Study of impact of global brand impact on tourism development (case study: Damghan city)

Zeynab Karkehabadi*
Associate Professor of Geography and Urban Planning, Semnan Branch,
Islamic Azad University, Semnan, Iran
Mostafa Foadian
Ph.D. student of Geography and Urban Planning, Semnan Branch,
Islamic Azad University, Semnan, Iran

Abstract
Brands are considered one of the most valuable intangible assets. Branding is the idea of creating a unique feature to differentiate and is one of the essential components in tourism programs and the important tools for urban tourism development in different aspects of economic, social, cultural, environmental and physical. In this study, it is tried to investigate the impact of the global brand on the development of the tourism economy of the Damghan city. LESREL software had been used for this purpose . The research method was descriptive - analytic and of application type. In this study, data collection was done through SPSS and questionnaire distribution and library studies. The results of analysis of an agent for investigation of features (awareness, loyalty, image, perceived quality) on particular value of the pistachio brand in Damghan city indicated that the collected data were well supported the pattern and the overall indicators showed proper adequacy of the pattern by the data. Also after reviewing the second - order factorial analysis, it was found that all the factorial loads were meaningful and support the indicators and variables well. The investigations outcome of the impact rate of pistachio global brand on the development of tourism economy using T- test, showed that the acquired average is more than mean 3, and acquired meaningful level 0.000at level of 0.95 Indicated the high impact of pistachio particular brand on tourism economic development in Damghan city. Studying the results of direct and indirect effects of the global brand of pistachio in urban tourism development in economical dimensions using Path analysis test, showed that due to the acquired Betas, it is indicator of direct impact of global brand of pistachio on development of tourism industry in Damghan city.

Keywords: brand, pistachio, economic development, tourism, Damghan city .

Introduction

Tourism industry today has been more noted than other industries, whether in terms of investment or tourists. So that many politicians all over the world, especially in the tourist attracting countries, take advantage of this industry to achieve some of their goals (Kotler, 2002, 249- 250). When tourism locations and projects globally compete for goals such as tourist, capital and talent attraction, the concept of branding is proposed (Divandary, 1391, 29). Nowadays, most important cities in the world are branding their structures and places, so as to build and upgrade their city brand in the minds of audience in relation to all locations, buildings and other attractions in the city. Studies in the field of branding began during the 1940 s, but the first investigation with branding did not take place for about half a century after that. Perhaps it is possible to say that the academic discussions of place branding are relatively new, but in practice branding discourse has begun in 1970s, and with Hunt research, in 1975 (Esmaeelpooe and Parsa, , 2017, 6) . On one hand, concept of branding was used for tourism purposes in the late 1990 s (Gnoth & Ritchie, 1998, 14). Undoubtedly, tourism destination should include agents and factors, along with attracting tourists' satisfaction, to build a brand destination. Location branding is one of the most recent concepts in tourism which allows perceiving an influential and unique perception in tourists' minds of the attributes and features of the site (CIA, 2002, 723). In fact, branding is the process of creating a slogan from a message and then designing a symbol or logo that communicate together with potential visitors and present an image of features, benefits and values (Liu and Virta, 2010, 17). Iran is one of the four ancient civilizations, and has different kinds of climates, yet it doesn't have a significant place in the lucrative tourism industry. The fact is that the successful and sustainable economic development of a region depends on establishing a robust and distinguished brand using

the outstanding features of the region. Given that the brand is of particular value in tourism, brand placement in various institutions of our country has not been much and must be considered more important. Unfortunately, our country has not visualized a positive and appropriate image of the Iranian brand. Therefore, due to the potential of different tourism in the country, it is necessary to pay attention to it and branding. Among Iranian cities, Damghan is an important city (Semnan province), which has high potential for tourism development. What has made Damghan city unique among other cities of Iran is production of Iran's and world's pistachio, which is well known in terms of quality, diversity of types and production rates in the world. Damghan is one of the single-production cities on the agriculture setting, and pistachio production has more chance in this city due to its geographical location and climate, its economic benefit has juiced up to the pistachio cropping, and according to the high quality of Damghan pistachio and the globalized record of this crop, the attention of foreign countries has been attracted more to the import of pistachio. In fact, today, by increasing the value added in the pistachio crop in this county, it can be thought about increasing currency exchange of Damghan's green gold and this is not far out of reach, and because of its high values, the Damghan pistachio can become a global brand. The reason for selection of pistachio crop among the other tourism attractions of Damghan city for this research is that it is the largest exporter of pistachio in Iran, with global fame and plenty competencies in order to become a tourist destination at the national and international level .

Therefore, the impact of the worldwide brand impact on tourism development has a significant contribution and is considered as one of the concerns of tourism marketers and stakeholders. In this study, then, the impact of the worldwide brand on tourism development of the Damghan city has been investigated. Therefore, the present study seeks to investigate and explore the following questions:

1- To what extent are brand features effective in the special value of the pistachio brand in the Damghan city?

2- To what extent does the global brand of pistachio affect the development of the city's tourism economy?

Research Background

Tajzadeh et al. (2013), prioritized components of brand equity at destination from the perspective of domestic tourists in Ramsar city. The research was carried out using the Konkenik and Roozer model using a questionnaire tool. The results of this study showed that in addition to brand image, brand loyalty, perceived quality and awareness of the destination brand directly affect the specific value of the town of Ramsar and in terms of importance, loyalty to brand is considered to be the most influencing known factor.

Ghazanfari et al. (2013), in a study entitled Oral effect assessing on the brand equity dimensions of tourism destination (Mahallat City), indicated that besides the brand awareness and loyalty dimension that their relationship with oral propaganda has been proven in previous studies ; the brand image and perceived quality of the tourism destination brand also have a significant relationship with advertising and have a significant impact on brand awareness in terms of the intensity of influencing oral advertising.

Kirke Abadi et al. (2014) investigated the tourism and its economic impacts in a study. Of the important findings of this study, the impacts of public and private tourism industry on macroeconomic variables and the role of these macroeconomic variables and the role of these variables in optimizing the national geographic and economic structure in relation to the tourism industry and sustainable development strategies for the industry can be noted.

In another study, Kirke Abadi et al. (2014) examined the effects of tourism expansion on the dimensions of sustainable development in a case study: Galogah city. The findings show that despite the generally positive economic impacts on some social and environmental aspects, negative consequences have created that contribute to the urban instability of the region in various ways.

Parvazi (2016), in a study entitled, The Analysis of the Special Value of Urban Tourism Brand (Case Study of Baneh Frontier City), achieved these results, which show that four dimensions of loyalty, awareness, image and perceived quality influence on Baneh tourism brand, and according to Friedman test to rank dimensions of tourism brand equity of Baneh Frontier City, tourists 'loyalty is ranked first,

tourists' awareness is ranked second, tourists 'perceived quality is ranked third, and finally, tourists' image has fourth rank.

Ghanbari and Ahmadian (1397), in a study of factors affecting the introduction of Tabriz market as a tourism brand, came to the results that, the relative importance of brand identity with beta coefficient is (0.318), facilities with beta coefficient is (0.311), the target image with beta coefficient is (0.224) and differentiation with beta coefficient is (147) and these variables have the highest and lowest effect on the Tabriz market brand construction.

In their research on urban branding, Kavartzi and Ashwarth (2005) have emphasized on identity of marketing art, that at first stage they investigated the question of how to get to urban branding as a powerful image-building strategy from commodity branding, and in the second stage, they explored the concept of urban branding.

Konink and Gartner (2007), in a study called Customer-Based Brand Equity, in the annual tourism research showed that the dimensions of the brand differ in two markets.

Qiu et al. (2011), in an article entitled, A Model of Destination Branding: Integrating the Concepts of the Branding and Destination Image, examined the relationship between these using factor analysis models. In this study, the destination image is a multidimensional structure that is influenced by cognitive, emotional, and unique images and affects tourist behavior.

Therefore, in the competitive tourism market, a strong and positive image must be created using these three elements to increase the number of visitors. According to the findings that Oklahoma City is selected as a branding destination, the key components of branding that location are the logical and emotional benefits associated with its characteristic. The pristine environment and Native American heritage have made it a perfect marketing and tourist destination.

Sunlitner (2011), in his thesis entitled Destination Image and its Impact on Tourism Destination Branding stating that the concepts of destination image and its branding are interrelated, defines the final purpose of each destination as influencing the final decision of tourists. The results indicate that destination image studies are the basis of successful marketing strategy and that image is one of the few

points of distinction from other tourist destinations. Of course, cultural differences also affect how images are understood.

In his thesis, The Brand Equity of Destination for European Cities, Breda (2014) explores the presented concept of brand equity for European purposes from the perspective of tourists through qualitative interviews. This research led to the closing of the current target brand equity gap from the customer's perspective. This study provides employees with a tool for measuring the performance of the target brand.

Clintinger et al. (2015), in a study investigating destination image and branding through online resources. This study examines how to extract destination brand image and identity from online sources through the content of websites.

This research collects data from online sources and then analyzes them. In fact, this research helps to understand the distinct roles and characteristics of different forms of online media or image formation. The evidence suggests that the UGC[1] is the richest and most diverse source of online information.

Leigh (2018), in a study examines the effects of festivals and events on tourism development. The results show that these events lead to the recognition of cultures and the creation of some kind of economic stability in the field of tourism.

Theoretical Foundations

Brand concept

1 - User-Generated Content.

A brand is an important feature in business, location and product marketing, though it can be confusing because there are different meanings of the word brand. Branding is not a relatively new term; it is used by many authors in past research, which is why the definition of branding does not simply apply (Van mer, 2010, 7).

There is a very close relationship between urban identity and its brand. But, an urban brand reflects the core values and characteristics of a city. The brand message may also point to future aspirations and themes, while at the same time rooted in the real story of the city. Cities must be aware of the risk of creating a very wide gap between brand message and reality. Ideally, cities should first be able to

describe a feature, and then transfer it. Urban branding is a long-term process for it to be successful and must involve key local stakeholders in a fully structured process. This allows all stakeholders to take responsibility for each step, as well as providing enough time to create a brand that reflects the urban identity and its values well. When creating a brand, cities must define their own brand strategy, which includes key messages, goals, and target audiences (Daclin, 2010, 7).

Urban branding is a topic of interest to academics and policymakers. As cities compete globally to attract tourism, capital and talent and also strive to achieve other goals, the concept of branding strategy is adapted from the business world and is used to pursue urban development, resuscitation and quality of life. (Dinnie, 2011, 3). The most prominent definition of location branding ever used was suggested by Anholt in 2004; location branding is the application of brand strategy and other marketing practices and principles to the economic, social, political and cultural development of the cities and Countries (Karvelyte, 2011, 12). The urban brand is an important asset for city development and an effective tool for cities that distinguishes them from other cities and enhances their success. Cities that have created and promoted their right brand are able to have a distinct identity. Such a move has been in urban policymaking, influencing social, cultural, economic and political development and consequently in success of investment, tourism industry, scientific and cultural exchanges with other countries, such as Paris which is recognized with Romanticism and Hong Kong that has become well known in commerce and business (Asgari, 2013, 34).
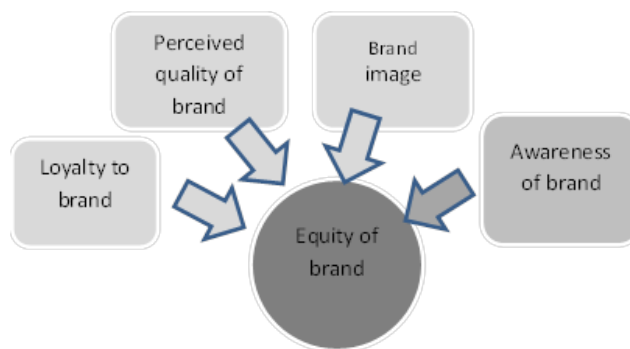
Destination tourism brand

Many tourism activities take place at a specific destination. Targets are places that attract tourists for temporary accommodation, commuting from country to country, from town to town, and resting in the area (Pike, 2008, 4). However, it is argued that the destination can be interpreted by tourists according to the visitor's purpose, cultural background, educational levels and past experiences (Buhails, 2000, 97). Today, it is said that everything, including human beings, beings, ideas, cities, or countries, can be branded (Anholt & Hildreth, 2004, 26). Destinations can be considered as a combination of all products,

services and experiences that are locally managed and all branded as destinations (Buhails, 2000, 98). On one hand, since tourism products are not touchable and it is only after the purchase that the consumer becomes aware of and experienced, therefore, it is necessary to employ methods other than the usual methods such as advertising. Tourism consumers, when they hear the name of each country, have an image in their minds. This image is a collection of what they had seen heard, and experienced. In fact, the task of branding is to help shaping this mental image in line with the wishes of the destination countries (Moghadam, 2011, 2). Brands in the current world economy are considered as one of the main and primary pillars of business. To be empowered, each brand must be able to create its identity correctly during the brand's birth and formation, and improve its image in the minds of consumers at various times by innovation. Identity is an element that cannot be seen, but is rooted in (Abadi, 2009, 47). Identity is a key component of branding, and the core of creating a successful brand is to understand how to create and develop a brand identity (Lafore, 2010, 111). In the case of commercial goods, the slogan, logo, packaging and design of the product itself can be identity-defining, but for cities, countries and nationalities it will be a bit more complex and the use of conventional communication branding tools is not very applicable to the full transmission of the message to the audience (Anholt, 2007, 474). Our geographical and cultural distances between cities and destinations on the one hand and the competition between them to develop their tourism on the other, have made tourists' mental image of cities one of the most influential components of urban tourism development. (Heidari and Saadlunia, 1395-94-109). In fact, tourism destinations compete mainly on the basis of the perceived image of competitors in the market (Baloglu & Mangaloglu, 2001, 1). In the competitive tourism market, places and destinations utilize recognition techniques to gain an identity that reflects the unique characteristic of their production. Marketing these travel sites like other consumer products marketing should be known for identifying their products and delivering a positive message to attract customers. Given that brand equity comes from customer perceptions, it is very important for managers to be able to measure

and evaluate this equity at the customer level. Marketing of these travel sites like other consuming products marketing must use their fame for recognition of their products and delivering a positive message to attract customers. Given that brand equity comes from customer perceptions, it is very important for administrators to be able to measure and evaluate this equity at the customer level. Brand equity of a tourist destination is the sum of the brand assets determined by the name and symbol of the destination of the tourism, which changes the value of the services and experiences provided there. In many cases, brand equity is far greater than the value of physical assets (Imani Khosh kho and Ayoubi Yazdi, 2010, 16).

Awareness of the destination brand of tourism

The purpose of tourism destination marketing is to increase awareness of tourism destination by creating a unique brand (Jago et al., 2003). Acker (1991) views brand awareness as a potential purchaser's ability to read and diagnose which places the brand in a particular category of products. He introduces several levels of brand awareness that begin with brand recognition and end up with the dominant brand. In this study, the meaning of brand awareness is ability to recognize and remind potential tourists about tourism brand of Damghan as a tourist destination.

Brand image of tourism destination

Brand image is defined by the perceptions of the brand as reflected by the brand associations in the consumer's mind. The brand image does not necessarily have to be objective or reflect reality. Mental perceptions can emerge superficially; this becomes more powerful in

services because consumers can base their perceptions on experiences that are inherently intangible and not standardized. In short, the brand image of a service can often be a mental phenomenon (Woodward, 2000, 120).

Perceived quality

Perceived quality is defined as the consumer's perception of the overall quality or superiority of a product or service over other options. Perceived quality is a competitive necessity and today most companies have turned to customer-centric quality as a strategic weapon. Cutler considers the relationship between product quality and service and customer satisfaction and the company's profitability. In fact, perceived quality is not the actual quality of the product, but the customer's mental evaluation of the product (Zeithaml, 1988, 6). Like brand image, perceived quality also provides value to customers so that they can have a reason to buy by distinguishing brand from competitors. Studies of past research on the development of tourism destinations reveal that only a few limited studies have addressed the issue of perceived quality (Murphy et al, 2000, 44). This sounds interesting because the overall assessment of tourists from one destination actually includes a combination of products, services and experiences. Because the tourism product is a service product, it is used to measure the perceived quality of the quality level.

Loyalty to the tourism destination brand

Although the concept of loyalty has been extensively studied in the public marketing literature, brand loyalty in the form of tourism destinations has rarely been studied. It should be acknowledged that loyalty will increase destination sustainability and the benefits of brand loyalty to destinations can be attributed to lower marketing costs, increased travel trade profits, and repeated word-of-mouth advertising. In this regard, Gestlson and Crompton have pointed to five key points that have led to a return to a destination they have previously visited: risk reduction for an experience that does not satisfy, awareness that they will visit People like themselves at that destination, emotional attachment, an opportunity to visit aspects of the destination they have never experienced before, to show that their previous experience was satisfactory to others (Pike, 2004, 26).

Behavioral loyalty indicates that past empirical familiarity influences today's and tomorrow's tourism decisions, especially the choice of tourism destination. While many destinations rely on repeated visits by their tourists (Imani Khoshko and Ayoub Yazdi, 2010, 17).

Research Methodology

In the present study, using the structural equation modeling, the impact of the global brand of pistachio on the development of tourism economy in Damghan has been investigated. This research is based on type of research, applied and descriptive-analytical method. The purpose of this study is to investigate the impact of the global brand of pistachio on tourism development in Damghan. Data collection was done through documents and survey (questionnaire distribution). The population of this study is the general population of Damghan city over 15 years old. The sample size was 384 people using Cochran formula and the sampling method was simple random sampling distributed among urban areas of Damghan on the basis of population size over 15 years. LESREL and SPSS softwares are used for this purpose. Experts' judgment is used to determine the validity of the test and the extent to which the test questions represent the intended content and purpose and whether the scale in question measures what is to be measured. Therefore, the opinions of professors and experts in the field of research were used.

No	Independent variables	Number of questions	Reliability coefficient of variables
1	awareness	3	0.763
2	Image	12	0.654
3	Perceived quality	10	0.732
4	loyalty	4	0.743

Source: Research Findings, 2019

Location of the study area

Damghan City is located between 53 degrees 42 minutes to 45 degrees 49 minutes east longitude and 36 degrees to 34 minutes north latitude. This city is bounded on the north by Alborz Mountains, on the south by Kavir Plain, on the west by Semnan country and on the east by Shahrood country. Much of the area of Damghan is plain and the other part is mountainous. The highest point of the city is a summit of 1063 cups in south of Damghan, …….. meters above sea level and located in Sartange mountain in Alborz Mountains and the lowest part is 3813 meters above sea level and located in Chah desert. The slope of

Damghan plain is from north to south, which is lowered from the Chah well to the Kavir plain, until the low-lying mountains in the south separate the pit or plain of Damghan from the desert plain. Geologically, the oldest structure in the Damghan region dates back to the Precambrian period. These tectonic structures include schists, gneisses and other metamorphic rocks. In the northern mountains of Damghan there are several faults in the southwest-northeast direction that need to be observed in the construction of buildings and other facilities due to the possibility of earthquakes.
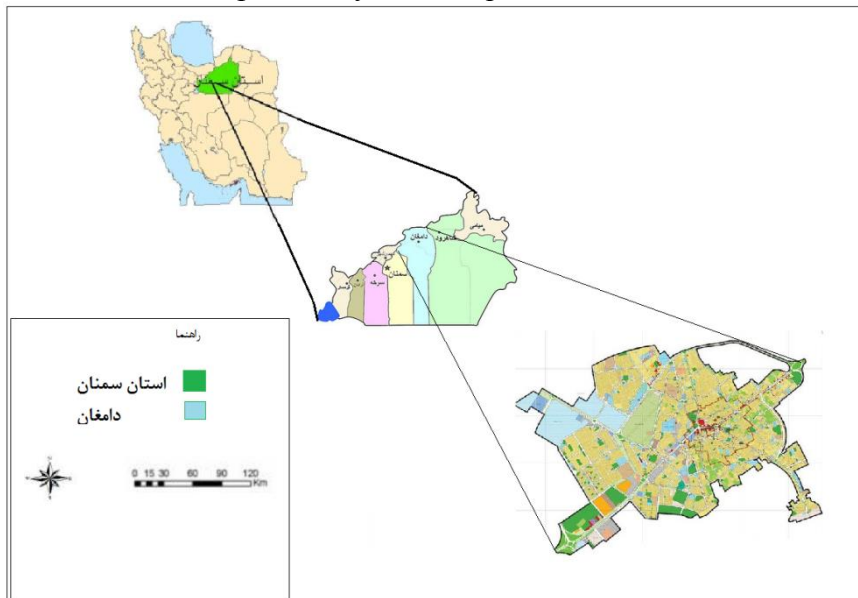

Figure (1): Location and Scope of Study, Source: Semnan Province Governor, 1398

Discussion and results

Investigation of featurs (awareness, perceived quality, image, loyalty) on brand equity in Damghan

In this part of the research, structural equation modeling has been used to analyze the features on pistachio brand equity in Damghan. In the present research structural model, the questionnaire indices are as the variables of brand equity (knowledge, image, perceived quality, loyalty) that constitute the components of brand equity, the final stage include construct validity and It is by second-order factor analysis and structural equation modeling. At first, Bartlett test was used to check

the suitability of factor analysis for identifying factor structure and model. The results of **Table (2) show Kiers, Meier and Walkin (KMO) criterion for sample adequacy as 0.754 and with respect to the significance level of Bartlett test that is less than 0.05, it turns out that factor analysis is appropriate for identifying factor structure and model.**

	Situational solutions
0.754	KMO index for sampling adequacy
1345	Chi-squared index
256	Degrees of freedom
0.000	Significance level

Table 2: Bartlett test and KMO index

In Table (2), it shows the initial shared value and the extract shared value, respectively. In this table the row of each index is equal to the row of that index in the research questionnaire.

Table 3: Initial and extracted shared value

index	Primary shared value	Extracted shared value first stage	Extracted shared value second stage	index	Primary shared value	Extracted shared value first stage	Extracted shared value second stage
1	1.000	0.780	0.780	27	1.000	0.678	0.678
2	1.000	0.546	0.578	28	1.000	0.875	0.754
3	1.000	0.776	0.776	29	1.000	0.612	0.623
4	1.000	0.675	0.700				
5	1.000	0.689	0.690				
6	1.000	0.875	0.879				
7	1.000	0.675	0.632				
8	1.000	0.556	0.570				
9	1.000	0.665	0.670				
10	1.000	0.890	0.890				
11	1.000	0.876	0.876				
12	1.000	0.765	0.721				
13	1.000	0.784	0.711				
14	1.000	0.832	0.798				
15	1.000	0.812	0.798				
16	1.000	0.765	0.732				
17	1.000	0.786	0.732				
18	1.000	0.845	0.832				
19	1.000	0.867	0.832				
20	1.000	0.865	0.876				
21	1.000	0.842	0.818				
22	1.000	0.843	0.785				
23	1.000	0.821	0.843				
24	1.000	0.854	0.831				
25	1.000	0.862	0.841				
26	1.000	0.865	0.843				

Source: Research Findings, 2019

The larger the extraction share value, the extracted agents can better represent the variables, and if each extraction value is too small,

another factor extraction may be required. Therefore, factors whose extraction coefficients are less than 0.5 should be eliminated (Table 3).

Table (4): Set of variance descriptions

No	Particular values for index determination			Eigenvalues with no rotation			Eigenvalues with rotation		
	total	Variance share	Cumulative percentage	total	Variance share	Cumulative percentage	total	Variance share	Cumulative percentage
1	7.564	25.145	25.321	7.665	25.123	25.123	7.873	24.013	26.765
2	6.231	20.321	45.154	6.231	20.342	45.143	6.674	19.432	45.776
3	4.567	14.543	63.543	4.665	14.665	63.453	4.675	13.543	63.885
4	2.678	8.765	72.432	2.765	8.887	72.765	2.890	7.674	65.667

Source: Research Findings, 2019

Table 5: indices related to model fit

Index title	Amount	Accepted Domain
X2/df	2.78	>3
RMSEA	0.04	<0.05 Proper fit, <0.08 acceptable error
GFI	0.93	>0.9
NFI	0.92	>0.9
CFI	0.98	>0.9

Source: Research Findings, 2019

Table 5 shows the model fit indices of the data analysis based on second-order factor analysis in the LISR environment .In this table, the ratio of K^2 to degree of freedom is reported to be 2.78, which since the number is less than 3, indicates that the RMSEA in this model also shows a value of 0.04, since this number is less than 0.08. It shows that the model does not have a poor fit. The second root of mean residuals (0.03) also confirms the fitting of the model since it is close to zero.
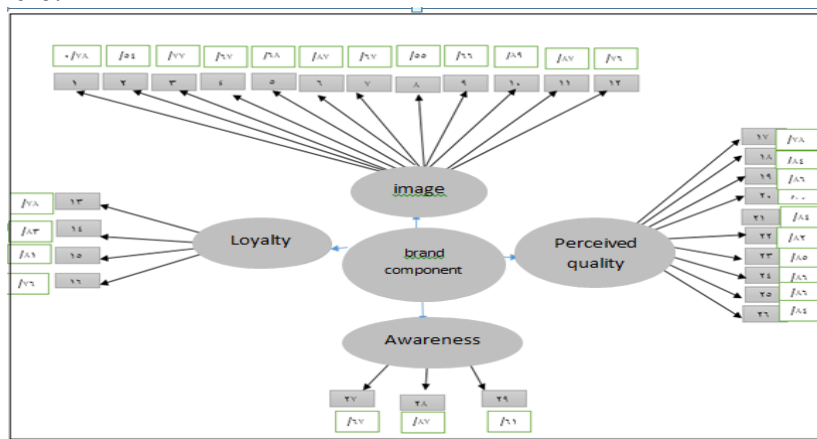
Figure 2: Structural equation modeling and second-order factor analysis presented in standard mode, Source: Research Findings, 2014

In fact, the results show that the data collected support the model well, and the overall indicators indicate good fit of the model to the data. Also after analyzing the second-order factor analysis, it was found that all factor effects are significant and support the indicators and variables well. Therefore, through the steps taken and approved by the research model, Table 6 presents the components and indicators of brand equity.

Table 6: Components and Indicators of Pistachio Brand Equity Value in Damghan

component	Index	Factor effect	Standard correlation
Awareness	Power to differentiate from other destinations	0.45	0.88
Awareness	Capable of capturing some features	0.55	0.90
Awareness	The power of remembering a logo or symbol	0.44	0.67
Image	Convenient Shopping Facilities	0.33	0.77
Image	Proper business position	0.66	0.83
Image	Peaceful and quiet environment	0.75	0.67
Image	Suitable for rest	0.77	0.87
Image	Favorable weather	0.54	0.66
Image	Beautiful nature and landscape	0.37	0.89
Image	Beautiful wildlife	0.59	0.83
Image	Attractive cultural attraction	0.44	0.68
Image	Attractive historical attraction	0.67	0.82
Image	Hospitable people	0.50	0.72
Image	Unique crafts	0.41	0.54
Image	Interesting local food	0.65	0.76
Perceived quality	Clean and fresh air	0.54	0.68
Perceived quality	High quality accommodation centers	0.75	0.77
Perceived quality	High quality infrastructure	0.83	0.89
Perceived quality	Life Security	0.75	0.84
Perceived quality	Appropriate prices	0.82	0.74
Perceived quality	Service quality	0.85	0.73
Perceived quality	Clean physical environment	0.73	0.71
Perceived quality	Proper notification	0.85	0.83
Perceived quality	Easy access	0.74	0.85
Perceived quality	Attention to tourists	0.86	0.78
Loyalty	Preferred tourism destination	0.83	0.73
Loyalty	More advantages than similar destinations	0.85	0.83
Loyalty	Going to visit in the future	0.74	0.73
Loyalty	Recommend to others	0.81	0.89

Source: Research Findings, 2019

As can be seen in Table 6, features (awareness, perceived quality, image, loyalty) influence brand equity in Damghan. The awareness component is effective on pistachio brand equity in Damghan. In fact, brand awareness can create value for the brand; customer recognition of Damghan's pistachio brand name can create a sense of familiarity. Getting acquainted with the Damghan Pistachio brand can also be a decisive factor in encouraging a customer to buy a product, especially

in decisions where one's level of intellectual involvement is low. Another factor affecting brand equity is brand image. In fact, brand image and, as a result, associations can affect brand equity in three ways. First, associations help process and retrieve information. Associations allow the mass of information to represent the product presented, thereby allowing the consumer to easily process and retrieve information. This mass of information can be especially useful for processing and retrieving service brand information due to the complex nature of the service and can also assist the marketing department in communicating the image of the product and the consumer. Secondly, associations can provide brand differentiation points within the product class, and finally, associations that are already in the customer's mind can influence the product use experience, and make the customer understand the product differently from what if the associates were absent. The results also show the impact of perceived quality on the brand equity of Damghan pistachio brand. In fact, the perceived quality of five ways can create value and affect the brand equity of Damghan pistachio brand, which are: the reason for buying, creating differentiation, overpaying, distribution channel members' desire to use higher perceived quality products, brand development. The results also showed that loyalty is also effective on Damghan pistachio brand equity. The reason for such impact can be searched in this category. Although brand loyalty is one of the sources of brand equity, on the other hand, brand loyalty is one of the consequences of brand equity, and is perhaps why it has had the most impact on brand equity. The correlation matrix of the components of brand equity is presented below. Table (7)

Table 7: Correlation Matrix of Research Components

Image	Perceived quality	Loyalty	Awareness	components
**0.77	**0.66	**0.56	1	awareness
**0.63	**0.75	1	1	loyalty
**0.78	1	-	-	Perceived quality
1	-	-	-	image

Source: Research Findings, 2019

According to Table (7), it can be seen that among the research components, the highest correlation coefficient between the perceived quality and image components is 0.78. It can also be concluded from the results of this table that the coefficient of correlation between the components is significant at 0.000 levels.

Then, the impact of the global brand of pistachio on tourism development in Damghan is discussed. Table (8)

Table (8): Evaluation of the impact of pistachio brand equity on tourism development in Damghan using single sample T test

Average limit (3): hypothetical average					
Indicators	average	T	Significance (2 domains)	Confidence gap Difference 0.95	
				up	down
awareness	3.88	32.421	0.000	4.03	3.56
Image	3.68	35.946	0.000	3.88	3.56
Perceived quality	3.77	34.001	0.000	3.99	3.45
loyalty	3.73	34.502	0.000	3.94	3.65

Source: Research Findings, 2019

Results (Table 8) show the effect of pistachio world brand on tourism development in Damghan using single sample T-test with mean above 3, and acquired significant level of 0.000 on the 0.95 level indicates a high degree of impact of pistachio brand equity on tourism development in Damghan.

Then, using path analysis, the direct and indirect effects of the global pistachio brand on the development of urban tourism in the economic dimension are discussed.

The results of the path analysis of the five main (economic) variables are shown below. It is worth noting at this stage the path analysis of the direct effects of the global brand of pistachio brand on the economic development of tourism in Damghan all together are studied. The results of the path analysis of the five main variables are shown in Table 9.

Table 9: Analysis of the Direct and Indirect Impacts of the World Pistachio Brand on the Economic Development of Tourism

Indicators	Beta	t	sig	Direct impacts	Indirect impacts
Increase in employment	0.432	2.811	0.005	Direct	-
Increase in private investment in the city	0.543	2.815	0.005	Direct	-
Creating and improving infrastructure	0.643	2.453	0.003	Direct	-
Rising prices for land and housing in the city	0.578	1.792	0.005	Direct	-
Income and job security	0.621	2.546	0.000	Direct	-

Source: Research Findings, 2019

As can be seen in Table 9, among the presented indices, Beta coefficients of employment growth were obtained 0/432, and private sector investment in the city with Beta coefficient were obtained 0.543, Building and Infrastructure Improvements with Beta Coefficient were obtained 0.643, Increase in Land and Housing Price

in City with Beta Coefficient were obtained 0.578, Income and Occupational Security with Beta Coefficient were obtained 0.621. In fact, the results show the direct impact of the global pistachio brand on the economic development of tourism in Damghan.

Conclusion

In today's world as countries move towards globalization, one of the challenges is investment and attraction of economic powers, and this cannot be done except by help of name and address beyond competitors. As a product or service is branded and complemented by the branding process to fit into the mind and heart of the customer and to gain a share of the mind of the customer, tourism destinations are no exception. So everyone is trying to steer their potentials and capacities in a way that reaches the highest level of productivity and the lowest error rate. With a glance at Damghan, which has been formed over the last few decades, we can see that Damghan is one of the pivotal cities in Iranian pistachio production in the agricultural sector and in Semnan province is the first both in terms of production and quality. In fact, the production of this product plays a special role in promoting the economic level of Semnan province and Damghan city. It is also a global brand in terms of pistachio production. Therefore, the present study investigates the impact of the global brand of pistachio on tourism development in Damghan. Therefore, the results of the study showed that:

Structural equation modeling has been used to analyze the studied features of Damghan pistachio brand equity. In the present research structural model, the questionnaire indices are as variables of brand equity (knowledge, image, perceived quality, loyalty) that constitute the components of brand equity., The results of Kayser, Meier, and Walkin (KMO) criterion for sample adequacy show a value of 0.754 and by the significance level of Bartlett test less than 0.05, it is determined that factor analysis is appropriate to identify the structure and factor model. It also shows the fit indices of the data analysis model based on second-order factor analysis in LISREL environment. In this table, the K-square ratio to the degree of freedom is reported to be 2.78, which, given that the number is less than 3, indicates an approximate error fitting (RMSEA) of 0.04 in this model. Since this

number is lower than 0.08, it indicates that the model does not have a poor fit. The second root of mean residuals (0.03) also confirms the fitting of the model since it is close to zero. In fact, the results show that the data collected support the model well, and the overall indicators indicate good fit of the model to the data. Also after analyzing the second-order factor analysis, it was found that all factors effectiveness are significant and support the indicators and variables well. In fact, the results showed that features (awareness, perceived quality, image, loyalty) influence brand equity in Damghan. The awareness component is effective on pistachio brand equity in Damghan. In fact, brand awareness can create value for the brand; customer recognition of Damghan's pistachio brand name can create a sense of familiarity. Getting acquainted with the Damghan pistachio brand can also be a decisive factor in persuading a customer to buy a product, especially in decisions where one's level of intellectual involvement is low. Another factor affecting brand equity is brand image. In fact, brand image and, as a result, associations can affect brand equity in three ways. First, associations help process and retrieve information. Associations allow the cluster of information to represent the product being presented, thus allowing the consumer to easily process and retrieve information. This mass of information can be especially useful for the processing and retrieval of service brand information due to the complexity and complex nature of the services and can also help the marketing department in communicating the image of the product and the consumer. Second, associates can provide brand differentiation points within the product class. And finally, the associations that are already in the customer's mind can influence the experience of using the product, and cause the customer to understand the product differently than if associations were absent. The results also show the impact of perceived quality on the brand equity of Damghan pistachio brand. In fact, the perceived quality of 5 ways can create value and affect the brand equity of Damghan Pistachio brand, which are: reason to buy, differentiation, overpayment, distribution channel members' higher desire to use perceived quality products and brand development. The results also showed that loyalty also affects the brand equity of Damghan

pistachio brand. The reason for the impact can be found in this category. Although brand loyalty is one of the sources of brand equity, brand loyalty, on the other hand, is one of the consequences of brand equity, and is perhaps why it has had the greatest impact on brand equity. The correlation matrix of the components of brand equity is presented below. The results also showed that among the research components, the highest correlation coefficient was between the perceived quality and image components with a correlation coefficient of 0.78. It can also be concluded from the results of this table that the coefficient of correlation between the components is significant at 0.000 level. In the following, the impact of the global brand of pistachio on the development of tourism economy in Damghan is discussed. The results of the study of the impact of pistachio world brand on tourism development in Damghan city using single sample T-test with above average value of 3, and also significant level of 0.000 at 0.95 level, It indicates the high impact of pistachio brand equity on tourism development in Damghan. Following the path analysis, the direct and indirect effects of the global pistachio brand on the development of urban tourism in the economic dimension are discussed. The results of the path analysis of the five main (economic) variables are shown below. It is worth mentioning that at this stage, it is necessary to analyze the direct effects of the global brand of pistachio on the economic development of tourism in Damghan and the results of the path analysis of the five main variables showed that among the mentioned indicators, the Beta coefficient of employment increase was 0. 432, increasing private sector investment in the city with Beta coefficient of 0.543, Creating and improving infrastructure with the beta coefficient of 0.643, Increasing the price of land and housing in the city with the coefficient of Beta 0.557, Beta coefficients of income and occupation security were 0.621. In fact, the results show the direct impact of the global pistachio brand on the economic development of tourism in Damghan.

Suggestions

Based on the discussions discussed in the previous section as well as the results of the data analysis, some strategies are proposed to improve and enhance the brand equity of Damghan.

- The awareness of the tourism brand of Damghan is very important though it is mostly based on word of mouth advertising by tourists, so it is necessary to use it to raise awareness of advertising in national and local media.
- Another variable considered in the brand equity is the perceived quality of the world brand of pistachio in Damghan. Therefore, in order to increase the perceived quality, it is suggested to conduct a comparative study between tourism in Damghan city in terms of pistachio and competing cities in terms of pistachio product and can also be carried out and the technique can be used to enhance and sustain the importance of quality perceived by tourists.
- Another variable in brand equity in Damghan is brand image, so it is suggested that tourism marketers in Damghan emphasize a distinct personality from the tourism destination of Damghan based on the mental needs of tourists.

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