Anna Bybochkina

Master’s Thesis Abstract:

**Destination branding of Spain. Special aspects of the 21st century.**

The research is undertaken to determine the features of Spain’s destination branding in the 21st century. In the study the theoretical aspects of the destination branding is discussesed, the tourism potential of the Kingdom of Spain is comprehensively characterized and, in particular, such new and developing types of tourism as gastrotourism, enotourism and rural tourism are investigated. The branding campaigns of Spain for the promotion of tourism are also analyzed in the research, including the new projects. The experience of international cooperation between Spain and Russia in the sphere of tourism is examined and a content analysis to determine the image of the Spanish Kingdom as a tourist destination in the Russian media space is conducted. The main problems of the development of Spanish tourism are determined and on their basis recommendations for minimizing their costs are made. The national strategies, plans and analytical reports in the sphere of tourism, international rankings, official statistics, mass-media materials, as well as the works of Russian and foreign experts of marketing and branding are widely used in the research. The paper concludes that the Spain’s tourism brand has developed: it is complex, multiaspect and effective.

**Keywords: Spain, tourism, destination branding, tourism branding, tourism destination image, tourism potential, branding campaigns, tourism promotion**