# Positioning and Branding Tourism Destinations for Global Competitiveness

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## Description

Market positioning and branding has evolved from a peripheral process in the marketing effort to a critical process in any strategic planning initiative. Effective positioning will result in a strong brand that develops an emotional and productive two-way relationship.

**Positioning and Branding Tourism Destinations for Global Competitiveness** focuses on utilizing destination branding and content marketing for sustainable growth and competitive advantage within the tourism and hospitality industry, including tools and techniques for travel branding and best practices for better tourism management

strategies. Featuring coverage on a broad range of topics such as hospitality, brand loyalty, and knowledge transfer, this book is ideally designed for industry professionals including those within the hotel, leisure, transportation, theme park, and food service sectors, policymakers, practitioners, researchers, and students.

# Topics Covered

The many academic areas covered in this publication include, but are not limited to:

- Brand Loyalty
- Competitiveness Model
- Customer Satisfaction
- Destination Branding
- Food Quality
- Foodservice
- Gastronomy
- Hospitality
- Knowledge Transfer
- Marketing
- Service Branding
- Service Quality
- Supply Chain
- Sustainable Tourism

# Table of Contents and List of Contributors

*This is a tentative table of contents, provided by eEditorial Discovery®*

## Chapter 1

**Marketing and branding initiatives for local food and tourism identity of Terengganu, Malaysia**

Mohd Hairi Jalis

This chapter focuses on Terengganu and seeks to explore its local food and tourism development as well as marketing and branding initiatives. Within the context of local food, tourism, and destination marketing and branding studies, scholars continuously contest the truth of food as the core traveling purpose among tourists to visit a particular tourist destination. It was found that, recently, many tourist destinations have utilized local food as part of marketing and branding initiatives to position and stimulate appealing image in every tourists's eyes and mind. Therefore, using the case of Terengganu in Malaysia, this chapter explores and discusses the details of local cuisine and tourism employed by Tourism Terengganu to market and brand the state worldwide. Terengganu is located in between two states (i.e. Kelantan and Pahang) on the east coast region of West Malaysia. Keropok lekor, nasi kerabu, nasi dagang, satar, laksam, ketupat sotong, and akok are among local food specialties in Terengganu. These dishes have been used to speak about Terengganu and its tourism identity.

## Chapter 2

**The Evolution of Tourism Destination Competitiveness (TDC) Models**

Mohd Hafiz Hanafiah, Muhammad Izzat Zulkifly

The complexity of the tourism industry creates the need for the continuous evaluation of tourism destination competitiveness (TDC) models. For this reason, a proper review of the previous literature on competitiveness models and determinants was done to understand better the pertinent factors affecting TDC. This paper reviews the competitiveness models developed by Porter (1990b), Ritchie and Crouch (1993), Dwyer and Kim (2003), Heath (2003) and Gooroochurn and Sugiyarto (2005). Key criteria and determinants of competitiveness are synthesized and categorized. Finally, learning from the systematic review and their implications are listed.

## Chapter 3

**Destination Competitiveness- An Antecedent or the Result of Destination Brand Equity?**

philip wong

Numerous studies suggest that an increase in a destination's brand equity can lead to greater competitiveness of the destination by influencing consumer behavior through the greater possibility of destination selection, increased

destination loyalty, and a willingness to pay more to visit the destination. However, some studies seems to lend support to the reverse causal argument; that certain destination competitiveness attributes can be the antecedents of a destination's brand equity. This chapter study posits that destination competitiveness can be classified into two components made up of: (1) "functional attributes" being the antecedent of destination brand equity and (2) "abstract attributes" that is actually influenced by destination brand equity. A Delphi-survey was conducted to assist in the classification of competitiveness attributes into the components of either functional or abstract attributes. Subsequent tests confirm the mediating effect of destination brand equity in the relationship between the functional and abstract attributes.

## Chapter 4

**Determinants of tourist destination competitiveness in a low-carbon tourism**

Sebastiano Patti

Low-carbon tourism represents a sustainable way to make tourist destination more competitive and efficient. Therefore, tourist destination competitiveness has to consider natural resources preservation and environmental sustainable development. Many cities have become more attractive through upgrading their quality of services, investing in low-carbon policies and consequently improving their competitiveness. In these contexts, innovation and technology were used to provide benefits to the tourist as well as to the resident like in the "smart city" model. Many tourist destinations are exposed to very high levels of competition, so it becomes really significant to change policy and strategy ameliorating environmental standards to maintain profit margins. The purpose of this chapter is the study of low-carbon tourist destination competitiveness. It intends to contribute to the literature analyzing this topic and explaining how low carbon goods and services can determine the competitiveness of a tourist destination.

## Chapter 5

**Culture and the City. Rebranding 'Tough Cities' through Arts and Culture: The Case of Matera 2019**

Marta Massi, Chiara Piancatelli, Sonia Pancheri

This chapter focuses on the case of Matera, one of the less developed cities in the South of Italy, known as the 'shame of Italy" for many years, which has recently been selected by the Council of European Ministers to be the European Capital of Culture in 2019. Matera 2019 has been chosen to illustrate how arts and culture can be particularly critical drivers of rebranding and repositioning of 'tough' cities. The chapter emphasizes how the contribution of the city private and public stakeholders has played a crucial role in the rebranding process. Through in-depth interviews with two of main stakeholders involved in the development of the Matera 2019 concept, i.e., the Director of the Matera 2019 Committee, Paolo Verri, and the Mayor of the city, Raffaello De Ruggieri, this chapter will provide practical insights for arts and culture-based rebranding aimed at repositioning a place that has a reputation of 'tough' city.

## Chapter 6

**Antecedents of Behavioral Intention Towards Sustainable Tourism Destination: Case Study of Isfahan,Iran**

sahar hosseinikhah choshaly, Mava Mirabolghasemi

Tourism is one of the most important aspects for the development of the service sector and today is indeed an activity of considerable global economic importance. The purpose of this paper is to examine the factors of environmental attitude, motivation, word-of-mouth, belief and familiarity to predict the tourists' intention to select sustainable tourist destination in Isfahan province, which is one of the tourist attractions in Iran.This paper is one of the first to develop and empirically test a model in the context of sustainable tourist destination in Iran using variables such as belief and familiarity.The respondents include 150 local tourists at different tourism locations in Isfahan state. This study uses a non-probability convenience sampling approach. Data is analyzed using SPSS and smart PLS software. The results indicate that the most influential factors that affect sustainable tourism destination in this case study are familiarity, environmental attitude and motivation.

## Chapter 7

**Enhancing Tourism and Cultural Experience through Gamification**

Deepanshu Setia, Rupinder Singh, Amol Sharma, Arun Khosla, Kiran Ahuja, Kulbhushan Chand

We all travel to different historical places but rarely notice the cultural significance of the place. The history behind the various things and locations. The primary aim of this study is to devise and develop means to enhance tourism and provide culturally important knowledge to people. Moreover, Internet is booming and the number of smartphones is increasing day by day. The same is happening in many developing countries. Therefore, in this chapter, we have proposed a criterion, which uses technology to promote historical significance and enhances tourism industry as well. Our proposed App uses the concept of gamification that acts as a platform to fuel the process of branding in a manner that engages the tourists and provide them with an experience that can make them feel more connected to the tourism destinations.

## Chapter 8

**Learning from Others: Key Success Factors for Theme Parks in Asia**

Lee Meng, Asmat Abdul-Talib

Theme parks are important products for the leisure and tourism industry of any country. They have become a globalized commodity which transcends countries and cultures. With the global rise in anxieties and the stress of modern living, consumers are looking for an antidote for these circumstances, and an escape to the theme park is an ideal solution for many.The developments of theme parks are capital intensive and require much commitment from the investor or developer of the said theme park. Thus, it is critical for potential investors of theme parks to identify the critical factors for the success of theme parks. Marketing literature and research has indicated that authenticity of the product as well as the staging of experiences as the main factor influencing consumer's decision to buy a leisure or tourism product. This case study focuses on the Genting Group Malaysia and their foray into the theme park industry. By observing and learning from other theme parks' success and failures, it is hope that future theme park developments will be able to maximize their chances of success.

## Chapter 9

**Ecotourism in Asia: How Strong Branding Creates Opportunity for Local Economies and the Environment**

Ryan Wallace

Noting the significant impact that tourism has on ecosystems and their local communities, ecotourism has emerged as an alternative that seeks to find a "win-win" strategy for all parties involved. With growing tourism throughout Asia and active development of many ecosystems, ecotourism has the promise to mend the social and economic gap, while also ensuring a positive ecological impact over time. This chapter seeks to understand how sustainability and conservation fit into the core values of the ecotourism industry, as well as how the industry plans for the short-term and long-term effects of their actions. Two important relationships are then explored in-depth because of their significance to the current and future state of ecotourism in Asia. Working together with with mass media, a strong brand may be created, thus increasing tourism to a destination site and ensuring that it is sustained over time. And through key partnerships, like those of local communities, ecotourism may have the potential to mutually benefit the people and the place tourists come to visit.

## Chapter 10

**Development of Positioning Taxonomy for a Tourist Destination Ladakh, India.**

natasha saqib

Positioning strategies designed by organizations for the destinations might fail when implemented if they are designed from the organization's perspective and not from the consumers' perspective. The present study is an attempt in this direction. It develops a positioning taxonomy for a tourist destination by measuring the perception and satisfactions of consumers of the tourism product of Ladakh, India and identifies potential niche markets that could be used in the development of the destination's positioning strategy. Self-completion questionnaires were distributed to tourists visiting the region. Data from 468 completed questionnaires were analyzed quantitatively. Results indicate three positioning strategies for the tourist destination - adventures and sports, natural attractions and cultural attractions Also four possible niche markets are identified that can inform the development of the destination's positioning strategy- adventure tourism, cultural tourism, nature based tourism and wildlife tourism

## Chapter 11

**Nation Branding and Tourism Development in Nigeria**

Floribert Endong

The Nigerian image crisis is a colossal problem that has caught the attention of successive Nigerian governments since independence. Since the country's return to democratic rule in 1999, various nation branding campaigns have been initiated by Nigeria to remedy the situation. Some of these campaigns include the "Nigerian Image Project", the "Heart of Africa project", the "Rebranding Nigeria" campaign, the "Nigeria: Our Heritage Project" and the "Fascinating Nigeria" concept which, despite their enormous budgets and activities, have yielded only patchy fruits, leaving the country's image crisis to persist and warrant more efficacious solutions. This chapter reviews some of these nation branding initiatives examining the extent to which they have included tourism branding and development. It specifically seeks to answer the following research questions: how does nation branding affect tourism? To what extent have nation branding campaigns tackled the Nigerian image crisis and to what extent have these campaigns given attention to tourism development in Nigeria?

# Author(s)/Editor(s) Biography

Mohd Raziff Jamaluddin or fondly called as Raziff is a Senior Lecturer in the Faculty of Hotel and Tourism Management. He has an accumulation of 10 years of experience in teaching, research and consultation in the area of

hospitality and tourism. Currently, he holds a position of Deputy Dean (Research and Industry Linkages), which require him to spearhead the Faculty into becoming the best hospitality and tourism resource center in Asia. Just completing his PhD study in the area of Luxury Hotel Branding, his areas of concentration are wide encompassing event rating, consumer behavior, financial management, and hospitality branding.