

POSSIBILITIES OF BRANDING A TOURIST DESTINATION BASED ON THE PRINCIPLES OF STORYTELLING

ABSTRACT

Modern tourists start their trip by searching for information about the destination they plan to visit. Information about destinations is available through the Internet and social networks, but also through recommendations from friends who have visited a certain place before. Thanks to the stories about the tourist destination, tourists come to the planned trip with their wishes and expectations; to experience something special, miraculous, or educational. If the tourist destination, accommodation, or service does not have a striking interpretation, they will remain unremembered, and the tourist will be deprived of their uniqueness. Storytelling plays a key role in interpretation, and it is precisely through it that the experience itself is enhanced. Authenticity is another concept that is often mentioned in the context of destination marketing through storytelling. This research aims to examine the attitudes and opinions of respondents, and how storytelling through authenticity and narrative understanding influences the intention to visit a destination. The research results imply that the authenticity of the story and narrative understanding as determinants of storytelling have a positive effect on the intention to visit the destination, which is considered the fundamental contribution of this research work.

Keywords: storytelling; destination tourism; branding; authenticity.