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**The Importance of a Country Brand
in the International Tourism Promotion**

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Abstract: The authors aim at highlighting the role of tourism destination image in creating its own brand, identifying the main steps needed to ensure success. A brand has no borders and should fight to have a word, symbol image in the minds of consumers. But the branding, it becomes difficult to apply in practice. Tourism product is a special case, especially since it's like the service, intangible. Country brand is organized around the tourism and the economical potential of that country. So the country brand is organized around tourism and economic potential of that country. Brand means ideas, feelings, values, combinations of words or images. If you could choose one word to explain the term "brand", it would be "identity". Just try this with what the nation wants to be the brand: the discovery of a country's identity.

Keywords: international tourism; country brand; country's identity

JEL Classification: Q56; L 84; L80

1 Introduction

Creating a brand, regardless of its nature also keeps the marketing mix, because to get to design a brand is needed, as noted previously by a thorough market research, based on the economic law of supply and demand. Also you must know very clearly the "client", types of people that you are addressing. Opportunities and threats, competitive market analysis are other essential elements. Following these analyzes to define the desired product that is going to be promoted, because every known target, is required to attract potential customers to the product. The importance of destination brand that has been acquired a while ago was anticipated more than ten years ago by Morgan, N., Pritchard, A. In "Advertising in Tourism and Leisure" who said that "the battle for customers the tourism industry of tomorrow will not price, but minds and hearts of customers - in essence, the brand".

A sensitive issue is that destination marketing brand identity must remain constant, while the destination image can change over time due to external factors or objective, or must be renewed after a certain period of time - due to internal factors or subjective.

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2 Country Brand - Tourism Brand

Country brand is lately a subject often discussed by the political class, tourism organizations, experts in the field and beyond. Subject is as important as the possible number of those who have specific knowledge of other countries is extremely small.

In this context Wally Olins says it is quite clear that "most people know very little about other nations than their own. Where know something, their attitudes are based on myths, rumors and anecdotes. And they almost always tend towards a grotesque caricature that can be harmful to the tourism, trade and foreign investment. "The shadow of ignorance, lack of time or interest, most countries are tourist destinations unknown, some are missing from the tourism offer of tour -operators. Tops the most visited countries of the world does not change too significantly. The same countries have argued among themselves every year top, enjoying the powerful embedded image, an intense promotion of media coverage on the measure, a mostly positive picture.

Tabel 1. Representative elements of a country image

Country	Representative elements for a country image
Spain	Corridors, Barcelona, Columbus, Football, Airports, Kitchen, Madrid, Mediterranean Sea, Ibiza
Italy	Venice, The Roman Empire, Pasta, Pizza, Colosseum, Milan, Fashion, Vatican, Pompeii, Vesuvius, The Tower Of Pisa, Baroque Art, Leonardo Da Vinci, Football
Germany	Automotive Industry (BMW, Mercedes, Porsche, Etc..), The Berlin Wall, Holocaust, Fairs And Congresses, Beethoven, Oktoberfest
USA	New York, Statue Of Liberty, Grand Canyon, Las Vegas, White House, Hollywood, Ford, MTV, Nike, Silicon Valley, Microsoft, NASA

These countries taken as an example follows the same recipe, which is the basis implicitly based tourism marketing and tourism quality, namely entertaining, diversity, originality, a good infrastructure to support tourism flows, quality services, international brands, culture, sports, entertainment.

So the country brand is organized around tourism and economic potential of that country. Each sector of a country brand contribute to the country brand or product or service, even the pharmaceutical industry or the fashion industry. And today, "nations must compete on specific issues, quantifiable - attracted investment, exports and tourism. And this is new. He was never a major factor in historical perspective, because tourism was reduced, the attraction of investments is limited to relatively few countries and mainly export brands embrace the traditional markets for traditional products.

Thus, globalization has changed the game again! "So now, the country brand is worth a lot to the image, economy, country tourism. Every nation in part seek to understand and to promote what they have: history, culture, values, tradition, etc.. to design the collective mental image of himself almost idealistic, easily recognizable, attractive, with the final for economic, commercial, political.

All they say that tourism has increased in recent years to the stage where it came to be considered the world's fourth largest industry. Wally Olins says the danger for countries which rely heavily on tourism is that the traditional sun, sea and sand are becoming generic commodities, driven by fierce competition and based on prices to attract increasingly more people spend often less money each" tending to target the upper segments of tourism, which refer to history, culture, cuisine, architecture, landscape, unique images, original, sophisticated to attract".

3 Romania - Image, Brand, Touristic Logo

Interesting to watch, especially for tourists is the myth of Dracula created abroad in order to serve current needs. Image of a supposed Count - Transylvanian vampire us individually as people in the eyes of foreigners attracted tourists from all over the world. Involving the media, film industry contributed to the movement of the image of Romania, amid a general misinformation, ignorance or wrong information. But not necessarily a bad thing. It could be a starting point, especially since the benefits are also financially. Therefore, this "myth" could be exploited for Romanian tourism, giving those interested a chance to discover the truth behind these pictures, the real story and why Vlad Tepes and his father Vlad II , and called "Dracula "came to carry such a reputation.

Interference between history and legend has grown with the arrival in 1897 of the fiction novel "Dracula" the English author Bram Stoker, which proved to be successful worldwide. "The connection is made between the character of Bram Stoker's novel Dracula and Vlad Tepes, is suggested by the author, who recorded:" [...] was really that prince Dracula who has acquired the name of resisting the Turks over the great river right on the border with Turkey. "Bram Stoker believes that it was not an ordinary man "for the centuries to speak of him as the most skilful, the most cunning and most valiant of the sons of the country beyond the forest, his keen spirit and will of iron came to the grave and fight now. Here the author makes faith related to ghosts, whose existence, imagined by the popular belief, does not end with the coming generation: "We the dead (i ghosts, vampires) suffer from the curse of immortality, says Bram Stoker, pass out an age and multiplied other victims, increasing the evils of the world ... "1.

Therefore, the fascination for alleged forces of evil vampires, ghosts, etc. has always existed, and their presence is, in one form or another in most cultures, popular beliefs of the world. Thus, the historical figure, Vlad Tepes has gone around the world as a vampire. A simple typing of the name "Dracula" in the search engine Google generates over 62,700,000 results. Films have emerged as the famous novel adaptation increasing the circulation and popularity of this myth. This image fantasy, satisfy the tastes of tourists worldwide to visit Romania in search of the legend, Bran Castle is one of the favorite places that impressive medieval architecture and aura of mystery surrounding it. Called "Dracula's Castle" was given by tourists, especially Americans, especially that in some villages in Transylvania, belief of the existence of evil spirits is still present.

4 Country Brand and Tourist Slogan Promoted

Tabel 2

Country	Promoted slogan
Croatia	<i>Croatia. The Mediterranean as it once was</i>
Scotland	<i>Live it. Visit Scotland</i>
Australia	<i>Australia. A different light</i> <i>We can't wait to say G'day</i>
Vietnam	<i>Vietnam. A Destination for the New Millennium</i>
Austria	<i>Austria. At last!</i>
Spain	<i>Smile! You are in Spain!</i> <i>Spain Marks</i> <i>Spain. Everything Under the Sun</i>
Switzerland	<i>Switzerland. Get natural</i>
Philippines	<i>Philippines. More than the usual</i>
Thailand	<i>Thailand. Happiness on Earth.</i> <i>Amazing Thailand - Experience Variety.</i>

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	<i>Amazing Thailand - Dreams for all seasons.</i>
Malaysia	<i>Malaysia. Truly Asia.</i>
Ireland	<i>Awaken To A Different World Ireland. The Island of Memories...</i>
Greece	<i>Live your myth in Greece A new point of view. (campanii pentru Atena si Attica) Greece. Beyond Words.</i>
Cyprus	<i>Cyprus. The Island for All Seasons Cyprus. A whole world on a single island</i>
Hungary	<i>A love for life</i>

Source: Philip Kotler, Donald H. Haider, Irving Rein, 2001



5 Changes in Tourism Brand

Over time, Romania has tried a number of branding strategies, sought to find their own identity, but each time turned out to be failed attempts, often marred by scandals. All these have contributed to lower positive sentiment, the exact opposite of what is actually wanted.

Unfortunately, external environmental threats, which often cannot be predicted or counteracted, influence tourist activity. It is the case of financial crisis in 2009 that has reached around the world and was felt at all levels, including tourism. 2009 - 2010, despite the crisis, a slight increase in foreign tourists, both in Romania and in Croatia has been spotted. The National Association of Travel Agencies in Romania, the most popular holiday destinations for 2010 were Bulgaria, Turkey, Greece and Croatia. Also in 2010, although the situation has somewhat recovered was a year of sacrifice, therefore, expectations of 2011 have been large, and the increase was quite large.

The first campaign worth remembering is that had the slogan "Eternal and Fascinating Romania" - a photo album which at the time cost no more than 7 million dollars and wanted to be an editorial issue outstanding, dedicated to promoting foreign image of our country.

Later tried in the early 2000's a tendency towards promoting Romanian products abroad. "Made in Romania" was the campaign that he wanted to bring worldwide attention and quality of Romanian traditional products amid a decline in domestic production and continuous records and the loss of important parts of the economy.

In 2004 appeared "Romania always surprising" that cost 2 million euro's and was judged as a bad slogan inspired by the very beginning, by reason of countless jokes.

In 2006 appeared "Fabulospirit" which was initiated by the Foreign Ministry was abandoned very early stages. Not only the cost 110,000 euro's and it was meant to highlight the spirit of Romanians, who know how to enjoy life, people always surprising addition that you cannot get bored.

The year 2007 concluded with Romania's EU entry, so the problem has changed, requirements have increased as well as expectations of a new state of the European community.

Thus, a country brand design efforts have begun. Romania, the land of choice was elected the new slogan of Romanian tourism and was launched on May 1, 2009 in the concert of Goran Bregovic. Under this slogan began campaigns of Romanian tourism, tourist brand to launch the country - Explore the Carpathian Garden!, Which since its official launch has sparked some controversy, both about the logo and slogan and strategy implementation.



The company who created the logo and the new brand country for Romania used as the main element a stylized leaf which bore many reactions, even controversial as is found in the logos of other companies in an identical form.

If those in Montenegro chose a red cloth flying among the mountains and unspoiled beaches, if the Greeks had a party in a village by the sea, and India was symbolized by a young loner who writes simple a view, "Incredible! ", Romania went on a classic recipe I could say: a series of images of mountains, pictures of pelicans, the Peles Castle, the Maramures, Sighisoara and that's all. As a lesson in tourism, Croatia has had been packed at their pavilion.

"When you see the pyramids in Egypt think. When you see a picture of the Eiffel Tower, automatically think of Paris. Tower Bridge in London leads immediately to mind, and thinking Statue of Liberty in New York. About how much money is going Romania to invest to be associated with a green leaf? "asks Michael Brandtner, strategic marketing consultant and publicist, who signed an article in the Austrian newspaper Wirtschaftsblatt. It said recently that Romania does not have a problem with both its tourism logo, as with the country brand.

6 Conclusions

Brand strategy is considered to be the key to success, provided that it is effective, thereby promoting brand value and power. Romania chose six products to be promoted. It is rural tourism, wildlife, health and wellness, active and adventure travel, tours, city breaks. Have also been established so-called target countries: Austria, Italy, France, Germany, United Kingdom / Ireland, Russia, Hungary and USA. Brand communications platform through advertising is composed of photographs, suggestive, together with the corresponding sound. Thus, any type of advertising: online, TV, radio, brochures, presentations, billboards, street advertising, etc. resolves to brand use. The Romanian strategy on the concept of going to replace the generic images, passive, active images, dynamic people channeled "true" that any tourist can identify, surround the landscape attractive and suggestive. Until the launch of this brand in July 2010 on Romania stated that it has a distinctive brand that ranks countries and 81 states report 102 Country Brand Index (CBI) in 2009 the company Future Brand, according to Tuesday. "Romania is underdeveloped as a brand. Residents of other parts of the world know very little Romania and the country profile is distinctive, "the CBI report, which quantifies the image of a country based on 29 criteria, from history to business and economic situation. Chapters where Romania is found in the first half of charts are "natural environment" (number 19), "history" (44), "high technology" (45), "purchasing power" (45) and "standard life "(47). The CBI survey in 2008, Romania ranked 76 out of 78 countries analyzed. The first among this year's CBI ranges United States, followed by Canada, Australia, New Zealand and France."

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