SUBJECT INDEX

4Ps, 5, 93, 141	Adoption, 137, 173, 175, 191, 196–197, 199, 201–203, 205
Academic, 1, 3–5, 8, 10–11, 38, 51, 55,	Adoption strategy, 201–202
68, 73, 77, 90, 95–96, 149, 155, 208	Advantage, 38, 68, 106, 110, 118, 138,
Academic commentator, 208	166, 182, 184, 196, 220, 222, 226,
Academics, 2, 6, 18, 136, 200	230
Access costs, 62	Advertising, 2, 6, 12–13, 18, 29, 31, 35,
Accessibility, 39, 97, 152, 178, 183–184	38, 42, 49, 85, 100–101, 139, 141,
Accommodation, 26–27, 67, 99	145, 158, 169, 191, 193–194
Accountability, 75, 189	Advertising agency, 2, 100, 194
Action, 1–2, 4, 6, 8, 10, 12, 14, 17–18, 20,	Advertising campaign, 29, 31, 35, 141,
22, 24, 26–28, 30, 32, 34, 37–38,	193
40–42, 44, 46, 48, 50–52, 54, 56, 58,	Advertising gimmicks, 2
60, 62, 65–66, 68, 70, 72, 75–76,	Advertising messages, 6
78–80, 82, 84–86, 89–90, 92, 94, 96,	Advertising stimuli, 145
98, 100, 102, 104–106, 108, 110, 112,	Advertising theme, 13, 18, 191
114, 116, 118–120, 122, 124, 126,	Advisory group, 197–199, 201
128, 130, 133–134, 136, 138,	Advocacy, 77, 199
140-142, 144, 146, 149-150, 152,	Affect, 7, 17–18, 37–39, 41–42, 46–48,
154, 156, 158, 161–162, 164, 166,	55, 58, 93, 200, 230
168, 170, 172, 174, 177–178, 180,	Affective, 9, 39, 42, 44, 46–49, 67–68, 89,
182, 184, 186, 188, 191–192, 194,	95, 97–101, 121, 152
196, 198, 200, 202, 204, 207–208,	Affective appeal, 97–99
210, 212, 214, 216, 218–220, 222,	Affective component, 44, 67, 98
224, 226, 228, 230, 232	Affective experiences, 9, 89, 101
Action plan, 79, 224	Affective image, 47–48, 100
Activation, 68-69, 101, 196	Agricultural activity, 107
Active champions, 198	Agricultural brand, 212
Active participation, 26, 50, 213, 217,	Agricultural product, 216, 218
228, 231	Agriculture, 134, 136
Active partnership, 198	Airlines, 59, 139, 145
Actor, 92, 95, 102	Alignment, 196, 211
Actualization, 166	All-inclusive hotels, 60
Added values, 150	All-inclusive packages, 154
Administrative controls, 137	Ambassador, 173, 200

Ambience, 173	Authenticity, 83, 108, 175
Ambivalent residents, 112, 114	Authority, 2, 10, 187, 196
American cities, 193	Autonomy, 196
American culture, 167	Awareness, 2, 7, 51, 55–56, 58, 60–62, 65,
Amorphous, 156	71–73, 80–83, 85, 98, 109, 115, 146,
Amphora brands, 52	150–151, 153, 155–157, 182–187,
Amphorae, 52	194, 220–221, 226, 230
Ancestral roots, 154	174, 220 221, 220, 230
Animation, 42, 214–216, 218	Balance-of-payments, 135–138
Animation, 42, 214–216, 216 Animation industries, 214–215	Balanced score card system, 216
Antecedents, 7, 37, 39–40, 42–43,	Basic elements, 152, 165
49, 84	Beach products, 137, 146
Antique, 98	Beach resort, 60–61, 63
Antiquity, 171	Beautification program, 194
Architecture, 5, 11, 122, 156–157, 165,	Behavior, 48, 58, 67, 92, 94, 107,
169, 173, 229	109–113, 118, 167, 197, 199–201,
Assets, 12, 52–53, 120–121, 149, 153,	205
156–157, 162–163, 165, 168, 175,	Behavioral, 7, 37–39, 44–45, 47–49, 56,
178, 189, 207–209, 211, 213–217,	67
223	Behavioral process, 67
Association, 23, 38, 48, 140, 153, 166,	Behavioral responses, 7, 37–39, 44–45,
187	47–49
Assurance, 34, 53, 120, 155, 174	Belief, 170
Atmosphere, 134, 172, 201	Benchmarking, 224, 227
Attachment, 6, 50, 56, 102, 153,	Benefit, 8, 54, 67, 76, 83, 108, 116–117,
183, 214	167, 179, 182, 188–189, 224
Attitude, 4, 40, 42, 47–48, 67–68, 93,	Benefit sought, 108
101–102, 112, 117–118, 197, 220	Binational consortium, 161
Attitude model, 48	Biodiversity, 166
Attitude theory, 47	Brainstorming, 32, 79, 85, 194
Attraction, 38, 41, 97–98, 107, 121, 154,	Brainstorming session, 32, 194
175, 214	Brand, 2–13, 17–19, 21, 23–27, 29–35,
Attraction enhancement, 107	37–38, 47–48, 50–63, 65, 67–73,
Attribute, 9, 59, 67–68, 71, 101, 119,	75–77, 79–86, 90, 96, 98, 100–102,
123–124, 127–131, 150, 165,	105–106, 109, 115, 117–125, 131,
167–168	138–140, 142–143, 145, 149–158,
Attribute-based, 67, 71	161–169, 171–175, 177, 179,
Audit, 196	184–189, 191–205, 207–208,
Authentic experience, 13, 218	210–232
Authentic exploitation, 107	Brand adoption, 191, 203

Brand adoption process, 191, 203 Brand Advisory Board, 195 Brand advisory group, 197, 199, 201 Brand alliance, 174 Brand analysis, 69, 223–228, 231 Brand architecture, 5, 122, 169, 173 Brand assets, 162–163, 165, 168 Brand associations, 67–68, 120, 123, 153, 156 Brand attitude, 48 Brand attributes, 125, 226–227, 229, 232 Brand awareness, 82, 150 Brand building, 9–10, 55, 73, 119–122, 153, 156, 189, 193 Brand building process, 10, 193 Brand Characteristics, 51, 53, 71 Brand communication, 37, 173, 200 Brand concept, 18, 153 Brand contacts, 101 Brand custodian, 192	Brand image, 26, 30, 63, 82, 98, 119, 161–162, 164, 168–169, 172–174, 222, 228 Brand infrastructure, 211 Brand knowledge, 98, 230 Brand leadership, 70, 73, 199, 213, 218 Brand liabilities, 169 Brand loyalty, 120, 150 Brand management, 3–4, 120, 151, 193, 217, 223, 228, 230 Brand managers, 81 Brand marketing campaign, 216 Brand meaning, 8, 54, 122, 157 Brand messages, 151, 192 Brand name, 52, 60, 100, 115, 120, 212, 222 Brand partner, 200 Brand planner, 199 Brand planning, 11, 191, 193, 195, 197–199, 201, 203, 205 Brand portfolio, 12, 222–223, 230
Brand dimensions, 51, 55, 57, 60–62 Brand effort, 198 Brand dimensions, 51, 55, 57, 60–62	Brand relationship, 122, 217 Brand resonance, 82
Brand element, 2, 13, 38, 68, 100, 149, 151, 156, 164, 166–168, 194,	Brand slogan, 2, 213 Brand specialist, 197
207–208	Brand stability, 53
Brand equity, 7–8, 11–12, 51–59, 61–63, 69, 71–72, 75, 77, 79–81, 84–86, 90, 120, 122–123, 149, 153, 156–157, 162–163, 214, 219, 230–231 Brand essence, 167, 169, 171, 173, 175,	Brand strategy, 12, 31, 79–80, 84, 121, 158, 161, 163, 165, 167, 169, 171, 173, 175, 185, 191, 193–197, 199–200, 202–203, 219–220, 223, 227, 230–232
213	Brand tagline, 203
Brand experience, 201–203	Brand theme, 151, 158
Brand identity, 8, 12, 30–31, 51, 55, 61,	Brand theory, 162
65, 68–71, 73, 76, 79, 82, 86, 101,	Brand value, 27, 102, 215, 230
120, 122, 151, 163, 169, 172, 174,	Brand vision, 200, 213
211, 216–217, 222, 226	Branded commodities, 53

Branded house, 220	Capital, 4–5, 78–80, 96–97, 100, 139,
Branding, 1–14, 17–24, 26–28, 30–35,	178–180, 184, 187, 189
37–52, 54–56, 58, 60–63, 65–73,	Capitalism, 135
75–86, 89–96, 98–122, 124, 126, 128,	Case, 4–5, 8–12, 21, 24, 29, 32, 38, 51, 53,
130, 133–134, 136, 138–144,	55–56, 61, 89–90, 92, 95, 99,
146–147, 149–158, 161–162, 164,	102–104, 106, 118, 133–134, 136,
166, 168, 170, 172–174, 177–189,	140, 144, 146–147, 153, 156,
191–202, 204, 207–232	161–162, 177, 179, 182, 187, 189,
Branding activities, 91, 155–156, 158,	191, 193, 203, 207–209, 211–212,
187	214, 216–217, 219–221, 224, 231
Branding applications, 153, 155	Case study, 9, 11, 89–90, 95, 103–104,
Branding assignment, 192, 194	106, 118, 153, 156, 191, 221
Branding destination, 7, 69, 118, 130	Celebrities, 140, 152, 200
Branding efforts, 85, 208	CEO (Chief Executive Officer), 195, 198
Branding experience, 199	Chamber of commerce, 198-199, 201
Branding identity, 107	Change management, 194, 199-200, 205,
Branding initiatives, 77, 187, 191–192	228
Branding literature, 1–2, 4, 70, 90	Channel relationships, 153, 156
Branding models, 75, 101	Channels, 31, 41, 45, 85, 172, 187, 225
Branding objective, 201	City brand, 5, 12, 179, 187, 191–193, 205,
Branding platform, 100	207–213, 215, 217–218
Branding practices, 152	City branding, 12, 179, 193, 207-213,
Branding principles, 66, 81, 153	215, 217
Branding process, 8–9, 11–12, 76, 79, 81,	City identity, 12, 207-208, 215-218
89, 95, 99, 195–196, 219, 221–222,	City logo, 214
231–232	City marketer, 209
Branding programs, 85	City marketing, 207–208, 210, 212–213,
Branding research, 5, 8, 66, 95, 152	216
Branding strategy, 9, 11–12, 63, 79–80,	City marketing campaign, 213
83–85, 146, 152–153, 173, 179, 185,	City planner, 201
187, 189, 210, 213, 219, 224,	City planning, 213
231–232	City stakeholder, 192
Branding techniques, 133, 138–139	City-tourism, 23, 180, 183
Branding theory, 210–211	Civic leader, 203
Branding tool, 161, 186, 215	Civil wars, 135
Branding utility, 94	Cluster analysis, 110, 127
Brochures, 49, 136, 141, 144-146, 152,	Cluster brand, 11, 173
171	Cobranding, 187, 228, 232
Business travel, 56	Cobranding strategy, 187
Buying behavior, 94	Cognition, 42, 47–48

Cognitive, 39, 42, 44, 46–48, 67, 81–82,	Community leader, 100, 193, 199
101, 133, 152–153	Community opinion, 203
Cognitive dissonance, 133	Community pride, 194
Cognitive steps, 81	Community relations, 202
Collaboration, 11, 29, 32–33, 75–80, 83,	Community stakeholder, 8, 11, 76, 81,
86, 108, 155, 158, 174, 181, 187–188,	83, 86, 95, 101, 203
199, 201	Community support, 92, 201, 204
Collaboration process, 75, 77, 79–80, 83	Community survey, 195
Collaborative approach, 8, 86	Community suspicion, 84
Collaborative behavior, 197	Community-based, 8-9, 76-80, 83, 86,
Collaborative branding, 75–77, 79, 83,	89, 98, 100–101, 192, 194, 196
86	Community-based approach, 8-9, 89
Collaborative decisions, 85	Community-based brand, 76-77, 80, 98,
Collaborative relationships, 77–78	192, 194, 196
Collective action, 85	Community-based branding, 76-77, 80,
Commercial media, 158	98, 194, 196
Commitment, 56, 80, 101, 118, 120-121,	Community-based tourism, 8, 77-79,
181, 183, 188–189, 192, 197–198,	100
228, 231	Community-wide, 54, 101
Commodity, 58, 169	Company brand, 54
Communication, 3, 7, 17, 19, 21, 24,	Competitive advantage, 106, 168, 182,
26-27, 29-31, 33, 35, 37, 39-40, 42,	184, 189, 220, 222, 226, 230
48, 50, 85, 90, 122, 141, 145–146,	Competitive edge, 193
155, 164, 166, 169, 173, 175, 178,	Competitive marketplace, 108, 150
182, 189, 211, 217–218, 221	Competitiveness, 70, 107, 117, 150, 162,
Communication message, 85	165, 167, 179, 187–188
Communication process, 217	Competitor, 54, 63, 70, 163, 166
Communication stimuli, 7, 37, 39	Competitor analysis, 70
Communication strategy, 3, 90, 141, 221	Complement, 38, 60, 63
Community, 1–2, 6, 8–9, 11, 24, 26–29,	Complementary tool, 207–208
38, 49–51, 54, 56, 73, 76–81, 83–84,	Complex, 3–4, 9, 18, 20, 62, 67–68, 73,
86, 89, 91–103, 106, 129, 136, 139,	78, 86, 89, 92–93, 95, 154–155, 178,
153, 174, 177, 179, 183–185, 189,	188–189, 194–195, 214, 216, 224
192–205, 217	Complex exchange, 9, 89, 92–93, 95
Community acceptance, 202	Complexity, 4, 11, 23, 33, 62, 94, 188,
Community affair, 1–2	195, 210
Community brand, 204	Compliance, 85
Community buy-in, 195	Composite image, 47
Community consultation, 205	Comprehensive assessment, 155
Community involvement, 78, 184	Computer-mediated environment, 46
	•

Conation, 42, 44, 46–47, 49	Consumer product, 61–62, 162, 193
Conative, 47, 67, 101	Consumer tastes, 53
Concept, 4, 8, 11, 19–20, 25, 28, 32,	Consumer-based brand equity, 75, 77
39–40, 45, 48, 52, 57, 61–62, 66, 68,	Consumer-based equity, 65, 73
70–71, 73, 76, 90–91, 93, 101, 103,	Consumer-delighting culture, 155
107, 120–121, 141, 153, 155–156,	Consumer-driven, 38
158, 162, 164, 166, 177, 179, 182,	Consumption, 4–5, 22–23, 91, 107, 139,
193, 200, 229	151, 154, 178, 182, 188, 220
Conceptual, 5, 7–9, 19, 50–51, 68, 75–76,	Contemporary culture, 215
90, 103, 151–152, 156	Contemporary marketing, 5, 91, 103
Conceptualization, 18, 67, 70, 120, 151,	Convention and visitor bureau, 11
169	Conventional domains, 1, 6
Conciliatory, 193	Cooperation, 109, 158, 185, 188, 194,
Congruence, 155	197, 220
Consensus, 71, 80, 83, 85, 97, 100	Cooperative approach, 70
Consistency, 83, 111-112, 151, 218	Cooperative branding, 152–153
Consistent image, 89, 101	Cooperative model, 90
Consolidation, 151	Cooperative positioning, 150
Constituencies, 76	Cooperative region, 153
Constituent, 153	Coordinated marketing activities, 216
Construct, 45, 49, 66, 68, 94, 152	Coordinated marketing program, 12,
Consultation, 191-193, 195, 197-199,	207–208
201, 203–205	Coping strategies, 60
Consultative approach, 194, 203	Corporate brand, 4, 81, 192, 210-211,
Consultative model, 11, 191, 203	219–220, 223–224
Consultative planning approach, 193	Corporate branding, 211, 219–220
Consultative planning process, 199	Corporate culture, 54, 224
Consultative route, 199	Corporate identity, 211
Consumer, 8, 13, 22–23, 25, 34, 38, 46,	Corporate managers, 81
50, 52–54, 61–62, 65, 73, 75, 77,	Corporate partnerships, 150
81–82, 91, 94, 120, 122, 139, 141,	Corporate strategy, 12, 219, 224, 231
143–145, 152–153, 155, 162, 166,	Corporate umbrella brand, 210
173, 192–193, 221, 230	Correlation, 58, 141
Consumer attitude, 46	Couchsurfing, 26
Consumer brand, 13, 192	Country branding, 4, 150, 155
Consumer costs, 152	Country-of-origin, 4
Consumer decision making, 101, 139,	Creative economy, 178
141	Creative element, 191
Consumer expectations, 144	Creative industries, 181
Consumer loyalty, 153	Creative process, 203

Creativity, 33, 122, 170, 175, 182, 203–204, 224	Demographics, 59, 167 Design, 80, 100, 157, 162, 165–166,
Credibility, 32, 42, 120, 199	174–175, 181, 185, 187, 194,
Crisis control, 139	213, 229
Cuisine, 9, 105–118, 173	Desired image, 69, 85, 96–97, 100, 174,
Culinary cuisine, 105, 107, 109, 111, 113,	210
115, 117	Destination, 1–11, 13–14, 18, 23–27,
Culinary culture exhibitions, 108	30–31, 33–35, 37–45, 47–63, 65–73,
Culinary establishments, 105–115,	75–79, 81–86, 89–98, 100–103,
117–118	105–111, 113, 115, 117–119,
Culinary experience, 23, 108	121–131, 133, 138, 140–141,
Culinary tourism, 9, 105, 107, 111–113,	144–146, 149–158, 161–175, 177,
117–118	179–189, 191–197, 199–203, 211,
Cultural asset, 12, 207, 209, 214-217	220, 229
Cultural attractions, 137	Destination actors, 91, 93, 100
Cultural carrying capacity, 155	Destination appeal, 155
Cultural city, 214–215	Destination attributes, 58, 153
Cultural heritage, 12, 212–213, 216	Destination authorities, 10, 149, 157
Cultural industries, 216	Destination brand, 1–11, 13–14, 18, 33,
Cultural program, 214	37-41, 43, 45, 47-49, 51-55, 57-59,
Cultural project, 218	61–63, 65–66, 68–71, 73, 75–77, 79,
Cultural proximity, 152	81-86, 89-90, 93-96, 98, 101,
Culture clash, 76	105–107, 109–111, 113, 115,
Customer-based brand equity, 71-72,	117–119, 121–123, 130, 138,
90	149–158, 161–169, 171, 173–175,
Customer experience, 13, 197, 203	177, 179, 181, 183–185, 187, 189,
Customer-focused perspective, 192	191–196, 199–200, 203, 220
Customer loyalty, 140, 155	Destination brand architecture, 5
Customer response, 8, 54	Destination brand planning, 11,
Customer service, 28, 57, 91, 173	191, 203
	Destination brand strategy, 161, 163,
Decision process, 56, 58, 94, 173	165, 167, 169, 171, 173, 175, 191
Decisionmaking framework, 194	Destination brand vision, 200
Decisionmaking process, 38–39	Destination branding, 1–11, 14, 18,
Degree of assurance, 53	37–41, 43, 45, 47–49, 61, 63, 65–66,
Demand, 8, 10, 32, 65–66, 71, 73, 117,	68–71, 73, 75–77, 79, 81–86, 89–90,
135, 139, 149, 153, 156–158, 169,	93–95, 98, 101, 105–107, 109–111,
225–226	113, 115, 117–118, 138, 149–157,
Demand-side, 8, 65, 71, 73, 156–158	161–162, 177, 179, 181, 183–185,
Democracy, 135	187, 189, 191, 193, 195–196, 220
• *	

Destination branding process, 8, 195–196 Destination branding strategies, 105, 117–118 Destination characteristics, 149 Destination communities, 13, 38, 76 Destination competitiveness, 117 Destination developers, 108 Destination development, 57, 155 Destination identity, 9, 70, 107 Destination image, 3, 5, 7, 10, 37–40, 42–45, 47–50, 62, 65–67, 71, 73, 79, 89–90, 93–95, 101, 108–109, 150, 156–157 Destination lifecycle, 102 Destination management organization, 68–69, 133, 150, 177, 182, 188 Destination marketer, 150, 203 Destination marketing, 5, 8, 38, 54, 69, 75, 86, 89, 91, 96, 106–107, 111, 118, 133, 141, 144, 151, 186, 192, 211 Destination marketing organization, 8, 38, 54, 75, 89, 91, 106, 133, 141, 144, 151, 186, 192 Destination mix, 94 Destination products, 150 Destination products, 150, 158 Destination promotion, 56 Destination promotion, 56 Destination promotion, 3 Destination selection, 54, 68, 72 Developing countries, 21, 136 Development factor, 66 Differentiation, 52, 81, 106, 151, 155, 223, 226 Digital natives, 17, 24–25, 33	Dining behavior, 110–111, 113 Dining experiences, 108 Direct experience, 39–42, 44, 46, 49–50 Direct mailing, 158 Disposable income, 134, 141 Distinctive characteristics, 210 Distinctive city branding, 207, 209, 211, 213, 215, 217 Distinctive identity, 207 Distinctive heritage, 12, 216 Distinctive image, 155 Distinctive image, 155 Distinctive place asset, 208, 217 Distinctive place asset, 208, 217 Distribution channel, 62, 95, 187, 225 Distribution systems, 140 Distributors, 54 DMO, 8–9, 12, 38, 42, 44–46, 49–50, 76, 91–92, 94–95, 143, 145–146, 194–202 Double vortex model, 75, 81–83 E-commerce, 38, 221–222 Economic benefit, 109, 193 Economic characteristics, 119, 129–130, 214 Economic damage, 84 Economic growth, 133–134, 138, 146 Economic linkages, 61 Economic sectors, 134 Economics sectors, 134 Economics theory, 90, 92, 103 Educational sources, 145 Element, 13, 68, 70, 120, 151, 205, 226 Emotion, 169 Emotional attachment, 56, 153 Emotional connection, 151–152
Differentiation, 52, 81, 106, 151, 155,	Emotion, 169
223, 226 Digital natives, 17, 24–25, 33	Emotional attachment, 56, 153 Emotional connection, 151–152
Digitalized experience, 7	Emotional link, 139, 150
Dimension, 23, 55–63, 70–73, 94, 128,	Emotional responses, 39, 46, 85
151, 224	Empathy, 166

Employees, 7, 12–13, 17, 24, 32, 54, 67, 70, 102–103, 115, 118, 120, 168, 178,	100–102, 107–109, 120–121, 139, 145, 150–152, 154, 164–168,
182, 202, 219, 221, 227–228, 231	170–175, 178, 182, 184, 191, 199,
Employer, 200	204, 211, 214, 218, 220, 222, 228
Empowerment, 7, 17, 31–32, 34–35, 107	Experience delivery, 191
Enclave development, 60	Experience economy, 101, 182, 184
Endorsement, 11, 162, 171, 173–174,	Experience imagery, 164, 166, 171–172
192–193, 201	Experience providers, 6
Endorsement brand, 162, 171, 174	Experience-seeking, 172
Engagement, 11, 189, 191, 193, 196, 199,	Experience space, 170–171, 174
201, 203, 217	Experiential, 5, 46, 51, 53–54, 71, 93,
Entry barriers, 139	121, 152, 169, 171, 173–175
Environment, 23, 37, 39–42, 48–49, 54,	Experiential branding, 152
67, 91–92, 103, 107–109, 115, 118,	Experiential factor, 53
121, 139, 181, 185, 187–189,	Experiential marketing, 121
216–217, 220	Experiential products, 51
Environmental bubble, 60	External audience, 204
Environmental forces, 75, 78	External communication, 216
Environmental influences, 85	External market, 92, 101, 195
Equity, 7–8, 11–13, 51–63, 65–66, 69,	External marketing, 92
71–73, 75, 77, 79–81, 84–86, 90, 98,	External sources, 67
120, 122–123, 139, 149, 153,	External stakeholder, 200
156–157, 162–163, 211, 214, 216,	
219, 230–231	Factor analysis, 97, 112, 115
Equity measurement, 52–53	Family business, 91
Essence, 50, 83, 96, 127, 163, 167–169,	Fast food, 53
171, 173–175, 213	Favorability, 153
Evoked set, 146	Features, 10, 20, 27, 30, 38, 41, 53, 68,
Exchange, 9, 49, 85, 89–93,	110, 130, 140, 145, 153, 164–165,
95, 97, 99, 101–103, 135–137,	168–171, 174, 210, 231
146, 222	Feelings, 13, 18, 34, 44, 67, 81–83, 85, 93,
Expectations, 6, 34, 54–55, 57, 91–92,	95, 117, 121, 162, 166
103, 139–140, 144, 146, 151, 158,	Festival, 172, 212, 214–216
167–168	Film festival, 214–215
Expected performance, 53	Financial incentives, 210
Expenditure level, 53, 58	Financial investments, 56
Expenditure, 53, 57–58, 61, 109, 111, 113	Financial management, 12, 219, 231
Experience, 2, 5–7, 13, 17, 23, 27, 29–30,	Financial valuation, 52
32, 34, 37–42, 44–46, 49–50, 53–54,	Focus group, 96–97, 152, 156–157, 195,
71, 76, 81–83, 85, 91, 93, 95,	204, 225, 227, 231

Folklore, 144	Handicraft industry, 211
Food products, 153	Heritage, 12, 78, 81, 83, 97, 99, 152,
Foreign currency, 59	156–157, 166, 171, 207, 211–213,
Foreign direct investment, 59, 137,	216–217
178	Hierarchical structure, 44
Foreign exchange reserves,	Hierarchy, 6, 164, 166
135–136	Historical, 4, 20, 71, 97, 140, 152, 166,
Foreign reserves, 137	211, 218
Foreign sector, 136	History, 10, 19, 55, 66, 71, 99–100,
Framing, 103, 158	108–109, 135, 138, 140, 156–157,
Franchise, 53, 135	166, 195, 210, 221–222
Free trade, 135	Holiday, 13, 23, 63, 119, 121–125, 127,
Frictions, 86	129, 131, 166–167
Frontline staff, 203	Holistic, 5, 67, 120-121, 158, 207-208
Full brand, 218	Holistic approach, 207–208
Functional, 38, 40, 53, 67, 71, 81, 103,	Hospitality, 12, 29, 92, 95, 100, 104–106,
122, 150, 152–153, 164–166	109, 123–129, 165, 219–221, 223,
Functional assets, 153	225, 227, 229–231
Functional attributes, 150, 166	Hospitality organizations, 12
Functional branding, 152	Hospitality spaces, 106
Functional capability, 81	Host, 1, 6, 8–9, 11, 50, 62, 73, 77, 89,
Functional configurations, 40	94-95, 97, 99-103, 106-109, 118,
Functional goods, 53	177, 179, 187
Functional region, 153	Host community, 1, 6, 8–9, 11, 50,
	73, 89, 94–95, 97, 99–102, 106,
Generic, 4, 18, 52-53, 59, 63, 122,	177, 179
139	Host culture, 62, 107-108
Geographic, 53, 59, 118, 140,	Host culture receptiveness, 62
152	Hotel, 4, 12, 22–23, 27–29, 38, 60, 137,
Geography, 59, 66	139, 183, 219–222, 225, 227–228,
Global concepts, 7	231
Global economic environment, 216	Hotel branding, 220
Global economy, 187	Hotel chain, 12, 139, 219, 221, 231
Global marketplace, 179, 208	House of brands, 220, 224, 231
Globalization, 7, 17–23, 27, 31–34, 139,	Human ecological approach, 77
177–178, 182–183, 220	Human resources, 86, 121, 214, 231
Globalization process, 7, 17–21, 31, 33,	, , , ,
178, 220	Icons, 142, 144
Glocalization, 20	Identification, 51, 85, 120, 122–123, 151,
Gross domestic product, 136	157
1 /	

55, 59, 61, 65–66, 68–71, 73, 76, 79, 82, 86, 89, 101, 107–109, 117, 120, 18, 122, 145, 149, 151, 153, 156–157, 161–163, 169, 171–175, 183, 185, Import 202, 207–209, 211–218, 222–224, Imprin	nentation, 5, 11, 70, 73, 75, 78–80, , 85, 110, 117, 151, 158, 172, 174, 6, 196–197, 199, 208, 218, 3–224, 227–228, 230–231 -substitution, 136 ted, 52 ad, 106, 154
Identity building, 2, 73, 217 Inclusive	veness, 81
Identity change, 214 Income	e, 110, 112, 123, 134, 137, 141
Identity element, 173, 202 Indepe	ndent sources, 156-157, 173
14011010, 0,000111, 10, 02, 10,, 1,2, 1,0	rent residents, 112–114
Image, 3–5, 7, 9–12, 18, 25–32, 34–35, Indirect	t experience, 39, 41–42, 46, 49
	lual element, 195
79, 81–83, 85, 89–90, 93–101, Individ	luality, 170
100 100, 117, 110 121, 133, 130,	rial cities, 208
110 110, 117 133, 133 137,	rial growth, 135
101 101, 107 109, 172 173,	rial region, 214
103 107, 133, 137, 200 201, 200,	rialization, 145, 211, 214
210, 212–213, 215–216, 218, Inflatio	
220 222, 220 229	tial point, 201
illiage associations, 210	ation, 7, 17–19, 21–22, 24–28,
Image building, 11, 33, 00, 141–142, 131,	-31, 33-35, 37-42, 44-46, 49-50,
103-104, 107, 174, 104	-59, 67, 80, 85, 94, 97, 99, 110,
1111age components, 44-45, 46, 67, 96,	5, 121, 137, 139, 145, 153,
102	6–157, 161, 163, 167, 169, 174,
Image construct, 57, 49	8, 181, 186, 200, 203, 216, 221
Image elements 161	ation exchange, 85
Image evolution 177 175	ation points, 174
Image formation 30 40 42 47 40 55	ation search, 94
68 151 185	ation society, 24
Image formation process 42 49 68	ation source, 24–25, 37–39, 42,
Imaga framaryaris 67	-45, 49
1 0 72 00 176	ation-stimuli, 39 ation technology, 24
7	tion, 12, 14, 32–33, 181–182, 197,
Y 1 0 7 0 4 0 6 400	9, 221, 223, 227–228, 231–232
	tive management tool, 216
_	_
	cing 182-183
163–169, 171–172 Intangi	cing, 182–183 ibility, 151, 210, 220

Integrated behavioral responses, 37-38,	Interpersonal communication, 145
44–45, 48–49	Interpretation, 20, 70, 140, 212
Integrated informational response, 7, 37,	Intrinsic benefit, 76
39	Investment, 32, 59, 75, 79-80, 122, 137,
Integrated marketing, 38, 158	150, 175, 178, 184, 208
Integration of marketing functions, 106	Involvement, 33, 73, 76–78, 106, 109,
Intention to purchase, 46, 48	116, 151, 175, 181, 183–185, 189,
Intention to visit, 48, 154	192, 194, 197–198, 219, 231
Interactional approach, 77	
Interactive experience, 6	Joint decisionmaking, 78
Interactive portal, 38	Joint offerings, 174
Interactivity, 20, 24, 27, 40–42, 45–46	
Inter-agencies, 84	Key market, 12, 195
Interdependencies, 84	Key partner, 200
Interest group, 68, 70, 84, 198	Key people, 198
Internal branding, 9, 54	Key public, 195
Internal communication, 155	Key stakeholder, 78–80, 106, 191, 194,
Internal marketing, 101, 109, 118	201
Internal marketing strategies, 109	Knowledge, 9, 24–26, 29–30, 34–35,
Internal stakeholder, 70, 155, 204	50, 55, 61, 67, 93–94, 98, 102,
Internal strategic capability, 216	131, 146, 165, 170–171, 173,
International, 2, 4, 9, 14, 22, 53, 60,	178, 182–183, 188–189, 198,
105–106, 110–117, 133–140, 145,	216, 225, 230
154, 161–163, 174, 178–181,	Knowledge-based industries, 216
183–185, 187–188, 216, 222, 232	Knowledge economy, 182
International arrivals, 137, 154	
International economy, 135	Leader, 194, 199, 212, 214
International markets, 53, 139	Leadership, 70, 73, 194, 199, 213, 218,
International mobility, 161	231
International tourists, 9, 105–106,	Leading executives, 193
110–117, 133, 140, 145	Legal device, 81
Internet, 21, 24–30, 32–35, 37–39, 49,	Legal instruments, 52
163, 171, 186	Legends, 152, 156–158
Internet media, 171	Leisured classes, 134
Internet-mediated environment, 37	Length of stay, 53, 58, 62
Interorganizational collaboration, 75,	Leverage, 121, 193
77–79	_
Interorganizational collaborative	Liabilities, 162–163, 169
process, 8	Lifestyle, 121, 167, 185
Interorganizational theory, 77	Linkages, 61, 68, 153

Local, 9, 11, 20–24, 26–27, 32, 34–35, 50,	Long-term view, 194–195
62, 71, 76–78, 82–85, 89, 91–93, 96,	Low technology, 136
98, 102, 105–118, 123, 125, 129, 144,	Loyal customer, 23, 44
152, 156–157, 173, 185, 187, 189,	Loyalty, 6–7, 13, 23, 33, 44, 48, 50–51,
192, 194–195, 198–201, 203,	55–58, 60–62, 65, 71–73, 82–83, 91,
211–215, 217	100, 120, 139–141, 150, 153,
Local agricultural specialties, 213	155–157, 210, 214, 221, 230
Local board, 195	133 137, 210, 214, 221, 230
Local business, 109, 215	Management system, 203, 216
Local citizen, 194	Manufacturing, 136
Local constituent, 198	Markers, 150
Local cuisine, 9, 105–118	Market, 3–4, 7, 11, 17, 19, 21–24, 33, 44,
Local culinary businesses, 118	51, 53, 58–63, 69–70, 83, 89–93, 96,
Local culinary culture, 109, 115–117	101, 135–137, 141, 144, 146,
Local culture, 107, 144	149–150, 153–156, 158, 165, 167,
Local economy, 50, 102, 109	169, 174–175, 178, 180–183, 187,
Local experience, 76	195, 197, 211, 220, 223–226, 230,
Local flavor, 9	232
Local food, 9, 105, 108, 117–118	Market characteristics, 7, 51
Local government, 77, 200, 217	Market demand, 225
Local history, 108	Market orthodoxy, 137
Local involvement, 109	Market position, 150, 154
Local market, 21, 211	Market response, 3
Local night markets, 105, 117	Market segmentation, 4
Local organization, 203	Market share, 169, 174
Local player, 192	Market situation, 197
Local radio station, 201	Market sophistication, 195
Local snacks, 106	Marketing, 1–6, 8, 11–12, 14, 22, 26–27,
Local stakeholder, 77–78, 85, 156–157,	29–31, 34, 37–38, 52, 54, 57, 61,
187, 200	65–66, 68–71, 75–78, 84–86, 89–93,
Locals' attitudes, 118	95–96, 99, 101, 103, 106–107, 109,
Locals' opinions, 109	111, 118, 120–121, 133, 141,
Logo, 18, 100, 147, 151, 157, 185, 191,	144–145, 150–153, 155, 158, 167,
193–194, 212–215, 229	169, 173, 175, 181–182, 186, 188,
Logo design, 213	192–195, 197, 200, 207–208,
Logotype, 162	210-214, 216-217, 223, 230-231
Longitudinal research, 158	Marketing activities, 68, 91–92, 106, 210,
Long-term growth cycle, 58	213, 216
Long-term relationships, 93, 103	Marketing alliance formation, 78
Long-term strategy, 5, 12, 219, 232	Marketing application, 210
	÷ ,

Marketing budget, 84, 192	Message, 34, 41, 85, 97, 118, 144, 154,
Marketing campaigns, 22, 31, 152, 182,	158, 164, 192, 200, 224
213	Middle class, 125, 130, 135, 144
Marketing coup, 2	Migrant labor, 137
Marketing credentials, 192	Migration, 53
Marketing effort, 150, 210	Model, 5, 7–9, 11, 19, 37, 39–50, 56, 58,
Marketing firms, 2	60–61, 63, 67–70, 73, 75–79, 81–83,
Marketing information, 153	86, 89–90, 98, 101, 120–122, 136,
Marketing innovations, 5	138, 152–153, 161, 171, 174–175,
Marketing manager, 27, 118, 195	177, 179, 182, 185, 187, 189, 191,
Marketing materials, 96, 99	203, 207–208, 211–212, 216–218
Marketing mix, 93, 210	Monetary return, 52
Marketing partner, 192	Monetary value, 58, 62, 154
Marketing program, 12, 69, 75, 93, 101,	Multidimensional places, 151
207–208, 214, 217	Multidimensional scaling, 10, 127–128
Marketing project, 216	Multidisciplinary, 1, 5-6, 210
Marketing research, 70, 152	Multidisciplinary approach, 1, 6
Marketing strategy, 52, 169	Multidisciplinary perspectives, 5
Marketing team, 192	Multidisciplinary thinking, 6
Marketing tool, 1, 4, 29, 106, 150	Multi-featured identity, 215
Marketplace, 1, 5, 21, 31, 52–53, 62, 150,	Multinational, 29, 151, 153
162, 178–179, 186, 208, 219, 232	Multiple corporate identities, 211
Mass destination, 11, 62	Multiple identities, 210–211
Mass media, 42	Multi-sensory systems, 40
Mass tourism, 60-61, 63, 141, 146	
Measurement, 52-53, 67, 96, 230	Name awareness, 153, 156
Measurement scale, 96	Nation brands, 4, 51, 53–55, 57, 62–63,
Measurement techniques, 67	73, 76, 119, 121–122, 130, 152,
Media, 5, 7, 12, 21, 38, 40–42, 45, 49,	157–158, 163
55–56, 85, 154, 158, 164, 169,	Nation-states, 140
171–172, 174, 185, 192, 198,	National accounts, 138
200–203, 211	National market, 53, 135-136, 139, 162,
Media awareness, 56	188
Media channels, 45, 172	National offerings, 162
Media community, 174	National Park, 57
Mediated environment, 37, 40–41, 46,	Natural attributes, 62
48–49	Natural disasters, 31, 84
Meeting planner, 200	Natural landscapes, 142, 166
Memorable bond, 150	Natural resources, 155
Mental imagery, 39, 46	Neighborhood, 140, 202
<i>U</i> , , .	, , ,

Neighborhood group, 202	Paid vacations, 134
Neo-liberals, 138	Paradigm, 35, 38, 75, 77, 93, 173
Net communities, 38, 50	Participation, 8–9, 21, 26, 33,
Network, 26, 33, 78, 80, 177, 181–183,	35, 38, 50, 73, 89, 96, 101,
187–188	107, 174–175, 183, 185–186,
Network society, 177	189, 193, 197, 213, 217, 220,
Networking, 11–12, 177, 179, 181–182,	228, 231
188, 218–219, 232	Partner organization, 202
Networks, 20, 33, 76, 79, 181–183,	Partnership, 76–77, 181, 187, 198,
187–189, 211, 214	217, 229
New logo, 193–194, 212–213, 215,	Partnership system, 217
228	Perceived, 9, 35, 42, 45–46, 50, 65, 69,
Niche markets, 70	72–73, 80, 82–83, 85, 89, 94, 97–99,
Non-branded, 139	102–103, 107, 110–111, 116–117,
Non-functional, 150	119–121, 127–128, 130, 143,
Non-returnable, 52	156–157, 162–163, 184, 186, 230
Not-for-profit organization, 217	Perceived attractiveness, 110-111, 116
	Perceived benefits, 83, 111, 117
On-brand, 139, 173–174, 196–197,	Perceived image, 69, 85, 97-99
201–202, 205	Perceived quality, 65, 72-73, 111, 116,
On-brand action, 196, 202	120, 156, 230
On-brand behavior, 197, 201, 205	Perceived risk, 45
One-on-one marketing, 5	Perceptions, 5, 42, 44, 48, 67, 81–82, 85,
Online image, 44	91, 93–94, 96–99, 102–103, 109–110,
Online purchasing, 46	118, 151, 162
Open-air set, 214	Perceptual concept, 62
Open economy, 135	Performance rating, 213
Open-source software, 26	Performance review, 194
Opinion leader, 156–157, 193–194,	Perishability, 151, 220
198	Permission marketing, 5, 93
Opinion-formers, 169	Personal marketing, 5
Opinion research, 195	Personality, 4, 18, 27, 52, 71, 81, 152,
Organic, 67, 69, 163	162, 167
Organization performance, 216	Physical functions, 93
Origin, 4, 17, 129, 153	Place asset, 208–209, 217
Overall image, 47–48	Place brand, 1, 208, 210–211, 217
Overall process, 9, 195	Place branding model, 211
Overt behavior, 48	Place branding, 1, 208, 211
Overt coordination, 95	Place characteristics, 66
Ownership, 52, 56, 135, 188, 198	Place marketing, 4–5, 200, 217

Place promotion, 210	Pre-visitation decisions, 99
Planning, 6, 8, 11, 50, 78–79, 102, 106,	Price, 5, 53, 57, 61–62, 67, 72, 134, 137,
117, 162, 181, 189, 191, 193,	139, 147, 153, 226–227, 230
195–199, 201, 203, 205, 213,	Price tag, 53
216–217	Pride generation, 107
Planning process, 191, 197-199, 213	Pride, 3-4, 54, 63, 70, 107, 109, 155, 194,
Platform, 9, 18, 24–27, 77, 89, 93, 95,	198, 214
100, 122, 185–186, 189	Primary attraction, 154
Points of difference, 162	Primary image, 67
Points of parity, 162	Primary service, 211
Policy, 35, 81, 136–137, 177, 227, 230	Primary tagline, 204
Political leader, 192, 194, 203	Prime stakeholder, 203
Political player, 192	Principle, 35, 92, 111
Political strategy, 11, 146, 177, 184, 189	Pro-Am, 25–26, 29, 34
Population, 22, 34–35, 38, 53, 102, 119,	Problem-setting, 75, 79
123, 163, 178–179	Process, 2, 6, 8–13, 19, 23, 25, 33, 39, 42,
Portfolio, 12, 121, 169, 222–223, 225,	49, 52, 54, 56, 58, 65, 67–68, 72–73,
230–231	75–83, 86, 89–90, 92, 94–95, 99–101,
Position, 22, 39, 49, 70, 100, 124, 134,	106, 108, 118, 121–122, 139, 144,
141, 146, 150, 153–154, 162, 219,	146, 150, 154, 156, 162–163, 173,
223, 226, 230, 232	177, 179, 191–199, 201, 203–204,
Positioning, 2, 4, 10, 33, 69, 122, 131,	207–208, 211, 213, 216–219,
150, 163, 165, 167, 170, 192–193,	221–225, 227–228, 230–232
223–225, 227–228, 231	Process model, 79, 207, 216-218
Positive experiences, 5	Product, 4–5, 7, 9, 13, 18, 23, 25–27, 34,
Positive relationship, 154	41–42, 44–45, 49, 52–55, 57, 61–62,
Post-brand implementation, 70	67, 71, 75, 81–82, 93, 115, 120, 122,
Post-industrial service economy, 208	136, 144, 146, 150, 153–155, 162,
Poster, 133, 142	164, 166, 168–169, 173–175,
Potential consumers, 152	184–188, 210, 212, 220, 222
Potential tourists, 9, 55, 58, 69, 89,	Product attributes, 67
96–100, 156, 166, 174, 185	Product brand, 4, 7, 52–53, 57, 62, 75,
Power relations, 86	115, 144, 155, 162, 187, 210, 220
Practitioners, 2, 6–7, 11–12, 66, 73, 78,	Product branding, 75, 210, 220
90, 93, 221, 231	Product branding theory, 210
Preconditions, 78–79, 83	Product characteristics, 150, 154
Predictability, 53–54	Product development, 175, 210
Predispositions, 162	Product differentiation, 52
Preferred image, 208	Product stability, 53
Pre-industrialization, 214	Projected brand, 81, 145, 156, 169

Projected image, 69, 79, 94 Promise, 6, 13, 34, 86, 150, 175, 194, 197, 201, 221, 227–228 Promotion, 5, 37, 39, 49, 56, 61, 85, 139, 144, 158, 162, 173–174, 179, 183–184, 187, 208, 210 Promotional images, 59 Promotional literature, 56 Promotional materials, 144, 152, 156–157, 163, 171–172 Promotional tools, 133, 136, 141, 144 Property ownership, 56 Proposition, 3, 8, 46–48, 76, 86, 189 Provincial towns, 135 Psychological, 39, 67, 93, 101, 107, 121 Psycho-social match, 82 Public discourse, 192	Region, 4, 11, 20, 22–23, 96, 108–109, 123, 129, 140, 153, 163, 173, 181–182, 197, 211, 214, 216 Region brand, 197 Regional development, 211–212 Re-imaging, 208 Rejuvenation, 165, 232 Relationship, 3, 5, 7, 11–12, 18–19, 45–48, 51, 71–72, 77, 82, 90–91, 93, 103, 122, 150–151, 153–155, 165, 177, 179, 183–185, 199, 211, 219–220, 231 Relationship alignment, 211 Relationship marketing, 5 Reliability, 29, 97, 111, 152 Religion, 140 Religious art, 144, 146 Renewal, 58, 60, 62
Public forums, 85 Public perception, 161	Repeat purchase, 56, 155
Public relations, 158, 181	Repeat tourists, 94 Repeat visitation, 3, 56, 58, 72
Public resources, 60	Repositioning, 11, 162, 224
Publicity, 2, 158, 163, 168, 174	Representational dimensions, 153
Purchase decision, 8, 53–54, 91	Research, 4–5, 7–9, 11, 14, 17, 19, 28, 30,
Purchase intention, 44, 47	32, 34–35, 38, 45, 49, 51, 55, 61–63,
Quality, 4, 6–7, 11, 34, 51–53, 55, 57–58,	65–66, 70–73, 77, 79, 89, 95–96, 101–104, 110, 118, 139, 144, 149,
60–63, 65, 67, 71–73, 97–99, 106,	152, 155–158, 161–163, 174, 183,
108–112, 115–118, 120, 123, 139,	195, 202–204, 207, 210, 213, 219,
153, 155–157, 174, 183, 185,	223, 225, 230–232
224–227, 230–231	Resident, 9, 26, 53, 76, 105
	Resident population, 53
Rational consumer, 139	Resident survey, 9
Real estate, 137, 192, 200	Residential area, 214
Re-branding, 161–162	Residential towns, 214
Recession, 136	Resonance, 81–82, 85
Recognition, 5, 23, 33, 94, 140, 151, 180,	Resort, 4, 31, 56, 59-60, 140, 221
184, 210, 222, 226	Resources, 8, 11, 22, 54, 57, 60, 79–80,
Recursive conceptual model, 152	83, 86, 121, 150, 155, 177, 179,

102 104 107 102 104 107 202	170 102 102 107 100 102 211
183–184, 187, 192, 194, 197, 202, 214, 224, 231	178, 182–183, 186, 188, 192, 211, 226–229
Response relationship, 82	Services marketing, 4
Responsiveness, 168	
_	Servicescape, 166, 168
Retention, 44	Shared decisionmaking, 77
Return on expenditure, 57	Shared responsibility, 201
Return on investment, 75, 79–80	Shared vision, 76, 78, 80
Revisit, 85	Sincerity, 23, 167
Risk, 23, 32, 45, 53–54, 56, 81, 94, 152,	Single product, 52, 155
154, 197, 220	Single product brand, 155
Risk assessment, 154	Slogan, 2–3, 5–6, 12–13, 29, 54, 86,
Risk reducer, 81	100–101, 144, 147, 155–157, 185,
Roadside boards, 158	193, 213, 215–216, 218
Rural-bound tourists, 91, 100	Social actor, 6, 92, 103
Rural community, 9, 92–93	Social capital, 78
Rural counties, 152	Social conflict, 154
Rural destination, 9, 89–90, 92	Social covenant, 138
	Social effects, 102
Satisfaction, 94, 107–108, 166, 224, 226	Social exchange system, 89, 91, 93, 95,
Scale measures, 57	97, 99, 101, 103
Segments, 9, 55, 59, 63, 81, 131, 225–226	Social exchange theory, 9, 89–93, 95,
Self esteem, 166	102–103
Self fulfillment, 166	Social groups, 134
Self-analysis, 70	Social marketing, 95
Self-image, 150, 197	Social order, 135
Self-statement, 170	Social-psychological motives, 107
Self-transformational elements, 170	Social relationships, 66
Sense of community, 92, 100, 139	Social resources, 79
Sense of place, 71, 78, 153	
Senses, 40, 109, 163, 171	Social responsibility, 210
Sentimentality, 167	Social structure, 9, 89–92, 135
Service brand, 150, 192	Social systems approach, 77
Service providers, 150, 174	Social values, 155
Service quality, 53, 57, 61–62, 99, 108	Sociological perceptive, 95
Service staff, 200	Sociology, 93
Service station, 201	Sociopsychological attribute, 210
Services, 4, 18, 22, 24–25, 27, 33–34, 38,	Soft landing, 195
50, 57, 62, 66, 73, 94, 106, 109, 118,	Spontaneous experiences, 153, 158
120–121, 123, 129, 133, 136–137,	Stabilization plan, 136
139, 162–163, 165, 168, 172, 174,	Staff turnover, 200

Stakeholder, 71, 73, 77, 79–80, 82, 85–86, 177, 179, 181, 183, 185, 187, 189, 191, 193, 197, 201–202	Symbolic meaning, 95 Symbolic values, 150
Stakeholder briefing, 202 Stakeholder engagement, 191, 193	Tagline, 2, 13, 54, 63, 169, 172, 191, 194, 203–204
Stakeholder involvement, 77	Talking point, 203
Stakeholder support, 191, 197	Tangibility, 8, 42
State-of-the-art, 1	Tangible, 18, 51, 53, 67, 78, 93–95, 97,
Statistical system, 137	103, 122, 153–154
Status, 3, 38, 110, 124, 129–130, 139,	Tangible attributes, 97, 154
194, 199	Tangible goods, 95
Stimulation, 165	Target market, 69–70, 152, 155
Stimuli, 7, 37, 39, 145, 166	Taste, 40, 52, 106
Strategic analyses, 70	Technology transfers, 136
Strategic asset, 12, 120, 178, 222,	Terracotta army, 140
231	Theme, 3, 7, 11, 13, 18, 117, 123, 129,
Strategic branding, 12, 219, 221, 223,	158, 172, 191, 200, 214, 229
225, 227, 229–231	Theoretical discourse, 51
Strategic brands, 149, 151	Theoretical foundations, 2, 6, 77
Strategic direction, 81	Theoretical framework, 93, 95, 103
Strategic goal, 217	Top of mind, 55
Strategic management approach, 4	Tour operator, 54, 60–63, 139, 145–146,
Strategic place marketing, 4	163, 192, 200
Strategic planning, 216	Tourism attractions, 115
Strategic platform, 93, 122	Tourism attribute, 192
Structural relationships, 39-40	Tourism authorities, 151
Substitutability, 150	Tourism brand, 1-14, 17-22, 24, 26, 28,
Supply chain, 91	30-35, 37-38, 40, 42, 44, 46, 48,
Supply-side, 8, 70, 156–157	50-52, 54, 56, 58, 60, 62, 65-66, 68,
Supply-side brand identity, 8	70, 72, 75–76, 78, 80, 82, 84, 86,
Sustainable brand, 8, 76, 194, 203	89–92, 94, 96, 98, 100–106, 108, 110,
Sustainable brand identity, 8, 76	112, 114, 116, 118–120, 122, 124,
Sustainable development, 69, 78	126, 128, 130, 133–134, 136, 138,
Sustainable-market, 175	140, 142, 144, 146, 149–150, 152,
Symbol, 18, 22, 71, 108, 120, 151, 157,	154, 156, 158, 161–162, 164, 166,
162	168, 170, 172, 174, 177–178, 180,
Symbolic, 71, 95, 103, 108, 145, 150, 152,	182, 184, 186, 188, 191–192, 194,
165, 213	196, 198, 200, 202, 204, 207–208,
Symbolic branding, 152	210, 212, 214, 216, 218–220, 222,
Symbolic government, 213	224, 226, 228, 230, 232

Tourism branding, 1-14, 17-22, 24, 26,	Tourist memory, 151
28, 30–35, 37–38, 40, 42, 44, 46, 48,	Tourist motivation, 107
50-52, 54, 56, 58, 60, 62, 65-66, 68,	Tourist perspective, 5
70, 72, 75–76, 78, 80, 82, 84, 86,	Tourist virtual communities, 7
89–92, 94, 96, 98, 100–106, 108, 110,	Tourist-based brand equity, 84
112, 114, 116, 118–120, 122, 124,	Touristic consumption, 4
126, 128, 130, 133–134, 136, 138,	Touristic image, 10
140, 142, 144, 146, 149–150, 152,	Touristic information, 42, 44, 46
154, 156, 158, 161–162, 164, 166,	Touristic value, 53
168, 170, 172, 174, 177–178, 180,	Tourist-local relationship, 93
182, 184, 186, 188, 191–192, 194,	Tourists' attention, 2, 114
196, 198, 200, 202, 204, 207–208,	Tourists' attitude, 118
210, 212, 214, 216, 218–220, 222,	Tourists' behavior, 67, 107
224, 226, 228, 230, 232	Tourists' contact, 201
Tourism consumption, 154	Tourists' expenditure, 109
Tourism demand, 117	Tourists' experience, 100, 165, 174, 220
Tourism destinations, 3, 22	Tourists' overall satisfaction, 107
Tourism development, 11, 59, 61, 72, 77,	Tourists' perceptions, 85, 93
106, 109, 112–115, 117, 134	Tourists' satisfaction, 94
Tourism experience, 5, 26, 29–30, 32, 35,	Trademark, 29
175	Transformationalist thesis, 19
Tourism industry, 12-13, 38, 121, 138,	Travel agents, 139
179, 181, 183, 195, 200, 218	Travel counselors, 145
Tourism industry partner, 195	Travel decision process, 58
Tourism leader, 194	Travel flow, 55
Tourism organizations, 11, 13, 23, 25,	Tripod branding platform, 100
31, 33, 181, 188	Trust, 23, 139, 153, 155, 186, 189
Tourism partner, 192, 202, 204	
Tourism product, 18, 22, 27, 33–34, 54,	Umbrella brand, 121, 210, 218
61, 78, 107, 151, 155, 186	Umbrella concept, 155-156
Tourism receipts, 137	Unique, 3, 5–6, 53, 57, 67, 69–70, 72, 76,
Tourism resources, 83	89, 91, 96–97, 101, 109–110,
Tourism sectors, 137, 171, 189	150-151, 154-155, 162, 165-166,
Tourism space, 6	171, 180, 186, 216–218
Tourism system, 77, 99	Unique characteristics, 5, 70, 72, 110,
Tourist analysis, 70	151, 155
Tourist arrivals, 58, 60, 63	Unique properties, 53
Tourist behavior, 58	Unique selling proposition, 76
Tourist decision, 173	Urban culture, 165, 171
Tourist experience, 2, 93	Urban destination, 76, 91-92

Urban planner, 203 Urbanization, 145, 214 Vacation, 3, 56, 68, 134, 145, 147 Value, 7, 9, 13, 18, 51–53, 55, 57–58, 60-63, 76, 82-84, 91, 102, 108, 112, 115–116, 120–122, 135, 141, 150, 152–157, 163, 165, 167, 170, 182–183, 187–189, 210, 215, 217–218, 220, 222, 227, 230 Value chain, 183, 188 Value systems, 76 Virtual affective, 44, 47–48 Virtual brands, 38 Virtual cognitive, 42, 44, 47-48 Virtual communities, 7, 17 Virtual destination branding, 7, 37, 39–41, 43, 45, 47–49 Virtual destination branding model, 7, 40, 48–49 Virtual environments, 41 Virtual experience, 37–40, 46, 49–50 Virtual global, 44, 47 Virtual information, 41–42, 44–46

Urban management, 208

Virtual loyalty, 44 Virtual space, 40, 49 Virtual tourist, 27 Virtual tours, 46 Virtualized destination image, 7, 37, 43-44, 49 Virtualized image, 7, 37, 39-40, 42, 44-46, 49 Vision, 76, 78-81, 83, 85-86, 122, 155, 175, 185, 194–195, 200, 213, 216–217, 223 Visit intention, 47-48, 93 Visitation, 3, 56, 58, 72, 99, 154 Visual design, 213 Visual identity, 73 Visual images, 155-156 Web-mediated experience, 44 Welfare State, 134 Word-of-mouth, 40, 42, 49, 85, 109, 139, 145, 186 Yang, 213

Yin, 213