

Identification of Conceptual Aspects and Elements of Branding and Destination Branding

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Abstract

Due to the fast growth of the tourism market, consumers have several options and companies aim, using tools like branding (in tourism, destination branding), to position their product image and to have competitive advantages, influencing the choice of their target audience. In this sense, this study aims to understand and address the conceptual aspects, as well as to identify the branding and destination branding variables, defining their processes and the research lines addressed throughout the studies. The concepts were analyzed from a longitudinal perspective. To fulfill the research objective, a bibliographic review method in books and scientific articles was used and an exploratory analysis of this study was conducted. The results presented several materials on the subject, although few authors conceptually position themselves on the subject in their theories. The elements identified in this study indicate a gap to be filled in research to allow a theoretical and methodological basis for new studies, as well as generating managerial contributions.

Keywords: Branding; Destination Branding; Conceptualization; Constituting elements.

Resumo

Identificação dos Aspectos Conceituais e Elementos que Constituem o *Branding* e *Destination Branding*

Com o crescimento acelerado do mercado turístico, o consumidor tem diversas opções de escolha e as empresas visam, por meio de ferramentas como o *branding* – e no caso do turismo, o *destination branding* –, posicionar a imagem de seu produto, a fim de obter vantagens competitivas, influenciando a escolha de seu público-alvo. Nesse sentido, este estudo visa compreender e abordar os aspectos conceituais, bem como identificar as variáveis, de *branding* e *destination branding*, elencando os processos que os compõe e as linhas de pesquisa abordadas ao longo da evolução dos estudos. Os conceitos foram analisados numa perspectiva longitudinal. Para fazer as incursões exploratórias foi utilizado o método de pesquisa bibliográfica em livros e artigos científicos e realizada uma análise exploratória. Quanto aos resultados, estes apresentaram diversos materiais

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sobre o tema, embora poucos autores se posicionem conceitualmente seus marcos teóricos. A respeito dos elementos identificados, demonstra-se que há lacunas de pesquisa a serem preenchidas para que se possa dar subsídio teórico e metodológico para novos estudos, além de gerar contribuições gerenciais.

Palavras-chave: *Branding; Destination Branding; Conceituações; Elementos de composição.*

Resumen

Identificación de los aspectos conceptuales y elementos que constituyen el branding y destination branding

Con el crecimiento acelerado del mercado turístico, el consumidor tiene muchas opciones para elegir y las empresas pretenden, a través de herramientas como *Branding* y, en el caso del turismo, *Destination Branding*, posicionar la imagen de su producto a fin de obtener una ventaja competitiva al influir en la elección de su público objetivo. En este sentido, este estudio se propone a comprender y abordar los aspectos conceptuales, así como identificar las variables, del *Branding* y del *Branding Destination*, listando los procesos que componen las líneas de investigación dirigidas a lo largo de los estudios. Los conceptos fueron analizados en una perspectiva longitudinal. Para cumplir el objetivo de la investigación, se utilizó el método de búsqueda bibliográfica en libros y artículos científicos y se realizaron análisis exploratorios. Los resultados presentaron diversos materiales sobre el tema, aunque pocos autores se posicionen conceptualmente sobre el tema en sus marcos teóricos. Los factores identificados demuestran que existen deficiencias de estudios que deben completarse de modo que puedan dar subsidios teóricos y metodológicos para nuevos estudios, además de generar contribuciones de gestión.

Palabra Clave: Branding Destination; Branding; Conceptualizaciones; Elementos de Composición.

INTRODUCTION

The tourism sector, which is currently globalized, has generated economic growth and has consolidated itself as a capitalist activity with a focus on activities intrinsically linked with leisure, related to using the free time of individuals, also based on consumption activities, which are connected with the practice of tourism activities (Elicher & Bassetti, 2016; Teles, Maffezzolli & Prado, 2012).

According to Embratur (the Brazilian Tourism Company) (Brazil, 2017), tourism growth has global relevance to the economic sector, generating sustainable income. Several nations benefit from the flow of tourism trade in general, allowing the tourism activities to happen.

Different marketing strategies are used for the maintenance of this fast expansion and the growth of companies operating in the market. One of them is destination branding, which becomes a differentiation in the promotion of the product and mitigates the risks associated with the purchase, simplifying the decision making process, either when choosing a tourism destination or another product that is associated or not with tourism (Pike, 2004; Beni, 2003; 2011; Keller, 2011).

Branding is one process of brand management (Keller, 2003). Destination branding is an essential management tool for the marketing strategies of a

tourism destination, it highlights the differences between destinations, thus creating market opportunities (Bianchi & Pike, 2011; Pike, 2013; Moraga, Artigas & Irigoyen, 2012).

In terms of destination branding, Oguztimur and Akturan (2015) consider that it is the destination branding management and point out that studies have been conducted on this theme in the last 30 years. The authors also argue such knowledge in this field has a conceptual and empirical nature, since administrators are still seeking answers on how cities can be designed and managed as brands in a globalized, dynamic and competitive market.

This literature review using books and scientific articles showed the need to address branding and destination branding conceptually and separately, to present the research lines with the theme and show the relationship between branding and destination branding and the brand in a general context, and seek to understand this “management process” as pointed out by David Aaker (2007), Anholt (2010), Keller (1993), and Tasci and Denizci (2009) in their studies.

Considering the above, this study aims to identify the conceptual and variable aspects that constitute branding and destination branding, showing how tourism has used the concept of branding over the years, and how research lines have evolved in their various themes, which will be presented in this study.

Regarding the methodological aspects, this is a bibliographical review of qualitative exploratory character that used periodicals, books and related materials that address the theme. The following online platforms were used to select the articles: EBSCO, *Associação Nacional de Pós-graduação e Pesquisa em Administração* (Anpad), tourism publications, Scielo, and Spell.

METHODS

Exploratory research, according to Gil (2008), assumes in most cases the form of bibliographic research or case study. Köche (2011, p. 27) reports that, “exploratory research does not address the relationship between variables; instead, it analyzes the presence of variables and their quantitative or qualitative characterization.”

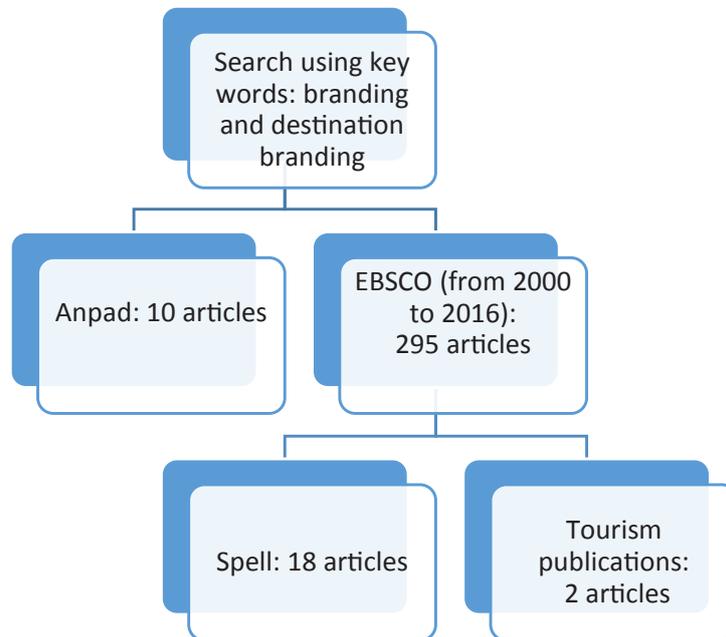
Regarding the analysis methods, this study is characterized by its predominantly qualitative character. A qualitative method, according to Minayo (2008, p. 21), aims to answer questions and present data, indicators and trends that may be observed,” assuming an auxiliary and exploratory role, of ‘subjective and impressionist’ characteristics.”

The study was conducted using a broad variety of books and periodicals, but not limited to these tools. Classic books specifically addressing the topic of this study were also used, such as Aaker and Shansby (1982), Jennifer Aaker (1997) and Healey (2009).

Regarding the articles, they were selected from online platforms Anpad, Scielo, Spell, EBSCO and tourism publications, to identify the elements of branding and destination branding. Figure 1 shows the number of articles selected. From these, those who actually address the studied theme were further selected, presenting

several elements and lines of study. These studies were selected in the second half of 2016.

Figure 1 – Selection of scientific articles



Source – Developed by the authors.

Regarding the period of article publication, the selected articles were published between 1950 and 2016. Therefore, this is a longitudinal study, showing the evolution of the study on branding and destination branding. These articles supported the construction of the reference proposed in this article.

THEORETICAL REFERENCE

Branding

Human civilization uses signs very often, as human mind is inseparable from signs. Then, branding has been used to convey trust to human beings and consumers to help simplify the decision-making process. This is an old practice: according to reports, brands were found in China (in china), Europe and India in the mid 1300 B.C. (Keller, 2003; Healey, 2009; Pike, 2013).

Studies on branding emerged in the marketing literature in the 1940's with Guest (1955), Banks (1950), and Gardner and Levy (1955), but most studies found in the literature came later, with Aaker (1991; 1996), McEnally (1999), Chernatony (1999), Urde (1999), Aaker and Joachimsthaler (2000), Keller (1993; 2003) and Morgan (2003). These studies are still an important contribution to managerial aspects of companies and organizations and academic research, where they have grown even more, with some gaps to be filled (Pike, 2004; 2009).

In terms of concepts, Healey (2009, p. 6) states that "branding is the process of continuous struggle between producers and customers in the definition of this promise and meaning." In this context, the author still reports, in a Marxist

perspective, that “people make their own decisions about who they are, how to live and what to buy, but in certain circumstances they are shaped by brand advertising and marketing” (Healey, 2009, p. 6).

Branding, or brand management, is addressed by Keller and Lehmann (2006) as essential management activities for organizations of all types, emphasizing that studies are different and, collectively, they have advanced in brand understanding. In this sense, branding and brand management have the same meaning and the authors themselves use both approaches when using the term.

Healey (2009) considers that branding tends to promote numerous possibilities, which can ensure the success of the product or service, such as: 1) reinforce a good reputation; 2) encourage loyalty; 3) assure quality; 4) convey a perception of greater value, allowing a product to be sold at a higher price (or allowing a product of equal amount to sell more); and 5) provide buyers with a feeling of assertion and imaginary community of shared values.

Based on the elements listed above, branding should involve the consumer’s imagination from the image positioned by its elements, which will ultimately reinforce a good reputation, encourage loyalty, assure quality, convey value and provide product assertion in the market as a strong brand (Healey, 2009).

Martins (2006, p. 8) reports that:

Branding is a group of actions linked with brand administration. These actions, when performed with knowledge and competence, take brands beyond their economic nature, becoming part of the culture and influencing people’s lives. Actions with the ability to simplify and enrich our lives in an increasingly confusing and complex world.

The practice of branding involves five components, which are addressed by Healey (2009, p. 8-9) and described below:

Positioning, a concept first applied by Al Ries and Jack Trout in their book published in the 1980s, means defining in the mind of a customer what a brand represents and how it compares to competing brands. It is important for producers to focus on what the customer thinks and respond to that desideratum. This is what makes branding a bidirectional process.

History is what man has been doing for thousands of years. Everyone likes a good and emotional story and they want to hear the best ones over and over again. When we buy brands, we participate in their history: great brands guarantee an important role for us to play in their great history.

Design refers to all aspects of how something is created, not only regarding its appearance. Design is both the liquid and the label, the essential and the name, the content and the packaging. In general, when a company talks about rebranding, it is talking about redesign. A true brand redesign implies redefining the key concept. Price is a vital aspect, although less obvious, of a brand. Pricing is key to competition. Customer service represents all efforts, sometimes quixotic, dedicated by a company to make each of us special. It is very important.

Regarding his practice in the context of marketing activity, Healey (2009, p. 26) reports that “branding is a distillation of activities first performed in the 19th and 20th centuries as marketing, advertising, public relations, graphic design (formerly called graphic art) and corporate identity.”

In agreement with these concepts, Barths and Baldissera (2015) highlight that branding is brand management, by which organizations can achieve goals, expand and remain in the market, with this management process as an essential tool in building brand value.

Then, to increase the possibilities for organizations to achieve their goals and expand their chances to remain in the market, branding (brand management) processes are key for management qualification in adding value for organizations (Keller & Lehmann, 2006).

The authors also report that branding is one of the main management processes of a company, since it deals with one of its main assets, the brand. In an academic perspective, the authors report the theme involves a different variety of themes and lines of thought, gathering management, planning and administration (Keller & Lehmann, 2006).

The relationships involving branding, consumer experience and the company's increased revenue have been defined by Alexander and Snitzler (1949). Banks (1950) addressed the theme in his quantitative studies, highlighting the relationship between the importance of branding and the consumer's purchase decision.

Park, Jaworski and MacInnis (1986) addressed brand management with the integration of three elements: introduction, elaboration and fortification. These elements were implemented by the marketing mix aiming to set strategic positioning and the best product image for the customer, with a focus on customer loyalty.

Levy (1959) analyzed branding based on the bias of intangibility, highlighting the importance of interpretations in the consumer's mind. The author also used the approach of assets and their symbolic aspects, in which consumer's behavior would directly or indirectly influence such symbolism. The studies on intangibility address aspects such as image, which can be real, aspirational or experimental, thus including motivational factors (Maslow, 1970; Keller, 1993; Swarbroke & Horner, 2002).

Some studies suggest branding linked with the brand personality, using it as a strategic advertising management – in this context, acting on elements such as sincerity, emotion, competence, sophistication and strength. Several authors have used in their studies consolidated brands and others undergoing the branding process (Aaker, 1991; Aaker, J., Martínez & Garolera, 2001).

Keller and Lehmann (2006), and Alden, Steenkamp and Batra (1999) analyzed the bias of the strategic brand positioning in the consumer culture. The authors believe this culture is associated with a group of symbols that, when used strategically, will constitute a global culture of consumption.

Szabluk, Dziobczenski and Linden (2015) analyzed the importance of the brand analyzed in the bias of a graphic designer. They point out how visual identity management is important in competitive strategies and how publications are still scarce in this field, which makes studies not only feasible, but necessary.

Designers use the question of consumer experience. Montaña and Guzmán (2007) report that brand design aligned with psychology reduces risks, thus offering a differentiated experience through the brand.

With a focus on studies on brand management and administration, Porto and Carvalho (2015, p. 230) point out that “branding strategies become more relevant after brand launch,” thus understanding that branding, as considered by the authors, actually begins with the brand insertion in the market as one of the company’s assets. The authors conduct their studies focused on the insertion of new brands in the market.

In tourism, some authors analyze destination branding as a consumer experience, which has the ability to designate facets of consumer behavior, related to multisensory and fantasy, encouraging aspects of the experience (Hirschman & Holbrook, 1982; Kozak & Kozak, 2016; Aaker, D., 2007; Chias, 2007).

In this perspective, destination branding is an important tool in the context of tourism destination marketing. For the organizations, it is one method to set them apart, which becomes a significant competitive strategy, since it aims to build and show a positive image with emotional connections that influence the experience of tourists (Hirschman & Holbrook, 1982; Kozak & Lozak, 2016; Aaker, D. 2007; Chias, 2007).

Leão, Camargo and Cavalcanti (2015, p. 16) understand that “analyzing the concept of the personality of Brazilian brands is an opportune study in research on branding.” The authors conduct studies on branding with a focus on brand personality, based on Jennifer Aaker (1997). Regarding the concept, the authors report that brand personality is based on qualities related to human beings (Leão et al., 2015).

In this perspective of studies on branding, an academic approach uses brand positioning, value, development and management, among other constructs that will be observed in Table 1, with all these elements as part of branding and analyzed individually:

Table 1 – Branding elements and research lines

Elements	Actions	Authors
Strategic positioning	Brand positioning defines the direction of activities and programs during its marketing, involving the creation of key brand associations in the consumer’s mind and other important components to differentiate it and achieve competitive superiority.	Aaker (1982); Alden et al. (1999); David Aaker and Shansby (1982); Rajkumar, Padmanand, Ganesan and Venugopal (2015)
Intangibility	Intangibility is how marketing professionals use brand differentiation in the consumer’s mind, not including physical, tangible, and/or concrete aspects of its attributes.	Levy (1959;1999)
Consumer relationships	This bias addresses brand relationships as a personal component for the customers, determining various affective and experimental relations experienced by them, thus influencing the question of loyalty.	Banks (1950); Levy (1959)

(continues...)

Tabela 1 – Continuation

Elements	Actions	Authors
Brand personality	In this context, experts address the question of personality, in which the brand is studied by its dimensions, which allow quantitative studies.	Jennifer Aaker (1997; 1999); Jennifer Aaker et al. (2001); Leão et al. (2015)
Competitiveness	Brand studied in the bias of competitive strategy, in which the differentiation brings advantages over other products.	Tasci and Denizci (2009)
Image	Some authors analyze the image conveyed by the brand and how it influences buying decisions and consumption.	Tascy (2009); Pike (2009)
Brand value	Brand studied in the bias of market value and value for its customers.	Aaker (1991); Pike (2009)
Visual brand identity and brand communication	Visual identity is a tool to promote strategies and competitiveness in terms of performance.	Szabluk et al. (2015); Montaña and Guzman (2007)
Tourism as a consumption experience	In this bias, tourism is analyzed as a consumer experience.	Hirschman and Holbrook (1982); Kozak and Kozak (2016), David Aaker (2007); Chias (2007); Anholt (2010)

Source – Developed by the authors.

Destination branding

One of the purposes of branding is to apply competitive advantages to the destination. This way, destination branding management aims, through tourism marketing promotion, to display the identity and, based on it, cause multiplier effects to tourism demand (Calvento & Colombo, 2009).

Destination branding is not only an element that adds identity to the destination; it is also an important asset of an organization, as it influences an individual's affective and cognitive aspects, developing brand loyalty. Then, the literature reports this category has insufficient studies addressing its consistency and management processes, which are referred to as destination branding by some international authors when talking about tourism (Moschis, Moore, & Stanley, 1984; Keller & Lehmann, 2006; Aaker, 1991).

Destination branding, according to Pike (2009), is a group of marketing actions that create a positive image of the destination, including: 1) creating a name, symbol, brand or graphic that represents the destination identity and sets it apart from others; 2) consistently convey the expectation of an unforgettable trip associated with the destination; 3) consolidate and strengthen the emotional connection between the visitor and the destination; and 4) reduce consumer search costs and risk perception.

Destination branding is a process that brings benefits to both organizations and customers, which reinforces the brand ability to distinguish itself from others in the market by increasing purchase intent, creating competitive advantages for

organizations, establishing customer loyalty, increasing revenues and benefiting local tourism. For tourists, the benefits are easy decision-making process, reduced search cost, and reduced risk and purchase value (Pike, 2009).

Destination branding is most often represented by a name, a symbol, or its own cultural identity. The logo or symbol identifies products or services of any commercial nature, distinguishing one destination from the other and showing its differentiation, making it competitive in today's market of more demanding consumers, but who often have little time for making decisions, a moment that can be simplified by building a strategically delineated brand, mitigating the risks associated with the purchase, creating expectations about the benefits and fulfilling the promise of value (Aaker, J., 1997; Keller, 1993; Pike, 2004; Tasci & Kozac, 2006).

One of the goals of destination branding is to consolidate the image in a prominent position in the consumer's mind through associative memory, represented by a network of information that activates memories, leading to associations with the brand and its identity. Then, brand positioning is created to end the marketing communication disorder of competitors or replacements, reaching the consumer's mind and influencing the consumer's decisions when selecting a tourism destination (Aaker, 1996; Pike, 2004; Keller, 1993).

Through destination branding it is possible to develop an identity for the destination, seeking to ensure a deeper meaning, embracing emotional values and highlighting its singularities, thinking of new markets and encouraging competitiveness. In this sense of differentiation, the branding process promotes favorability, strength and singularity, acting as a response to the differentiation that distinguishes brand recognition (Yenîpınar & Yildirim, 2016; Keller, 1993).

This recognition plays an important role in determining the differential response that constitutes brand equity, especially when decision environments are involved, as seen in tourism. In the decision-making process, brand equity occurs when a consumer becomes familiar with the brand and has favorable, strong and unique cognitive associations in the memory (Yenîpınar & Yildirim, 2016; Keller, 1993). Branding also represents and institutionalizes values and beliefs through the personality and dimensions of a brand.

Through the destination branding process, many destinations seek to differentiate themselves from others by using a logo that conveys cognitive messages that can structure an identity, aiming to show the right message and make the destination economically competitive with others, reinforcing a positive image of destination – destination branding influences not only the selection process but also the behavior of future tourists, directing its construction to a target audience (Yenîpınar & Yildirim, 2016; Avraham & Ketter, 2015; Vilchez, 2013).

A tourism destination may have the definition of a place that comprises individual products with particularities, or it may be comprised of complex activities with opportunities of experiences, thus including the tourism experience. In this sense, destination branding creates a concept to demonstrate the identity, personality and distinctive character of the tourism destination (Gnoth, 2007).

In this context, Tasci and Denizci (2009), in their studies on destination branding through image, highlight the importance of the image conveyed by the brand, which develops not only competitive advantages but sustainable competitive advantages. On the other hand, Magnusson, Haas and Zhao (2008) report in their studies that destination branding neutralizes noises caused by other destinations, which leads to a positive evaluation of the destination image.

The concept has been discussed in the research line of image, in which some experts analyze the destination image, such as Pimentel, Pinho and Vieira (2006, p. 283), who report that “studying the brand image of a tourism destination includes not only the marketing area but also multiple disciplines, given its importance in destination management.” This way, the authors explain how important brand management is, for which image studies bring the possibility of management “to meet the expectations of visitors, residents and organizations, promoting its development and enabling its competitive market” (Pimentel et al., 2006, p. 283).

Destination branding performs four management functions, considering brands as communicators, which represent “a proprietary brand, and a means of product differentiation displayed on legally protected names, logos and trademarks” (Hankinson, 2004). The four functions of destination branding defined by Hankinson (2004) are: 1) brands as communicators, which “represent “a proprietary brand, and a means of product differentiation displayed on legally protected names, logos and trademarks;” 2) brands as perceptive entities, which appeal to the consumer’s senses, reasons and emotions; 3) brands as value enhancers; and 4) brands as a relationship, considering a brand is built to have a personality that allows it to develop a relationship with the consumer.

Table 2 shows the research lines and the authors who have conducted studies in this field:

Table 2 – Elements and research lines on destination branding in tourism

Elements	Actions	Authors
Strategic positioning	Brand positioning defines the direction of activities and programs during its marketing, involving the creation of key brand associations in the consumer’s mind and other important components to differentiate it and achieve competitive superiority.	Easingwood (2007); Otjen (2013); Nickerson and Moysey (1999)
Intangibility	Intangibility is how marketing professionals use brand differentiation in the consumer’s mind, not including physical, tangible, and/or concrete aspects of its attributes.	Jennifer Aaker et al. (2001); Pike (2009)
Consumer relationships	This bias addresses brand relationships as a personal component for the customers, determining various affective and experimental relations experienced by them, thus influencing the question of loyalty.	Tasci and Denizci (2009); Hassan, Hamid and Bohairy (2010)

(continues...)

Tabela 2 – Continuation

Elements	Actions	Authors
Brand personality	In this context, experts address the question of personality, in which the brand is studied by its dimensions, which allow quantitative studies.	Klabi and Debabi (2011); Ekinici and Hosany (2006)
Competitiveness	Brand studied in the bias of competitive strategy, in which the differentiation brings advantages over other products.	Pike (2015); Dimoska and Trimcev (2012); Pike and Mason (2011); Bagarić and Žitinić (2013)
Image	Some authors analyze the image conveyed by the brand and how it influences buying decisions and consumption.	Mariutti and Girdali (2012); Trotta, Strehlau and Turolla (2015); Tasci (2009); Pike (2009); Carvalho, Salazar and Ramos (2015); Vrana and Zafiroopoulos (2011); Sezgin (2008); Sarkar and Singh (2005);
Brand value	Brand studied in the bias of market value and value for its customers.	Gartner and Ruzzier (2011); Boo, Busser and Baloglu (2009); Pike and Scott (2009); Chen and Tseng (2010); Pike (2010)
Visual brand identity and brand communication	Visual identity is a tool to promote strategies and competitiveness in terms of performance.	Cai (2002)
Tourism as a consumption experience	In this bias, tourism is analyzed as a consumer experience through the brand.	Kozak and Kozak (2016); Aaker (2007); Chias (2007); Anholt (2010)

Source – Developed by the authors.

The destination branding approach is studied by several authors, who define the concept as destination branding management. In this context, the authors analyze it in several lines, as seen in other field, which involve positioning, image, management and administration, design, experience, consumer relations, identity, and tangible and intangible aspects. These are qualitative and quantitative studies, involving the destination community, the tourist and the governance sector, among others (Aaker, J., 1999; 1997; Aaker, J., et al., 2001; Anholt, 2010; Bagarić & Žitinić, 2013; Carvalho, Ferreira, Kanazawa, Machado, & Girdali, 2016;

Kozak & Baloglu, 2011; Pike, 2009; Pimentel et al., 2006; Tasci & Denizci, 2009; Vasconcelos, Machado, Almeida, Arruda, & Matos, 2015).

Table 2 shows that specific studies on destination branding are recent (1999 to 2016), such as Pike (2009), who points out studies are both recent and scarce.

Tables 1 and 2 show the elements of branding and destination branding identified in the literature. Table 1, based on broader bibliography, shows authors who analyzed these elements in their articles and books. Table 2 shows the same elements in tourism research line, with some authors from other areas, such as psychology and administration, also developing research in the specific area of tourism.

FINAL CONSIDERATIONS

This bibliographic review concludes that studies on branding have several aspects, therefore showing a variety of distinct concepts and approaches. This study aimed to show the research lines on branding and destination branding in a general context. Besides the concepts addressed by different authors, in general, they support various studies on the referred theme.

Also regarding the concepts, the articles showed the authors use the word 'branding;' therefore, they talk about the brand, its attributes and management processes. In this context, they point to a specific research line with image, positioning, identity and consumer relations, among other aspects, but do not position themselves directly in relation to the concept of branding nor present it in their theories.

The elements identified show a broad range of research lines on branding and destination branding. The studies show authors from different fields using tourism as the focus of their study and that, despite several articles published in the area, mainly international ones, there are still gaps to be filled and more complete models should be created for new studies. These gaps should be fulfilled to provide theoretical and methodological support for new studies, as well as managerial contributions to companies and the public sector, supporting the formulation and insertion of new public policies for tourism and related areas.

Based on the concepts and studies of Aaker (1991), the conclusion is that branding process is one of the guiding elements for the planning of strategies for a company or the public sector itself, to improve brand value in the minds of the target audience and improve consumer satisfaction. The tables for branding and destination branding show branding studies were conducted before studies on destination branding, which addresses the field of tourism.

This article demonstrates how important branding is, both for organizations and customers, simplifying the management process and the decision-making process of customers.

The studies based on a bibliographic review, such as this one, aims to help future studies and investigators and show existing gaps for future studies, suggesting new themes and research lines. In this sense, not only theoretical studies are recommended, but applied to the theme of branding and destination

branding, considering this study attempted to contribute to the conceptual aspects of the theme.

This study concludes that branding and destination branding refer to a group of tools to be used by marketing professionals in brand management, comprised of elements that make it complete and strengthen the image of a brand by positioning it in the consumer's mind.

It should be noted that international theoretical bases were used to support this study, mainly for destination branding studies. Searches in the Brazilian databases showed insufficient studies on the subject, requiring a bibliometric study on the production with a focus on this theme in tourism publications. On the other hand, the literature has many studies on branding in the administration field, which provided theoretical support for the concept of branding.

A new study is suggested to analyze variables based on the elements presented in this study to support the construction of new theoretical models that measure brand effectiveness through destination branding.

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