

## Journal of Industrial Strategic Management

# Weighing and Prioritizing Branding Components of Tourism Objectives by Combining Meta synthesis Approach and Logistic Fuzzy Programming Preferences

Shahnaz Neaybzadeh<sup>a</sup>, Seyyed Mohammad Hossein Yousefi<sup>1b</sup>

*a Department of Management, Yazd Branch ,Islamic Azad University, Yazd, Iran*

*b Department of Business Management , Yazd Branch ,Islamic Azad University, Yazd, Iran*

---

### CHRONICLE

### Abstract

#### **Article history:**

*Received: 10/05/2019*

*Received in revised:*

*06/08/2019*

*Accepted: 20/02/2020*

#### **Keywords:**

*\*Tourism*

*Destination Brand,*

*\* Meta synthesis,*

*\* LFPP Approach*

This study aimed to determine the relation between quantum management skills and The destination of tourism is a major element in tourism marketing. Branding tourism destination is a process by which a tourism destination develops its focal features, develops and delivers its main audience, can build a reputation, establish its reputation, strengthen slowly or even change, which is important for tourism purposes. Brand recognition is very important for communicating successfully between tourists and the destinations they are visiting.

In this research, we tried to use a systematic review of internal and external databases for compilation of articles. Of the 366 papers found, 40 papers were finally included. Finally, after extracting the components related to branding objectives, these components were weighed and prioritized by the experts and with the logarithmic fuzzy preferences programming approach (LFPP). The output of the research is that brand personality and image, brand commitment and trust, market communication and audit, and destination components are more important and have been prioritized for branding tourism destinations.

## Introduction

"Brand Destination" is in concept tourism to the new one that exists in the presence of observers and conversely, the brand of goods must be valid and real and should not be produced, but must be extracted. In fact, removing a specific place or destination from the normal conditions and entering it into special circumstances, using a combination of elements such as "Logo", "Design style", "Illustration", "The slogan" and "Marketing campaign" with stakeholder interest It somewhat illustrates the brand's main concept for tourism purposes. Destination brand is an incentive to influence decision making on consumer purchases when choosing destinations (Blain et al., 2005). In this framework, tourism goals are always seemingly passive by making their own image and brand, in order to further influence the audiences and the socio-cultural, economic, and economic benefits of this work. (Prichakani et al., 2017)

Tourism destinations are different in terms of tourism capability and attractiveness. Some of these destinations have the capability to attract tourists nationally and internationally and can be considered as a factor in the development of tourism in the region and some local and local capabilities (Ziaee and Shojaee, 2010). Currently, the introduction of tourism goals plays an important role in the survival or prosperity of tourism goals, which first requires the destination of tourism by planners, and then based on the overthrow of the destination in accordance with the environmental, socio-cultural, economic and promising principles of Managers and planners. A tourism brand is an information destination for visitors before travel to identify and identify the

destination, isolate it from its competitors, and formulate its expectations of the journey ahead (Murphy et al., 2003). In addition, the information after the trip is also affected by the destination brand.

This research tries to determine the appropriate components for modeling the brand of tourism destination in Iran by studying the existing models in the field of tourism. In this regard, the answer to the following questions is the research goal:

1. What is the brand model for tourism purposes?
2. What is the priority and weight of branding components of tourism destinations in Iran?

## Research literature

Tourism destination brand

Branding brings out of the destination in the mind of the tourist and is the main lever for considerations and criteria of the tourist for decision making.

Branding is vital for the destination in the modern management of destinations, since expanding opportunities for a tourist and the diversity of travel destinations have reduced the distinction between tourism destinations and increased the choice of tourists. However, most researchers have focused on illustrating the centralized travel destination, requiring the formulation of a branding framework, a destination using elements of branding theory and other concepts found in the scientific literature of marketing. (Paicke, 2003)

The analysis of the local marketing literature explains different concepts for defining the brand of a tourism destination, although with a profound vision, one can distinguish between the two common approaches of urban planning and tourism marketing; the first is the nature, spatial development, historical development And its distinctive features are focused, while the second approach deals with the concept

of brand networks with the conceptual context of a tourism destination, in which four different purposes are meant for branding purposes:

Brand as a communication tool;

- Brand as perceptible entities;
- Brand as a value enhancer;
- Brand as a kind of relationship (Garcia et.al. 2015)

Researchers describe the advantages of branding in tourism as follows:

1. Helping to reduce the number of options for selecting a destination when deciding;
2. Helping to reduce the intangibles;
3. Creating a consistency between the data of a destination;
4. Acting as a valuable mechanism to reduce the risk of performance, social, psychological and economic;
5. Clear market segmentation;
6. Helping the adaptability and integrity of tourism producers and work teams to achieve the same output (Clark, 2000).

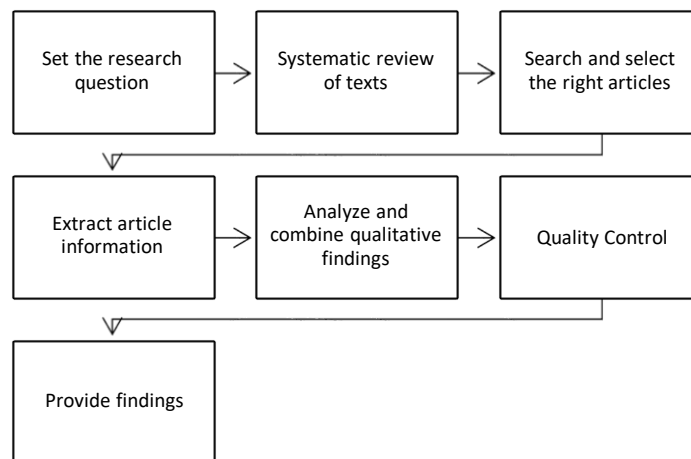
According to Hankinson, the branding concept for a place in the past two decades has also led to marketing publications and academic research. Blaine and colleagues have stated that the concept of the tourist experience should be involved in the branding process because of the fact that the brand experience of a destination has a positive impact on value. A brand defines a destination as a name, badge, emblem, or pictogram that identifies a destination. Researchers have argued that effective branding of a destination will ensure visitors with quality experiences, reduced

search fees to find tourist attractions and a unique place for destinations. (Zargham & Barzani, 2013)

By analyzing branding classic theories, we find that the definition of acer from branding has the highest acceptance among other definitions. Acer brand is a distinctive name or symbol (such as a trade mark, brand or packaging design) (in order to identify the goods or services of a vendor or a group of vendors and to distinguish that product or service from other competitors. Designed and implemented in a highly competitive tourism market, where people's knowledge is limited by a variety of destinations and a lot of competitive disadvantages, the design of the destination brand actually reflects the differences in destination or destination value. Logo, slogan, image, marketing and ... are elements that are used in the marketing of the destination and are able to move the brand and thereby It is not a "destination brand." (World Tourism Organization 2012)

### Research Methodology

The present research is descriptive-analytical and of fundamental type in which the meta- synthesis method is used for systematic review and future orientation of research in the field of tourism destination brand. According to Sandelowski and Barros, this method consists of seven steps, in which a summary of these steps is shown in Fig. 1.



**Figure 2 . 7-step meta-synthesis method**

### Step One: Setting up research questions

The main research questions that are mentioned in the introduction to the research are:

3. What are the components of the brand model for tourism purposes?
4. What is the priority and weight of branding components of tourism destinations in Iran?

### Step 2: A systematic review of the texts

The statistical population of this research includes English articles available at the Emerald, SAGE, ScienceDirect, SpringerLink databases. In addition to the statistical society, this research includes Persian articles available on the website of the Iranian Science and Technology Research Center, the specialized magazines of Light, Megh Iran and Sika, which include the keywords "Tourism Destination Brand", "Destination Branding Process", "Destination Branding Model " and their English equivalents were searched. As a result of searching for various databases and journals, 366 articles were found using the key words.

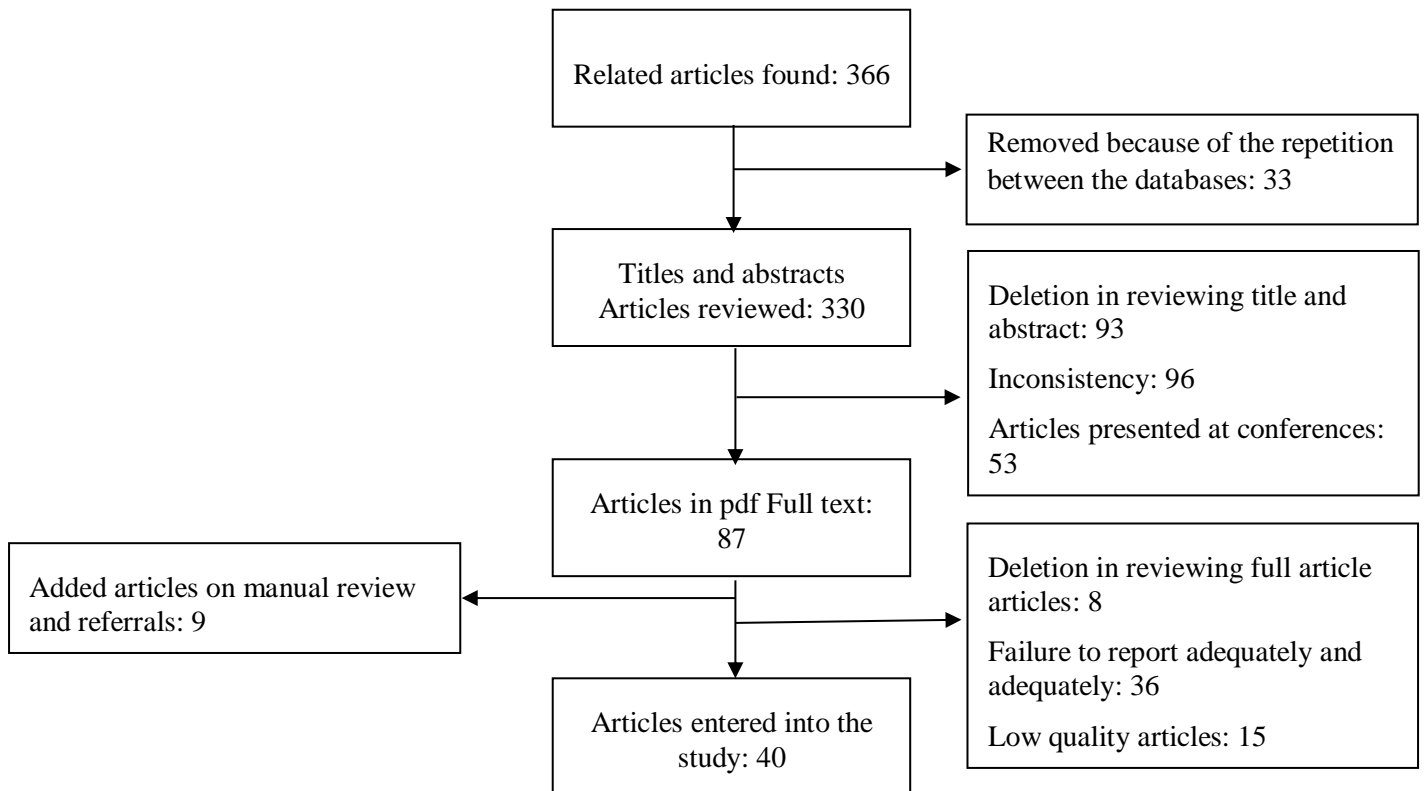
### Step Three: Search and select the right article

The selected time range for searches was from 2000 to 2019. After removing articles that had a weak link with the goals of the study and selecting the main articles, the list of sources for the selected articles was again searched to enhance the reliability of the identification and review of existing articles.

The criteria for entering the study include the publication of a paper between 2000 and 2019, articles that were somehow based on branding of travel destinations or related topics, as well as articles published in Persian and English. Exclusion criteria include articles presented at conferences, conferences, and recurring articles.

Of the 366 articles found, after removing the cases that had a weak relationship with the study objectives, 40 relevant articles were finally included and fully and accurately studied and studied (Figure 2). Out of 40 selected papers, 3 articles were published in Persian language journals. In the following, the abundance of published articles (366 articles), as well as articles that have been identified as relevant to the

field of research (40 articles), are depicted as diagrams in each of the databases.



**Figure 2:** A summary of the search results and the selection of appropriate articles

All articles and reports were reviewed by screening "title, abstract, content". In this screening, the CASP tool contributed greatly to the quality of the articles.

With the help of 10 questions, the CASP tool helps the researcher determine the accuracy, validity, and relevance of research qualitative studies. These questions focus on:

- Research Objectives: To determine whether the article has a specific purpose.

- Logic Method: What method is used and is this method the most logical, most appropriate, practical or most scientific method.

- Research plan: To determine that the researcher has well defined the topic, the importance of the subject, the goals and hypotheses, the methods and tools of research and resources.

- Sampling method: Sample is a part of the surveyed community that is selected in a predefined manner. Now it needs to be determined which method is used for sampling and whether this method has sufficient validity for this research.

- Data collection: Are standard and common tools used to collect data in this area?

- Reflection that includes the relationship between the researcher and the participants.

- Ethical considerations: Did the researcher use authoritative scientific resources in their references and provide them with a valid reference?

- Data analysis accuracy: Is using a specific tool and analyzing the data well.

- Clear and clear conclusion: Is the result of the work so expressed that the reader easily understands the goal.

- Value of research: Is the research in question consistent with the scope of the virtual incubator and has a scientific or applied value.

Eventually, 40 research papers, including 3 internal papers and 37 external papers, were extracted in this step.

#### **Step Four: Extract the article information**

At this stage, the data were extracted from each of the 40 final studies, the results of which are presented in Table 1. It should be noted that out of the 40 selected papers, 3 articles have been conducted inside which are applicable to the existing models not described in the table below.

Table 1: Specifications of published articles in the field of tourism destination brand

| Article code | Title   | Author and year   | Key features of the proposed model  |
|--------------|---|---|---|
| A1           | Destination positioning, Branding and image Management.   | Cleverdon, R. and Fabricius, M. (2006).                                 | Brand architecture model: positioning and character (tangible and intangible features)  |
| A2           | Does a country have an identity as a destination? An application of corporate identity into country level                           | Ahonen, M., Saraniemi, S. and Tähtinen, J. (2007)                       | Destination Identity Model: Personality, Positioning, Commitment, Consumer Communications, Marketing Communications                                 |
| A3           | Customer based brand equity for a destination   | Konecnik, M., & Gartner, W. (2007)                                      | A brand-specific value model from the customer's point of view: The destination brand core includes brand personality and marketing communications. |
| A4           | Positive tourism image perceptions attract travellers - fact or fiction? The case of Beijing visitors to Macao                      | Butler, R.W. McCartney, G., Bennett, M.(2008)                           | The decision making process model is the destination choice: the brand core includes positioning and personality.                                   |
| A5           | ETC / UNWTO Handbook on Tourism Destination Branding. (2010)  | UNWTO   | Brand building elements include position and brand commitment and marketing communications.   |
| A6 & A7      | Destination branding and the role of the stakeholders: The case of New Zealand. & The country brand as a new challenge for Poland.  | Morgan, N. J., Pritchard, A., & Piggott, R. (2003)<br>Florek, M. (2005) | Branding of the country includes core brand and marketing communications.   |
| A8           | The Tourist Gaze  | Urry, J. (2006)   | Stare look model: personality, marketing communications, brand infrastructure and events  |
| A9           | Exploring culture, history and nature as tourist destination branding constructs: The case of a peripheral region in Sweden.        | Iliachenko, E.( 2005)   | Branding Model for Tourism: Brand Core and Brand Personality.   |
| A10          | A model of destination image formation.   | Baloglu, S. & McCleary, K.W. (2000)                                     | The formation of the mentality of the destination of tourism: Brand core includes personality, consumer relations, and marketing communications.    |
| A11          | Destination branding: Insights and practices from destination management organizations.   | Blain, C., Levy, S. E., & Ritchie, J. R. B. (2005)                      | Brand Matrix<br>Brand core, marketing communications, consumer communications   |
| A12          | Destination branding: Concept and measurement.  | Kaplanidou, K., & Vogt, C. (2003)                                       | Brand Pyramid Model: Brand Identity, Brand Image, Culture, Brand Spirit, Brand Personality.   |
| A13          | Tourist characteristics and the perceived image of tourist destinations: a quantitative analysis, a case study of Lanzarote, Spain. | Beerli, A. & Martin, J.D. (2004)  | Model of tourist characteristics and perceptual mentality: brand core, brand infrastructure.  |
| A14          | Three interlinking concepts: intellectual property, nation branding and economic development.                                       | Anholt, S. (2005).  | Hexagonal branding model of the country: people, culture and tourism.   |

|     |   |   |   |
|-----|---|---|---|
| A15 | Strategic destination marketing.  | Heath, E. (2004)                                      | Model 5 Brand Development Phase: Brand Core and Marketing Communications.   |
| A16 | Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: the case pf Japanese outbound travelers. | Kim, S.H., Han, H.S., Holland, S. & Byon, K.K. (2009) | Kim et al., A particular value model: brand core, brand position and commitment.  |
| A17 | Destination branding in a country context. A Case study of Finland in the British Market.   | Saraniemi, S. (2009)                                  | Two-Dimensional Model of Destination and Brand Features: Brand Core, Personality, Marketing Communications.   |
| A18 | Destination branding in a country context. A Case study of Finland in the British Market.   | Saraniemi, S. (2009)                                  | The relationship model between the destination image in the supply and demand segment: brand personality, consumer-media relationships, and media communication.  |
| A19 | ETC / UNWTO Handbook on Tourism Destination Branding.   | UNWTO(2011)   | Model brand equity model: brand core, brand personality, commitment and position.   |
| A20 | ETC / UNWTO Handbook on Tourism Destination Branding. (2013)  | UNWTO(2013)   | Brand Cycle Model: Brand Core, Brand Character and Commitment.  |
| A21 | Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: the case pf Japanese outbound travelers. | Kim, S.H., Han, H.S., Holland, S. & Byon, K.K. (2009) | Koo et al. Model: brand core, brand position and character.   |
| A22 | A destination-branding model: An empirical analysis based on stakeholders”  | García, A., Gómez,M., Molina, A.(2012)                | Garissa et al. Model: brand core, personality, consumer-customer relations, brand infrastructure.   |
| A23 | Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders’ perspectives.  | Bornhorst. T., Ritchie. B., Sheehan. L. (2010)        | The success factors of DMOs: Consumer Relations   |
| A24 | Marketing and Destination Growth: A Symbiotic Relationship or Simple Coincidence?   | Prideaux, B., and C. Cooper. (2002)                   | Branding and Power: Consumer Relations and Media Communications.  |
| A25 | Relational network brands: Towards a conceptual model of place brands.  | Hankinson, G. (2004).                                 | Brand-brand communication model: brand core, developmental-economic factors, political-power, psychology, and sociology. Contributors and destination components. |
| A26 | Distance still matters: the hard reality of global expansion  | Ghemawat (2001)                                       | CAGE model: destination image   |
| A27 | Tourism marketing: Service and quality management perspectives  | Laws (2002)   | Destination brand: Market audit, tracking and modeling  |
| A28 | Success factors of place marketing: a study of place marketing practices In Northern Europe and the United States   | Ritchie & Crouch (2003)                               | Conceptual Model Competitiveness and Sustainability Target: Competitive Destination.  |
| A29 | The differences between branding a country, a region and a city: applying the brand box model,  | Caldwell, N., & Freire, J. R., (2004)                 | Brand Box Model: Destination Image and Destination Brand Identity   |



|     |  |  |   |
|-----|--|--|---|
| A30 | Success factors of place marketing: a study of place marketing practices In Northern Europe and the United States. | Rainisto, S. (2005)                                      | Destination Brand Model: Brand Identity and Brand Knowledge   |
| A31 | Critical success factors in destination marketing  | Baker, M. J., & Cameron, E. (2008)                       | Destination Brand Model: Extension No. 5 Laws Model including attitude and acceptance                       |
| A32 | City brand management: the case of Kazakhstan  | Gaggiotti, H., Cheng, P., & Yunak, O. (2008)             | City Brand Model: Infrastructure and Superior Structure   |
| A33 | Brand knowledge, trust and loyalty - a conceptual model of destination branding                                    | Hsu, C., & Cai, L.A. (2009)                              | Brand Concept Model: Brand Trust, Brand Loyalty, Destination Brand Experience, and Reformation              |
| A34 | “Desti-nation branding”: what for? from the notions of tourism and nation branding to an integrated framework.     | Giannopoulos, A. A., Piha, L.P. & Avlonitis, G.J. (2011) | Destination brand model: Destination brand management and maintenance                                       |
| A35 | A model of destination branding: integrating the concepts of the branding and destination image.                   | Qu, H. Kim, L.H., & Im, H.H. (2011).                     | Destination brand model: Target destination and destination image advertising community                     |
| A36 | Towards a strategic place brand-management model   | Hanna, S., & Rowley, G. (2011).                          | Strategic Brand Model (SPBM): Contributing, Infrastructure and Communications                               |
| A37 | Destination branding and positioning   | Tasci, A.D.A. (2011).                                    | Location framework, destination and brand management: Marketing; Destination brand; Destination brand value |

### Step Five: Analyze and integrate qualitative findings

This step involves answering research questions. In addition, a conceptual framework has been developed to analyze the results of the previous step, which has been investigated in the extraction section of the research.

### Step Six: Maintaining Control Quality

The CASP tool has been used to check the validity of the meta- synthesis. To do this, all selected studies were evaluated using the 10 CASP criteria, and it was observed that 37 selected studies were worth over 25. In order to examine the reliability of the meta- synthesis method, 4 expert opinions were compared. To achieve this, a number of selected papers were provided to experts and a qualitative evaluation of

the articles (scoring) was done by a contributor through the CASP tool, and then the results were obtained through the agreement coefficient between the four CAPPs with the CAPA index SPSS software is evaluated. Since the Kappa coefficient is calculated at 0.74 and higher than 0.6, the agreement coefficient is well-positioned. In fact, Kappa is a method for verifying the reliability of extracted components by experts. In addition to the content analysis, the large number of repetitions in the topics mentioned in various articles determines the importance of these in the marketing of tourism goals based on other researchers' opinions.

For this purpose, Logarithmic Fuzzy Preference Programming (LFPP) has been used to determine the weight and priority of each component.

## Results

With the help of the meta-synthesis method, the selection of reference articles, evaluation and extraction of information

was carried out. In order to answer the research questions, the results of the selected articles have been analyzed. These results are described in the following table.

Table 2: Brand-related components of tourist destinations extracted from the background

| Component                    | Source (article code)                             |
|------------------------------|---|
| Brand position               | A1,A2,A4,A5,A16,A19,A21                           |
| Brand person                 | A1,A2,A3,A4,A8,A9,A10,A12,A17,A18,A19,A20,A21,A22 |
| Brand commitment             | A2,A5,A16,A19,A20                                 |
| Consumer communications      | A10,A11,A18,A22,A23,A24                           |
| Marketing communication      | A2,A3,A5,A6,A7,A8,A10,A11,A15,A17                 |
| Media communication          | A18,A24   |
| Audit (review)<br>Market     | A27,A33   |
| Infrastructure               | A8,A13,A22,A32,A36                                |
| Events                       | A8  |
| Brand Identity               | A12,A29,A30                                       |
| Brand spirit                 | A12   |
| Brand image                  | A12,A26,A29                                       |
| Culture                      | A12,A14   |
| Competition                  | A28   |
| Destination parts            | A25   |
| Brand Trust                  | A33   |
| Loyalty                      | A33   |
| Brand Experience             | A33   |
| Contributors and individuals | A14, A36  |

By carefully examining the above components, they can be represented in the following 11 categories: some of the components are overlapping or interconnected, and since they need to be

compared with the LFPP method to determine their weight They are paired with each other, the more components are independent of each other, the better the results will be.

Table 3: The final components for entering the stage of weighting and prioritizing

|    | <b>Component</b>                                     |
|----|--|
| 1  | brand position                                       |
| 2  | characters and brand image                           |
| 3  | Commitment and Brand Trust                           |
| 4  | brand identity                                       |
| 5  | Communications (Consumers, Marketing and Media)      |
| 6  | Audit (review) the market and destination components |
| 7  | Infrastructure                                       |
| 8  | events   |
| 9  | culture and experience                               |
| 10 | competition  |
| 11 | contributors and individuals                         |

### **Prioritize branding components of tourist destinations based on LFPP**

In this section, the weight and priority of the final components of the destination brand are calculated and displayed based on the logarithmic fuzzy preferences

programming method, using the GAMS software. A pair comparison questionnaire was provided to seven experts in the field of brand and tourism and completed. Table 3 shows the fuzzy geometric mean of the paired comparison questionnaire of the propulsion criteria.

Table 3: Comparison of Branding Components of Tourism Objectives

| contributors and individuals | competition         | culture and experience | events              | Infrastructure      | Audit (review) the market and destination components | Communications (Consumers, Marketing and Media) | brand identity      | Commitment and Brand Trust | characters and brand image | brand position |  |
|------------------------------|---------------------|------------------------|---------------------|---------------------|--|---|---------------------|----------------------------|----------------------------|----------------|--|
| (6.21, 8.23, 10.24)          | (5.92, 7.94, 9.95)  | (5, 7.04, 9.06)        | (5.92, 7.94, 9.95)  | (1.17, 2.36, 4.53)  | (1.48, 3.6, 5.64)                                    | 1.17, 2.18, 4.37)(                              | (1.59, 3.78, 5.84)  | (1, 1.48, 3.6)             | (1, 1.27, 3.35)            |                | brand position                                       |
| (7, 9, 11)                   | (7, 9, 11)          | (6.83, 8.84, 10.84)    | (6.83, 8.84, 10.84) | (6.28, 8.33, 10.35) | (6.51, 8.53, 10.54)                                  | (6.13, 8.18, 10.2)                              | (6.67, 8.68, 10.69) | (5.77, 7.84, 9.88)         |                            |                | characters and brand image                           |
| (7, 9, 11)                   | (7, 9, 11)          | (6.83, 8.84, 10.84)    | (7, 9, 11)          | (6.28, 8.33, 10.35) | (5.91, 7.98, 10.02)                                  | (5.77, 7.84, 9.88)                              | (6.67, 8.68, 10.69) |                            |                            |                | Commitment and Brand Trust                           |
| (5.78, 7.8, 9.81)            | (5.78, 7.8, 9.81)   | (4.87, 6.96, 9)        | (5.57, 7.61, 9.63)  | (1.17, 2.36, 4.53)  | (1.48, 2.85, 5.05)                                   | (1.27, 2.09, 4.29)                              |                     |                            |                            |                | brand identity                                       |
| (7, 9, 11)                   | (7, 9, 11)          | (6.67, 8.68, 10.69)    | (6.83, 8.84, 10.84) | (5.18, 7.27, 9.29)  | (5.37, 7.43, 9.46)                                   |   |                     |                            |                            |                | Communications (Consumers, Marketing and Media)      |
| (6.67, 8.68, 10.69)          | (6.51, 8.53, 10.54) | (5.7, 7.75, 9.77)      | (5.7, 7.75, 9.77)   | (1.87, 3.71, 5.84)  |  |   |                     |                            |                            |                | Audit (review) the market and destination components |
| (6.51, 8.53, 10.54)          | (6.51, 8.53, 10.54) | (6.21, 8.23, 10.24)    | (6.36, 8.38, 10.39) |                     |  |   |                     |                            |                            |                | Infrastructure                                       |
| (3.27, 5.05, 7.27)           | (3.97, 6.02, 8.05)  | (1.73, 3.58, 5.7)      |                     |                     |  |   |                     |                            |                            |                | events   |
| (4.06, 6.13, 8.17)           | (3.97, 6.02, 8.05)  |                        |                     |                     |  |   |                     |                            |                            |                | culture and experience                               |
| (3.92, 5.99, 8.02)           |                     |                        |                     |                     |  |   |                     |                            |                            |                | competition  |
|                              |                     |                        |                     |                     |  |   |                     |                            |                            |                | contributors and individuals                         |

Based on the above table, fuzzy numbers enter the non-linear programming model

LFPP in the GAMS software.

$$\text{MinJ} = (1-\lambda)^2 + M \cdot \sum_{i=1}^{10} \sum_{j=2}^{11} (\delta_{ij}^2 + \eta_{ij}^2)$$

s.t.

$$y_1 - y_2 - \lambda \ln(1.27/1) + \delta_{12} \geq \ln 1$$

$$-y_1 + y_2 - \lambda \ln(3.35/1.27) + \eta_{12} \geq -\ln 3.35$$

$$y_1 - y_3 - \lambda \ln(1.48/1) + \delta_{13} \geq \ln 1$$

$$-y_1 + y_3 - \lambda \ln(3.6/1.48) + \eta_{13} \geq -\ln 3.6$$

$$y_1 - y_4 - \lambda \ln(1.73/3.87) + \delta_{14} \geq \ln 3.87$$

$$-y_1 + y_4 - \lambda \ln(5.92/3.87) + \eta_{14} \geq -\ln 5.92$$

$$y_1 - y_5 - \lambda \ln(3.78/1.59) + \delta_{15} \geq \ln 1.59$$

$$-y_1 + y_5 - \lambda \ln(5.84/3.78) + \eta_{15} \geq -\ln 5.84$$

$$y_1 - y_6 - \lambda \ln(2.18/1.17) + \delta_{16} \geq \ln 1.17$$

$$-y_1 + y_6 - \lambda \ln(4.37/2.18) + \eta_{16} \geq -\ln 4.37$$

$$y_1 - y_7 - \lambda \ln(3.6/1.48) + \delta_{17} \geq \ln 1.48$$

$$-y_1 + y_7 - \lambda \ln(5.64/3.6) + \eta_{17} \geq -\ln 5.64$$

$$y_1 - y_8 - \lambda \ln(2.36/1.17) + \delta_{18} \geq \ln 1.17$$

$$-y_1 + y_8 - \lambda \ln(4.53/2.36) + \eta_{18} \geq -\ln 4.53$$

.....

$$y_{10} - y_{11} - \lambda \ln(5.99/3.92) + \delta_{10,11} \geq \ln 3.92$$

$$-y_{10} + y_{11} - \lambda \ln(8.02/5.99) + \eta_{10,11} \geq -\ln 8.02$$

$$\lambda, y_1, y_2, \dots, y_{12}, \delta_{12}, \delta_{13}, \dots, \delta_{10,11}, \eta_{12}, \eta_{13}, \dots, \eta_{10,11} \geq 0$$

Table 5: GAMS results

| Component  | yi    |
|--|-------|
| brand position                                       | 0.704 |
| characters and brand image                           | 3.282 |
| Commitment and Brand Trust                           | 3.127 |
| brand identity                                       | 1.672 |
| Communications (Consumers, Marketing and Media)      | 2.825 |
| Audit (review) the market and destination components | 2.176 |
| Infrastructure                                       | 1.862 |
| events   | 0.021 |
| culture and experience                               | 1.821 |
| competition  | 0.268 |
| contributors and individuals                         | 0.647 |

Based on the data in the table above, the normalized weight of the components is obtained.

Table 6: Prioritization of components

| Component  | Weight | Priority |
|--|--------|----------|
| brand position                                       | 0.034  | 8        |
| characters and brand image                           | 0.158  | 1        |
| Commitment and Brand Trust                           | 0.15   | 2        |
| brand identity                                       | 0.074  | 7        |
| Communications (Consumers, Marketing and Media)      | 0.136  | 3        |
| Audit (review) the market and destination components | 0.105  | 4        |
| Infrastructure                                       | 0.081  | 5        |
| events   | 0.01   | 11       |
| culture and experience                               | 0.079  | 6        |
| competition  | 0.013  | 10       |
| contributors and individuals                         | 0.031  | 9        |

As shown in Table 6, research analysts have the most emphasis on brand personality and image, brand commitment,

market connectivity, and market surveillance.

## Refrence:

Anholt, S. (2005). Three interlinking concepts: intellectual property, nation branding and economic development. WIPO International Seminar on Intellectual Property and Development, Geneva, May 2-3.

Baker, M. J., & Cameron, E. (2008). Critical success factors in destination

marketing. *Tourism & Hospitality Research*, 8(2), 79-97.

Baloglu, S. & McCleary, K.W. (1999). A model of destination image formation. *Annals of tourism research*, 26, pp868-897.

Beerli, A. & Martin, J.D. (2004). Tourist characteristics and the perceived image of tourist destinations: a quantitative analysis, a

- case study of Lanzarote, Spain. *Tourism management*, 25, pp623-636.
- Blain, C., Levy, S. E., & Ritchie, J. R. B. (2005). Destination branding: Insights and practices from destination management organizations. *Journal of Travel Research*, 43(4), pp 328-338.
- Bornhorst, T., Ritchie, B., Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, Vol(31). pp 572–589.
- Butler, R.W. McCartney, G., Bennett, M.(2008). Positive tourism image perceptions attract travellers - fact or fiction? The case of Beijing visitors to Macao *Journal of Vacation Marketing* 15 (2). pp179-193.
- Caldwell, N., & Freire, J. R., (2004). The differences between branding a country, a region and acity: applying the brand box model, *Journal of Brand Management*, 12 (1), 92-117.
- Cleverdon, R. and Fabricius, M. (2006). Destination positioning, Branding and image Management. W. T. O Manila. 20-22 march.
- ETC / UNWTO Handbook on Tourism Destination Branding. (2010) .
- Florek, M. (2005). The country brand as a new challenge for Poland. *Place Branding*, 1(2), pp205 214.
- García, A., Gómez,M., Molina, A.(2012). A destination-branding model: An empirical analysis based on stakeholders". *Tourism Management*, 33, pp646-661.
- Gaggiotti, H., Cheng, P., & Yunak, O. (2008). City brand management: the case of Kazakhstan. *Place Branding and Public Diplomacy*, 4(2), 115-123.
- Giannopoulos, A. A., Piha, L.P. & Avlonitis, G.J. (2011).“Desti-nation branding”: what for? from the notions of tourism and nation branding to an integrated framework. The Berlin International Congress 2011. International Conference on the Future of Nation Branding, Tourism and International Investment in a Globalised World and Cultural Diplomacy in the Global Economy: A Forum for Young Leaders Berlin, Germany 9-15 March, 2011.
- Ghemawat, P. (2001). Distance still matters: the hard reality of global expansion. *Harvard Business Review* 79(8), 137-147.
- Gomez Mar,Lopez Carmen, (2015),Molina Arturo, “A model of tourism destination brand equity”: The case of wine tourism destinations in Spain, *tourism management*,51.
- Heath, E. (2004) Strategic destination marketing. Unpublished Report. University of Pretoria.
- Hanna, S.,& Rowley, G. (2011).Towards a strategic place brand-management model. *Journal of Marketing Management*, 27, (5-6), 458-476.
- Hankinson, G. (2004). Relational network brands: Towards a conceptual model of place brands. . *Journal of Vacation Marketing*, 10(2), pp,109-121.
- Hsu, C.,& Cai, L.A. (2009). Brand knowledge, trust and loyalty - a conceptual model of destination branding. International CHRIE Conference Refereed Track 12.

- Iliachenko, E. (2005). Exploring culture, history and nature as tourist destination branding constructs: The case of a peripheral region in Sweden. Paper presented at the 14th Nordic Tourism and Hospitality Research Conference, Akureyri, Iceland.
- Kaplanidou, K., & Vogt, C. (2003). Destination branding: Concept and measurement. *Travel Michigan and Michigan State University, Department of Park, Recreation and Tourism Resources*, pp1-7.
- Kim, S.H., Han, H.S., Holland, S. & Byon, K.K. (2009). Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: the case of Japanese outbound travelers. *Journal of vacation marketing*, 15, pp349-365.
- Kim, L.H. Im, H.H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*. 32(3). pp 465-476.
- Konecnik, M., & Gartner, W. (2007). Customer based brand equity for a destination. *Annals of Tourism Research*. 34(2),pp 400-421.
- Laws, E. (2002). *Tourism marketing: Service and quality management perspectives*. London: Continuum.
- Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*, 9(3),pp 285-299.
- Prideaux, B., and C. Cooper. (2002). Marketing and Destination Growth: A Symbiotic Relationship or Simple Coincidence? *Journal of Vacation Marketing* 9, pp35–48.
- Qu, H. Kim, L.H., & Im, H.H. (2011). A model of destination branding: integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465-476.
- Rainisto, S. (2003). Success factors of place marketing: a study of place marketing practices In Northern Europe and the United States. (Doctoral dissertation), Helsinki University of Technology, Institute of Strategy and International Business.
- Rezaei, J., Ortt, R., Scholten, V., (2013). An improved fuzzy preference programming to evaluate entrepreneurship orientation. *Applied Soft Computing*, 13: 2749–2758.
- Saraniemi, S. (2009). Destination branding in a country context. A Case study of Finland in the British Market. University of Joensuu Faculty of Law, Economics and Business Administration.
- Tasci, A.D.A. (2011). Destination branding and positioning. In Y. Wang, A. Pizam. (Eds). *Destination marketing and management theories and applications*. Oxfordshire: CABI.
- Tsai, Tsang-chen(simon), Yao-Chin, Lopez, Carmen, Molina, Arturo, (2017), "Experiential Value in Branding food tourism", *Journal of Destination Marketing & Management*, 56-65.
- Urry, J. (2006). *The Tourist Gaze*. SA

GE publication Ltd. London.