


# Chapter 2

## Brand Management and Competitiveness in Tourism: Case Study in Local Accommodation “Romoa Vintage Guest House” (Portugal)

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### **ABSTRACT**

*Brand communication is a strategic tool that positively influences public perception, strengthens market presence, and significantly contributes to its success. It is through clear, objective, efficient, and persuasive communication that customers or potential customers become aware of the products or services being offered in the market. The present chapter aims to study brand management in hospitality ventures such as Local Accommodation, using Romoa Vintage Guest House as a case study. This research reveals that brand management and communication are increasingly important elements for the success of an organization and for maintaining its competitiveness in an increasingly demanding market, and it also demonstrates that it*

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*is essential for companies to invest in new communication trends, especially in the digital realm, as this represents the main way to achieve the desired success and to promote a company in the market.*

## **1. INTRODUCTION**

Tourism research has broadened its scope, mirroring an increasing acknowledgment within the academic community (Santos et al., 2024). In recent years, the tourism sector has undergone significant transformations, driven by the growing importance of the visitor's experience at the destination, the digitalization of communication channels and the increasing competitiveness of the market (Liberato et al., 2018). Service marketing plays a crucial role in the hospitality industry, particularly in hotels and restaurants, where the intangible nature of services necessitates a strategic approach to marketing (Santos et al., 2022; Dias et al., 2023). Competitiveness in tourism is a very relevant topic in the scientific and academic context, and particularly in Portugal tourism is a very important sector for economic growth and the development of regions (particularly in the north of Portugal). Many entrepreneurs develop business ideas in tourism, and it is essential to establish dynamic relationships and partnerships with national and international entities and partners (Bramwell & Lane, 2000; Carlisle, Kunc, Jones, & Tiffin, 2013; Lemmetyinen & Go, 2009).

In this context, brand management in tourism contexts is a very differentiating element in the competitive success of tourism companies in Portugal (Sousa et al., 2020). It is crucial to define, in a coherent and consistent way, the brand's identity (physical and psychological) and the brand's strategic positioning in the business context (De Chernatony, 1999). Therefore, companies in this sector, particularly local accommodation establishments, are forced to adapt to the ever-increasing demands of their consumers, which means that brand management and communication are essential strategic tools capable of differentiating a local accommodation establishment, creating a unique identity, promoting consumer recognition, generating loyalty and protecting the company's intellectual property from unauthorized use by third parties with the aim of creating an identity that resonates with the target audience (Sofi et al., 2020).

Thus, this chapter is an initial contribution that highlights the importance that the brand plays in the development of tourism businesses (specifically in the north of Portugal) and its role in benefiting differentiation and competitiveness in the tourism and local accommodation sector. This chapter presents insights into local accommodation from an interdisciplinary perspective (for marketing and tourism).

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