

**THE EFFECT OF COUNTRY BASED IMAGE IN
ACCURANCE OF BRAND IN CULTURAL
DESTINATIONS**

Hülya KURGUN
Dokuz Eylül University, Turkey
hulya.kurgun@deu.edu.tr

ABSTRACT

Despite its location and historical and cultural attractions, Izmir has been unable to consistently achieve its tourism goals, as evidenced by fluctuating numbers in tourism earnings and a small share of the international tourism market. This discrepancy might be attributed to Turkey's image in the minds of world travelers and not enough recognition of Izmir as well. The purpose of this study is twofold: (1) to identify visitors' impressions that have been effective on their choice of Turkey as a vocation destination and (2) to determine whether there is dependency between these impressions and their perceptions about Izmir. According to study results there is dependency between the variables about participants choosing Turkey and the impressions about Izmir.

KEYWORDS

Country image; Destination branding.