Index

ABBA Museum, 62, 63, 70–71, 73, 76-77 AC²ID Test, 27 Academic knowledge, gaps in, 51–53 Academic literature policymakers, 98 Adaptability, 47 Advanced understanding, 17 Agency theory, 49–50 Agricultural/agriculture activities, 88 products/gastronomy, 160 threat, 174 Agritourism (see also Tourism), 84–85, 148, 150–151, 154, 168 in Campania, 89-91 in Italy, 85-89 Air service agreements (ASAs), 13–14 Airline industry, 9, 12 American Marketing Association, 17 Analysis of variance test (ANOVA test), 138, 140 Andalucia, 168 Anecdotal evidence, 62 Artistic event, 116 Attitudinal loyalty, 211 Attitudinal perception, 119 Attribute-based impression, 25 Average variance extracted (AVE), 220 Azuay Participatory Development Plan (2005-2015), 176 Back-to-translation method, 191 Bartlett's test of sphericity, 138 Benevolence trust, 211 Bias-corrected technique, 191 **Biosphere Reserve**, 156 Blind spots in methods and approach, 56

Board relations, 51–52

Boosting brand equity, 119–121 Bootstrap method, 191, 193 Brand equity, 29, 117-118, 199 boosting, 119-121 emerged concept, 16 Brand loyalty (BL), 119, 211, 215, 216 CBI and, 213 customer commitment and, 214 customer satisfaction and, 214 - 215development, 208-209 Brand trust (BT), 215, 219, 227 CBI and, 213 and customer commitment, 214 customer satisfaction and, 214 Brand(ing), 42, 185 activities, 228 assessment, 186 associations, 118, 119 awareness/brand salience, 118 centricity, 31 city, 20, 21, 28, 114 connect to places, 17–19 corporate, 23 deconstructing place brand, 24-25 effectiveness of Place Branding, 29 - 32evolution of concept of Place Branding, 19-21 extension, 187, 189, 204 future research directions, 33-34 management, 226 multi-dimensional perspectives of destination branding, 21-23 nation, 65-66, 72 practice of livestock trade, 16 process26-29, 30, 42 recommendations, 33 salience, 118

Business design, 99 strategies, 15-16 tourism, 2-3, 148 Business to consumer perspective (B2C perspective), 108 Business-to-business perspective (B2B perspective), 101 Campania, agritourism in, 89-91 Campanian culinary tradition, 90 Capabilities, 8 Capital structure, 7-8 Chi-square test, 137 City Brand Hexagon (CBH), 24 City branding, 20, 21, 28, 114 City thematisation, 32 Civic event, 116 Clean/renewable environmental technology, 174 Climatic variability, 175 Clusters of resources and services, 21 Co-consumption, 21 Co-operation, 176 Co-production, 21 Co-responsibility, 176 Cognitive image, 120 Collaboration commitment, 50 Collaboration enhancing competitiveness, 50 Commitment (see also Customer commitment (CC)), 210, 211, 224, 227 Common Agricultural Policy (CAP), 156 Communication programs, 143 Community participation, 153 sector. 45-46 tourism, 45 Competition, 2 in deregulated airline market, 12 - 13identification, 9-10 Competitive forces, 9 Competitiveness, 149

Complexity-simplicity paradox, 33 Confirmatory factor analysis (CFA), 191.218.220 Conservation strategies, 174 Consistency, 47 Consumer experience, 121 satisfaction, 120 Consumer-based brand equity (CBBE), 115, 121 events, 113-114, 117-119 organisation of events, 115-124 types of tourism, 114-115 Consumption in experience economy, 66-67 Contemporary cultural tourism, 101-103 Convenience sampling, 191, 217 Cooperative branding, 168 Coordination, 176 Corporate brands, 23 Corporate governance, 45 Corporate social responsibility (CSR), 173 Correlation matrix, 137 Cortijo, 160, 168 Country-of-origin image (COI), 186, 187, 190, 204 brand extension, 185 COI and brand extension, 186-188 data analysis, 191-192 DBE, 186 demographic findings, 193 examination of tourists' perceptions and attitudes, 190 future research directions, 199 instrument, 190-191 measurement items, 204-205 measurement model, 193, 194 methodology, 190 moderating effects of hedonic and monetary value, 195-197 OBE as mediator, 188-189 perceived value as moderator, 189-190

practical implications, 198–199 research model, 192 sampling, 191 structural model, 193-195 theoretical implications, 197-198 Creative industries, 100 Creative tourism, 98-99, 101 Credibility trust, 211 Cronbach's alpha coefficient, 137 Cultural tourism, 97-98, 151 in changing world, 99-101 Cultural/culture, 69-70, 99 environment, 5-6 events, 114, 116 moment in tourism. 100 Curators of Sweden, 62, 64, 65, 72 Currency rates, 5 Customer brand identification, 209 centricity, 31 self-expression, 207 Customer brand identification (CBI), 208, 209, 210, 223 and brand loyalty, 213 and brand trust, 213 customer commitment and, 212 customer satisfaction and, 212-213 Customer commitment (CC), 213 and brand loyalty, 214 brand trust and, 214 CBI and, 212 Customer satisfaction (CS), 130, 134–135, 212, 213, 226 and brand loyalty, 214-215 and brand trust, 214 CBI and. 212-213 Customer-company relationships, 210 Customised sound experience, 75 Dante Alighieri cultural society, 105 Data analysis, 191-192 Decision-making process, 22–23, 159, 189 Declaration of Rio de Janeiro (1992), 176

Deconstructing place brand, 24–25

Deforestation, 174 Demand-side approach, 133 Democracy-based approach, 153 Democratic design process, 79 Democratic interior design, 71, 79 Demographic information, 217 Descriptive analysis, 217, 219–220 Destination attractiveness improvement, 121-123 image, 22, 25, 120, 123 as service branding, 23 Destination brand extension (DBE), 186 Destination branding, 18-19, 29, 42, 62, 114, 115, 117 case studies from Sweden, 74-79 multi-dimensional perspectives, 21 - 23multisensory experiences, 65-71 solutions and recommendations. 72 - 73Destination management organisations (DMOs) (see Destination marketing organisation (DMO)) Destination marketing, 15–16, 18–19, 42, 43-44, 50, 53 events for, 115-116 **Destination Marketing Association** International (DMAI), 54 Destination marketing organisation (DMO), 1, 23, 32, 43-44, 47, 51, 190, 197–199 blind spots in methods and approach, 56 defects of stakeholder theory and governance, 55-56 innovation, 56-57 managing, 53 strategy, control and services, 54-55 understanding structure, 53-54 Diputación Provincial de Jaén, 161, 168 Discriminant validity, 193 Disintermediation phenomena, 100

Eco-hotel managers, 174 Economic globalisation, 171 Economic issues, 5 Ecotourism, 172 Ecuador environment in, 174-175 environmental responsibility in, 171 - 172Emotion, 121 Employee satisfaction and strategy, 47 - 48Encuesta de Coyuntura Turística de Andalucía (IECA), 158 Enjoyment-associated benefits, 72 Enotourism. 151 Entrepreneurs, 45, 85 Environment(al), 169, 170 analysis process, 2 contamination, 171 context, 178-179 in Ecuador, 174–175 issue, 171 management, 173 recent bibliography on, 172-174 responsibility in Ecuador, 171 - 172scanning, 2 sustainability, 172 Environmental Management Law, 176 Equatorial Semi-Humid Mesothermic climate, 175 Equity-connected dimensions, 34 'Essence of Wine' case study, 130, 137 analysis, 137 data collection, 137 demographic profile, 138 event satisfaction dimensions, 138 - 141event segmentation, 135-136 event tourism, 133–135 events, 129-130 events and events management, 131-132 future research directions, 143 levels of event satisfaction, 138 quantitative analysis, 137-138

research model and hypothesis, 136-137 solutions and recommendations. 141-143 tourism, 130-131 European Union regulations, 4 Event(s), 113–114, 129, 130, 131–132 boosting brand equity, 119-121 brand equity, 119, 121 branding, 117 CBBE of events, 117-119 characteristics, 120 destination image, 123 for destination marketing, 115-116 health tourism, 151 image, 119-120 improving destination's attractiveness, 121–123 leisure, 116 management, 131–132, 134 marketing process, 115 music festivals, 123-124 organisers, 135 satisfaction dimensions, 138 segmentation, 135-136 tourism, 114, 116-117, 130, 133-135 types, 120 typology, 132 Exchange rate, 5 Experience (see also Multisensory experiences), 121, 122 ICEHOTEL, 71 luxurious ice, 77 Experiencescapes, 68 Experiential or sensory marketing approach, 69 'Experiential' tourism, 101 External environment, 2 Extraordinary Valorisation Plan of Marche (2018-2020), 106 Fantasy, 121

Festivals, 114 *Financial Times, The*, 147 Five senses, 68–69, 73 Five-point Likert scale, 137 Folkloric event, 116 Food tourism, 151 Food-based tourism, 151 Fordist model, 170 Foreign tourist (FT), 137 'Freedoms of Air', 13 Functional characteristics, 25

Genealogy tourism development, 109 Generic competitive strategies, 10 Geological threats, 175 Glamping, 91 Global environmental crisis, 171 Global Risk Index, 175 Globalisation, 149, 170 Governance, 45, 49–50 defects of stakeholder theory and, 55–56 and management approaches, 99 Green Lodging Service Quality Scale (GLSERV scale), 173

H&M, 63, 72 Hedonic value, 191, 204 moderating effects of, 195-197 Heritage, Language, Lifestyle and 'Made in Italy' model (H2LM model), 99 application in Marche region, 106 - 108cultural tourism in changing world, 99-101 further evolution and applications, 108 - 109local creativity and lifestyle in contemporary cultural tourism, 101-103 from origin to destination, 103-106, 107 Heritage and cultural tourism, 98 Holistic (imagery) impression, 25 Hospitality, 208, 210, 211 'Hotel Managers' attitudes, 169 environment in Ecuador, 174-175 environmental context, 178-179

environmental responsibility in Ecuador, 171-172 history of Azuay, 175-177 methodology, 177-178 recent bibliography on environment, 172-174 social historical process, 170-171 **ICEHOTEL**, 71, 77 Identity motives, 207 IKEA Museum, 62-63, 67, 70-74, 78-79 Image (see also Country-of-origin image (COI)), 119 brand, 187 cognitive, 120 destination, 22, 25, 120, 123 event, 119-120 macro-image, 188 micro-image, 188, 197 place, 26 Individual(s), 45 resources or services, 21 self-concept, 208 Individualism-collectivism, 69-70 Information Communication Technologies (ICT), 98, 102 Innovation. 56-57 Instituto Nacional de Estadística (INE), 156 Intention to recommend, 120-122 to repurchase, 120 to revisit. 122 Internal environment, 2 International Business Machines Corporation (IBM Corporation), 69-70 International corporations, 3-4 International Olive Oil Council (IOOC), 154 Interpreting place, 21–23 Interprofesional De Los Aceites De Oliva, 168 Involvement, 47

Istituto Nazionale di Statistica (ISTAT), 86 Italian soft power and H2LM, 103–106, 107 Italian Way of Life consumption, 104 Italy agritourism in, 85–89 artistic heritage, 104

Jaén, 168

Kaiser–Meyer–Olkin (KMO), 137 KTO Tourist Information Center of Seoul (South Korea), 7

Landscape, 160–161 Leadership, 47–48 Legal issues, 4–5 Leisure, 160 event, 116 Local creativity and lifestyle in contemporary cultural tourism, 101–103 Local tourism development, 152–154 Low-cost carriers (LCCs), 2, 10 Loyalty, 118, 208 attitudinal, 211 Luxurious ice experience, 77

Macro-COI, 190, 197, 204 Macro-environment (see also Microenvironment), 2, 115 economic issues, 5 political, legal and regulatory issues. 4-5 social issues. 5-6 technological issues, 6-7 Macro-image, 188 Management strategy, 130 Marche region, H2LM model application in, 106-108 Marketing, 130 intermediaries, 8 variables, 223 Marketing environment, 2 ASAs, 13–14

competition in deregulated airline market, 12-13 environmental scanning, 2 identifying competition, 9-10 macro-environment, 2-7 micro-environment, 7-8 open skies agreement, 14 Masculinity-femininity, 69-70 Measurement model, 218 Meetings, incentives, conferencing, exhibitions tourism (MICE tourism), 102 'Megaproduct' territory, 149 Micro-COI, 190, 197, 204 Micro-environment (see also Macroenvironment), 7 capabilities, 8 capital structure, 7-8 company aims and objectives, 8 marketing intermediaries, 8 resources. 8 Micro-image, 188 perceptions, 197 Mission. 47 Mixed methods study, 52-53 Mobile application, 7 Modern societies, 171 Monetary value, 189, 204 moderating effects of, 195–197 Multi-dimensional perspectives of destination branding, 21-23 Multisensory aspects, 121 Multisensory experiences, 65 branding nation, 65-66 experiential view of consumption in experience economy, 66-67 place multisensory brand experiences, 68-69 'Swedishness' through multisensory experiences, 69-71 Music festivals, 121, 123-124

National Climate Change Strategy, 175 National tourist (NT), 137 'Niño' phenomenon, 175 Non-evaluative perception, 119 Non-parametric Chi-square test, 138, 140Northern Sweden, 63 NOS Alive, 124 NOS Primavera Sound, 124 Oleotourism, 147, 148, 151–152, 168 agritourism, 150-151 application of proposed path, 160case study from olive fields, 154 local tourism development, 152-154 path to analysis tourism-based phenomenon, 158-160 quality olive oil, 155-156 Spain, 154-155 territorial marketing for tourism, 148 - 150tourism evolution in selected context, 156-158 Olive oil tourism (see Oleotourism) Open skies agreement, 14 Organic agriculture principles, 86-87 Organisation for Economic Co-operation and Development (OECD), 98 Organisational culture, 47 Organisational identification theory, 210 Organization for Economic Co-operation and Development (OECD), 51 - 52Overall brand equity (OBE), 186, 193,

198, 204 as mediator, 188–189 Overseas Private Investment Corporation, 5

Path to analysis tourism-based phenomenon, 158–160 Perceived quality, 118–119 Perceived value as moderator, 189–190 Performance trust, 211 Place brand equity, 42 image, 26 management (see Place branding) marketing, 18 multisensory brand experiences, 68-69 thematisation, 42 Place branding, 16, 17, 20, 42, 65 effectiveness, 29-32 evolution of concept, 19-21 process, 26-29, 30 strategies, 61-62 Political, economic, social and technological (PEST), 4 Political environment, 46-47, 50-51 Political issues, 4-5 Political risk assessment, 3 Political theory, 49–50 Popular understanding, 17 Port wine, 130 Post-consumer concepts, 120 Post-travel experiences, 136 Power distance, 69-70 Pre-tests, 137 Pre-travel expectations, 136 Principal components analysis, 138 Private sector, 45-46 Private sector-based marketing techniques, 17 Product-oriented approach, 149 Promotional event, 116 Province of Azuay, 175 Psychological characteristics, 25 Public activities, 228 Public sector, 45–46

Qualitative constructivist methodology, 49 Quantitative analysis, 137 Quantitative studies, 52

Random sampling method, 199 Re-intermediation phenomena, 100 Recycling and reuse of waste, 176 Regional Competitiveness Index, 149 Regulatory issues, 4-5 Relational qualities, 211 Relationship marketing theory, 211 Reliability of scales, 220-221 Religious event, 116 Representation of space, 26 Representational space, 26 Resource, 149 dependency theory, 49-50 Responsible tourism, 147 Retrospective analysis, 170 Rural areas, 86 Rural tourism, 85 Sampling, 191, 199 Satisfaction, 120-121, 134, 136, 141–142, 210, 212, 224 Scientific event, 116 Segmentation, 115, 130 Self-enhancement, 207 Self-esteem, 207 Service brands, 208 Service dynamics, 210 Silk Road tourism, 147 Singapore Airlines (SIA), 13 Single voice for tourism, 53 Social benefits, 117 Social capital, 154 bonding and bridging, 47-48 Social exchange-based variable, 226 Social factors, 2, 6 Social historical process, 170–171 Social identity, 207–208, 215, 224, 226 brand loyalty, 208-209, 211 BT and BL, 215 CBI, 210, 212–213 CC, 213, 214 commitment, 211 CS, 212, 213, 214-215 demographic information, 217 descriptive analysis, 217, 219-220 limitations and directions for future research. 228 measurements, 216-218 practical implications, 225–228

reliability and validity of scales, 220-221 research methodology, 216 research model and hypothesis development, 215-216 sampling and data collection, 217 SEM, 221–223 theoretical implications, 223–225 trust, 211 Social identity theory (SIT), 208, 210 Social impacts, 116 Social issues, 5–6 Socio-Bosque (Socio-Forest) Programs, 174 Socio-cultural characteristics, 90 Socio-economic changes, 18 Solidarity, 176 Spanish Ministry of Agriculture, Food and Environment (MAFE), 155 Spatial anchorage, 25 Spatial practices, 26 Sport(ing) event, 116, 120 Stakeholder approach for destination management organisations gaps in academic knowledge, 51-53 managing DMOs, 53-57 strategic management, 44-48, 48 - 51theoretical foundation, 48 Stakeholders, 50, 114, 117, 148, 153, 161, 173 and stakeholder theory, 44-48 theory, 49-50 Stewardship theory, 49-50 Strategic decision-making processes, 54 - 55Strategic management, 44–48 Strategic marketing action, 108–109 Structural equation modelling (SEM), 191, 218, 221-223 Sustainability, 149 Sustainable tourism for region, 91 Sweden on Airbnb. Explore the freedom to roam, 72 Swedish Number, The, 62, 66, 72

Swedish Number Campaign Case Study, The, 74-79 Swedish tourism, 62, 63, 74 Swedish Tourist Association (2016), 66, 74-75 Swedishness, 62, 75-78 through multisensory experiences, 69 - 71Technological issues, 6-7 Territorial marketing for tourism, 148 - 150Territory, 148, 149 Thematic categories, 69 Thematisation of place, 31-32 Theme parties, 114 Three-gap branding model, 27, 30 Tourism (see also Agritourism), 45-46, 72, 84, 114, 130–131, 159, 172, 177, 208 businesses, 2-3, 148 community, 45 consumption phenomenon, 62-63, 67 context, 29 creative, 98-99, 101 demand, 101 development, 129 economic development, 51 event, 133-135 evolution in selected context, 156-158 governance, 56 industry, 2, 147 literature, 61-62 management, 172 marketers, 6 organisations and entrepreneurs, 4 researchers, 210 tourism-based activities, 159 Tourism marketing environment, 10-11 events in, 116-117

Tourists, 83–84, 86 behaviour, 122 city, 30–31 destination, 24 destinations, 69 event, 116 Traditional marketing approach, 67 Transaction cost theory, 49–50 Transportation Security Administration, 6 Trust, 210, 211, 224 Two-step approach, 191

Umbrella brands, 114 Uncertainty avoidance, 69–70 United Nations Educational, Scientific and Cultural Organization (UNESCO), 98 World Heritage site, 51 United Nations World Tourism Organization (UNWTO), 147 Urban agglomeration or collection, 21 Urban development, 61–62 Urban policy literature, 18 Urbanisation, 85

Validity of scales, 220–221 Value perceptions, 189 *Via Verde del Aceite*, 160 Visitor of event (VS), 137 Visual, verbal, and behavioural expression, 19 Volvo, 63, 72

Wine *connoisseur*, 138, 140 Wine tourism, 151 Word-of-mouth behaviour (WOM behaviour), 122, 134, 227 World Tourism Barometer, 63 World Tourism Organization, 99