

# **Branding and Image Management for Georgia as a Tourist Destination**

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*Master thesis is submitted to Ilia State University Business School in fulfillment of the requirement for the degree of Master in Business Administration*

Program: Master of Business Administration

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**Ilia State University**

**Tbilisi, 2015**

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## **Acknowledgments**

We would like to express our gratitude to our supervisor, Ms Rusudan Mamatsashvili for her support, professional advices and guidance through the total working process.

We also would like to thank our friends who helped us in conducting the research.

Furthermore, we would like to thank our peer student and friend David Tchaia who helped us technically with organizing this master thesis report. Lastly, we are thankful to each other for support and great collaboration.

## **Abstract**

Although being relatively new marketing concept in tourism industry, destination branding has recently gained growing popularity. In tourism market, most countries strive to attract as many visitors as possible. In such situation, it is getting more and more difficult to offer something different to the consumer that will made up his mind to visit your country. Promoting destination brand and image enables to create distinctive perceptions in visitors mind and attracts them to the place. This paper discusses the academic background of destination branding and image, presents an analysis of the current situation of Georgia as a destination brand, reports on the insights of former and potential visitors' perceptions of Georgia and suggests further recommendations.