

TOURISM DESTINATION BRANDING – CHALLENGES OF BRANDING BOSNIA AND HERZEGOVINA AS TOURISM DESTINATION

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Tourist destination branding is the one of key elements influencing battles for competitive advantages on contemporary tourist markets. Holistic approach of destination branding presents big challenge for all participants primarily because of unique characteristics of tourist services, high risk that potential tourist face with in prepurchase phase and finally because of network created by the public and the private tourist organization participating in tourist destination offer. The process of destination branding contents two phases: tourist brand development and brand management i.e. brand maintaining.

Basic phases of successful branding include brand values creation, their positioning and communication, while brand management and strengthening are based on consistency and coordination, long-term government commitment, management of destination brand portfolio and brand performance measurement.

For Bosnia and Herzegovina as the emerging tourist destination, special challenge is creation of unique identity of tourist destination, creating of vertical and horizontal consistency among subjects of branding and finally adequate organization of brand owners. For this processes implementation destination management organization should apply and implement basic principles of branding adjusted to tourism and service industry and companies.

Key words: *branding, tourist destination, tourist offer, risks of tourist purchase, challenges of branding*