



## Hamilton Island. The Innovative Cultural Enterprise

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By Nick Birch

GRIN Verlag GmbH Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Research Paper from the year 2015 in the subject Tourism, grade: 1.1, Central Queensland University, course: Cultural Entrepreneurship, language: English, comment: Grade has been converted from Australian (29/30) to German (1.1), abstract: Globalisation has meant that the offerings of many destinations are increasingly homogenous. Branding provides a way of creating a unique identity through relationship building and emotional appeal, rather than differentiation on the basis of functional qualities. While destination branding draws on principals from product marketing there are some important differences. This is a more obvious requirement in some sectors, such as tourism, where countries develop hospitality industries and infrastructure such as convenient airport facilities. However, such marketing concepts increasingly apply to countries as a whole. Nearly all successful communities can quickly identify their brand. They draw on their comparative advantages to find ways of encouraging growth by attracting the people, businesses, education service and investment they need. (Hulsbosch, 2011) Hulsbosch (2011) suggests acting and thinking globally as one of his destination branding tips, advising that brand identity and all related promotional activities must...



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