (2016) have investigated the UK newspaper articles to analyze the brand image of Turkey and found out the image tend to be negative and the majority of them includes news on the war at the border, refugee issue, the democracy and Kurdish issue.

Nas (2017) has investigated the 'Turkey:Discover the Potential' campaign to understand the brand image of Turkey. According to the author Turkey's brand image is based on the historical significance and its Eastern identity. While the travel bloggers are more attracted to the daily life (Bical and Öztürk, 2021), the main focus of official campaigns is on the history (Nas, 2017). The interest of tourists, on the other hand, is on both sides. A study among foreign tourists in Istanbul showed that the most common brand associations are; meeting point of East and West, cultural heritage, big city, architecture, mosques, Islam and friendly (Sahin and Baloğlu, 2011). The positivity of the tourist perception depends on their cultural origin. A study among Chinese and Arab tourists revealed that Arab tourists have significantly more positive

image about Turkey regarding to the overall destination image, credibility and quality and accessibility to information and resources (Atadil, Sırakaya-Turk, and Altintas, 2017). Recently conducted studies on online brand image of Istanbul have produced some positive results. A study on the online image of Istanbul showed that while Western tourists have positive image regarding to the culture, history and art, tourist infrastructure and natural environment, the negative views are mostly due to political and economic factors and safety (Alrawadieh, Dincer, Dincer, and Mammadova, 2018). Bical and Öztürk (2021) investigated the photos of travel bloggers to analyze the brand image of İstanbul. Results have supported the popularity of the historic places such as Hagia Sophia, Blue Mosque among travel bloggers. On the other hand, street cats are found to be a popular attraction for the photographers as well as such historic places. One other important result of the study showed that the gap between the perspective of tourism destination marketing campaigns of Istanbul and the travel bloggers.

There are differences between the Northern and Southern parts of Turkey. The coastal regions have different atmosphere than the inland regions. For example, Didim which is located in the Western coast is perceived as pleasant, relaxing and relaxing (Bilim and Bilim, 2014). The tourists visiting coastal areas do not have safety concerns like the ones visiting Istanbul. A study conducted in the Saftanbolu and Nevsehir, both of which are not coastal, showed the significant relationship between landscape design and brand image of the destination (Dönmez and Türkmen, 2018).

More research is needed to assess Turkey's brand image. One way to achieve this goal is focusing on traveler's blogs as it provides first-hand information from tourists and it is not difficult to reach many people from different places. On the other hand, there are some difficulties of this method. Firstly, most travel blogs are in English (Choi, Lehto and Morrison, 2007; Jani and Hwang, 2011), there is a representativeness issues as most people writing blogs are younger than the average traveler (Wenger, 2008). Also reliability of some information is questionable. As a result, researchers focusing on this area of research need to utilize different data collecting methods to be able to get a more holistic picture of the situation. The statistical reports show that in the second quarter of 2021, Turkey has received over 4.5 million tourists and their daily expenditure was on average \$57. The highest number of tourists were from Russia, Germany, Bulgaria and Ukraine (TURSAB, 2021).

DISCUSSION AND CONCLUSIONS

Brand image is crucial for the tourist receiving countries. More destinations should be added to the research agenda to broaden the scope of the brand image research. Also, there are some gaps with regards to the factors influencing perceived destination image. There is a need for research on the relationship between brand image and demographic variables and culture (Baloğlu, 2001; Beerli and Martin, 2004; Leisen, 2001; Taşçı, Gartner and Cavuşgil, 2007). Another factor that may have impact on brand destination image perception is tourist behavior such as travel motivations of tourists (Chen and Hsu, 2000). Also the difference between projected and perceived image of a destination and possible solutions for this situation could be a further investigated (Govers and Go, 2005). With regards to methodology there is a need for more longitudinal (Baloğlu, 2001; Jani and Hwang, 2011) and comparative studies (Jani and Hwang, 2011). Also open ended questions should be used to understand perception about unique characteristics of a destination (Echtner and Richie, 1993). The use of mixed method is also encouraged by some researchers to achieve higher reliability and validity (Sönmez and Sırakaya, 2002). The recent pandemic has caused fear of travelling among society. The number of cases in a country may influence the perception of the brand image of that country. The future research could focus on the relationship between the pandemic and the brand image of a destination.

The competition of destinations in tourism industry is increasing day by day. Some developing countries base their economy on the income coming from the tourism industry. Due to the recent pandemic, developing countries have suffered from the lack of tourism income. Therefore, it is crucial for these countries have a competitive advantage to increase their market share. A positive brand image is the most important asset for a destination to differentiate itself from its competitors. Singapore is a good example for branding; promoting itself as traditional and modern country where East and West is their competitive advantage (Kim and Lee, 2020; Koh, 2021).

The reliable and valid research on perceived brand image on destination base will aid destination marketers in their marketing strategy. The academic research on brand image includes destination attributes, destination image perception, and factors influencing destination brand image. However, there are still some gaps in the destination brand image literature such as; the effects of cultural and demographic background of people on their brand image perception and the relationship between travel motivations and brand image perception. Branding is especially important for countries which have misleading image and negative reputation. Turkey is one of the most tourist receiving countries in Europe in recent years, however it is known as inexpensive tourism destination which offers only sea, sand and sun. There are also false beliefs about the lifestyles of the residents in country. To change this image, there should be more research about projected and perceived image of Turkey and new strategies to reposition the brand image of Turkey, should be set based on the results. Therefore, the collaboration between tourism destination planners and academic researchers is recommended.

The developing countries need new strategies to re-position their brand as a safe destination due to the recent pandemic. For this reason, the brand image research has become crucial. The expectations of the visitors towards travelling under the 'new normal' should be analyzed and the tourism plans should be based on the empirical results. Tourism destination planners should focus on the closing the gap between the expectations and the experience of the visitors to re-create a positive brand image.

REFERENCES

- American Marketing Association, (2017). retrieved from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/> (last accessed Jan 28,2021).
- Andreu, L., Bigné, J. E. and Cooper, C. (2001). Projected and perceived image of Spain as a tourist destination for British travelers. *Journal of Travel and Tourism Marketing*, 9(4): 47-67.
- Alrawadieh, Z., Dinçer, M. Z., Dinçer, F. I. and Mammadova, P. (2018). Understanding destination image from the perspective of Western travel bloggers: the case of Istanbul. *International Journal of Culture, Tourism and Hospitality Research*, 12 (2): 198-212.
- Atadil, H. A., Sırakaya-Turk, E. and Altıntaş, V. (2017). An analysis of destination image for emerging markets of Turkey. *Journal of Vacation Marketing*, 23(1): 37-54.
- Baloğlu, S. (2001). Image variations of turkey by familiarity index: Informational and experiential dimensions. *Tourism Management*, 22(2): 127-133.
- Baloğlu, S. and Mangaloğlu, M. (2001). Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents. *Tourism Management*, 22(1): 1-9
- Baloğlu, S. and Uysal, M. (1996). Market segments of push and pull motivations: A canonical correlation approach. *International Journal of Contemporary Hospitality Management*, 8(3): 32-38.
- Başfıncı, C. (2013). Effect of brand origin on brand personality perceptions: an empirical analysis from Turkey. *Asia Pacific Journal of Marketing and Logistics*, 25(4): 539-560.
- Beerli, A. and Martin, J. D. (2004). Tourists' characteristics and the perceived image of tourist destinations: A quantitative analysis--a case study of lanzarote, spain. *Tourism Management*, 25(5): 623-636.
- Bical, A. and Öztürk, M. C. (2021). Projected image of Turkey in travel blogs. *Journal of Tourism Leisure and Hospitality*, 3(1): 5-17.
- Bilim, Y. and Bilim, M. B. (2014). Does a destination have personality? Personality and image issues of a destination. *Athens Journal of Tourism*, 1(2): 121-134.
- Brand (n.d.). In Merriam Webster Dictionary online. Retrieved from <http://www.merriam-webster.com/dictionary/brand>
- Chen, J. S. and Hsu, C. H. C. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, 38(4): 411
- Choi, S., Lehto, X. Y. and Morrison, A. M. (2007). Destination image representation on the web: Content analysis of Macau travel related websites. *Tourism Management*, 28(1): 118-129.
- Dirsehan, T. and Kurtuluş, S. (2018). Measuring brand image using a cognitive approach: Representing brands as a network in the Turkish airline industry. *Journal of Air Transport Management*, 67: 85-93.
- Dönmez, Y. and Türkmen, F. (2018). The relation between the landscape design and brand image in purchase preferences of tourists: The case of Safranbolu and Nevşehir, in Turkey. *Applied Ecology and Environmental Research*, 16(1): 629-643.
- Echtner, C. M. and Ritchie, J. R. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31(4): 3-13.
- Farina, İ. A. and Arslan, B. (2016). Managing country brand image: A content analysis of the UK newspapers on the image of Turkey. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 9(17): 65-86.
- Govers, R. and Go, F. M. (2005). Projected destination image online: Website content analysis of pictures and text. *Information Technology and Tourism*, 7(2): 73-89.

- Govers, R. and Go, F. (2009). *Case the Netherlands: Perceived Image Research*. In R. Govers and Go, F. (Eds.) *Place branding: Glocal, virtual and physical identities, constructed, imagined and experienced 196-207*. New York, NY: Palgrave Macmillan.
- Govers, R. and Go, F. (2009). *Signature Case Dubai: Perceived Image Research*. In R. Govers and Go, F. (Eds.) *Place branding: Glocal, virtual and physical identities, constructed, imagined and experienced 208-242*. New York, NY: Palgrave Macmillan.
- Jani, D. and Hwang, Y. H. (2011). User-generated destination image through weblogs: A comparison of pre-and post-visit images. *Asia Pacific Journal of Tourism Research*, 16(3): 339-356.
- Kim, H. S. and Lee, S. T. (2020). *The Branding of Singapore as City of International Peace Dialogue*. In S. Amiri and Efe, S. (Eds.) *City Diplomacy 255-277*. Palgrave: Macmillan, Cham.
- Kladou, S. and Mavragani, E. (2015). Assessing destination image: An online marketing approach and the case of TripAdvisor. *Journal of Destination Marketing and Management*, 4(3): 187-193.
- Koh, B. S. (2021). Brand Singapore: How businesses can align with their country's branding in a Covid-19-plagued world. *Asian Management Insights*, 8(1): 88-92.
- Kolb, B. M. (2006). *Tourism Marketing for Cities and Towns Using Branding and Events to Attract Tourists*. Oxford: Butterworth-Heinemann.
- Koç, E., Nart, S. and Baş, O. (2017). The Influence of Country of Origin on Brand Image and Brand Attitudes: An Empirical Study on Turkey. *Journal of Business Science (JOBS)*, 5(2): 89-103.
- Leisen, B. (2001). Image segmentation: The case of a tourism destination. *Journal of Services Marketing*, 15(1): 49-66.
- Merriam-Webster. (n.d.). Brand. In Merriam-Webster.com dictionary. Retrieved January 28, 2021, from <https://www.merriam-webster.com/dictionary/brand>
- Morgan, N.J., Pritchard, A. and Pride, R. (2002). *Destination Branding*. Oxford: Butterworth-Heinemann,
- Nas. A. (2017). Branding and national identity: the analysis of “Turkey: discover the potential” campaign. *Bilig*, 83: 201-224.
- Online Etymology Dictionary. (n.d.). Brand. In Online Etymology Dictionary. Retrieved January 28, 2021, from <https://www.etymonline.com/search?q=brand>
- Sahin, S. and Baloğlu, S. (2011). Brand personality and destination image of Istanbul. *Anatolia—An International Journal of Tourism and Hospitality Research*, 22(01): 69-88.
- Sönmez, S. and Sırakaya, E. (2002). A distorted destination image? the case of turkey. *Journal of Travel Research*, 41(2): 185.
- Taşçı, A. D. A., Gartner, W. C., and Cavuşgil, S. T. (2007). Measurement of destination brand bias using a quasi-experimental design. *Tourism Management*, 28(6): 1529-1540.
- TURSAB. (2021). “Recent Statistics on Tourism in Turkey” Retrieved December 14,2021, from <https://tursab.org.tr/apps//Files/Content/7db2e0c3-0bdf-4790-8b3f-296edcb946fb.pdf>
- Wenger, A. (2008). Analysis of travel bloggers' characteristics and their communication about austria as a tourism destination. *Journal of Vacation Marketing*, 14(2):169.