

The Branding of Tourist Destinations

Theoretical and Empirical Insights



Edited by

Mark Anthony Camilleri

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THE BRANDING OF TOURIST DESTINATIONS: THEORETICAL AND EMPIRICAL INSIGHTS

EDITED BY

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INVESTOR IN PEOPLE

Dedicated to my wife Adriana and to our special kids, Michela and Sam

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Preface

The marketing of tourist destinations requires continuous strategic planning and decision making. Therefore, this authoritative book provides students and practitioners with a good understanding of different tourism products, marketing strategies and tactics on destination branding, as well as useful insights on sustainable and responsible tourism practices, among other topics. The readers are equipped with a strong pedagogical base on the attractiveness of tourist destinations as this publication presents contemporary conceptual discussions and empirical studies on several aspects of destination branding. They will appreciate that the tourism marketers, including destination management organisations (DMOs), are formulating strategies and tactics to attract prospective visitors. Hence, this book also sheds light on the latest industry developments in travel, tourism, hospitality and events in different contexts around the world.

Chapter 1 describes the marketing environment of the travel and tourism businesses. It explains that tourism marketers should consider macro-aspects, including political, economic, social and technological influences, as well as micro-factors, including capital structures, resources, capabilities and marketing intermediaries.

Chapter 2 provides an explanation of destination marketing, place branding and their related notions. The authors critically review the conceptual developments on the branding of tourist destinations.

Chapter 3 suggests that destination management organisations ought to engage in fruitful relationships with internal and external stakeholders. The authors maintain that there are several factors that can affect the strategic management of these organisations.

Chapter 4 explores how Sweden is branding its destinations by improving its cultural identity and by providing multi-sensory experiences to its visitors.

Chapter 5 sheds light on the agritourism businesses in Italy's Campania region. The author analyses the main critical success factors for a thriving rural tourism market.

Chapter 6 explains the key elements of cultural tourism, including the destination's heritage, lifestyle and 'Made in Italy'. The authors put forward a tourism development model. They suggest that it represents a functional framework for the benefit of tourism practitioners.

Chapter 7 explores the consumer-based brand equity of events. The authors explain how the organisation of events, including music festivals, could add value

to the destinations' image. They imply that the visitors' positive experiences and their word-of-mouth publicity can contribute to the destinations' branding.

Chapter 8 explores the destination branding of Porto in Portugal. The authors analyse the visitors' attitudes on Porto's largest wine festival. They assess their visitors' level of satisfaction with the event and their intention to return.

Chapter 9 identifies the key elements that serve as drivers for the development of oleotourism in Jaen, Spain. The authors suggest that there is scope in stakeholder engagement among the main actors and drivers in the sector.

Chapter 10 investigates the environmental behaviour of three-, four- and five-star hotels in Azuay, Ecuador. The authors explored the relationship between environmental responsibility and stakeholder engagement. Their findings suggest that the hotel managers strive in their endeavours to implement responsible environmental practices to avoid regulatory pressures.

Chapter 11 examines the relationship between the country image and brand equity. The author contends that the tourists' hedonic and monetary values can have a moderating effect on the country-of-origin's image and brand extension.

Chapter 12 investigates the relationship between the customers' satisfaction, commitment, trust and loyalty towards hospitality brands. It develops and empirically test the social identity construct (customer brand identification and other critical social exchange constructs (satisfaction, trust and commitment).

This publication was written by academics for other scholars, researchers, advanced under-graduate and post-graduate students. However, it is also relevant to the industry practitioners, including consultants, senior executives and managers who work for DMOs, tourism offices, hotels, inbound/outbound tour operators and travel agents, among others. The book explains all the theory and the empirical studies in a simple and straightforward manner. It describes the various marketing environments that comprise a wide array of economic, socio-cultural and environmental realities.