

*Bridging Tourism Theory and Practice*  
*Volume 1*

---

# **Tourism Branding: Communities in Action**

**LIPING A. CAI**  
*Purdue University, USA*

**WILLIAM C. GARTNER**  
*University of Minnesota, USA*

**ANA MARÍA MUNAR**  
*Copenhagen Business School, Denmark*



United Kingdom • North America • Japan  
India • Malaysia • China

# Contents

<b>1. Tourism Branding: A Community Affair</b>	1
<i>Liping A. Cai, William C. Gartner and Ana María Munar</i>	
Introduction	2
Tourism Branding Beyond Marketing	3
Conclusion	12

## PART I: GLOBAL CONCEPTS

<b>2. Challenging the Brand</b>	17
<i>Ana María Munar</i>	
Introduction	17
Globalization and Tourism Branding	19
Conclusion	33
<b>3. A Model of Virtual Destination Branding</b>	37
<i>Martin Yongho Hyun and Liping A. Cai</i>	
Introduction	38
Internet-Mediated Image and Branding	39
Conclusion	49
<b>4. Deconstructing Brand Equity</b>	51
<i>William C. Gartner</i>	
Introduction	52
Destination Brand Equity	52
Conclusion	61

<b>5. A Two-Dimensional Approach to Branding: Integrating Identity and Equity</b>	65
<i>Maja Konecnik Ruzzier and Mitja Ruzzier</i>	
Introduction	66
Supply and Demand Dimensions	66
Conclusion	73
<b>6. Collaborative Destination Branding</b>	75
<i>OunJoung Park, Liping A. Cai and Xinran Y. Lehto</i>	
Introduction	75
Community-Based Collaborative Branding	77
Conclusion	86
 <b>PART II: FROM THEORIES TO PRACTICES</b>	
<b>7. Tourism Branding in a Social Exchange System</b>	89
<i>Liping A. Cai</i>	
Introduction	90
A Sociological Perspective	90
Conclusion	101
<b>8. Linking Local and Culinary Cuisines with Destination Branding</b>	105
<i>Yi-Chin Lin</i>	
Introduction	106
Cuisine and Destination Branding	107
Conclusion	117
<b>9. Spanish Holiday Brands: Comparative Analysis of 10 Destinations</b>	119
<i>Josep-Francesc Valls, Vicenta Sierra, Miquel Angel Bañuelos and Ignacio Ochoa</i>	
Introduction	120
Branding as a Strategic Asset	120
Conclusion	130

<b>10. Branding Spain's Tourism Miracle (1959–1979)</b>	133
<i>Julio Aramberri</i>	
Introduction	133
Branding Spain's Miracle	136
Conclusion	146
<b>11. A Practical Framework for Destination Branding</b>	149
<i>Asli D. A. Tasci and William C. Gartner</i>	
Introduction	150
From Concepts to Practices	151
Conclusion	158
<b>PART III: PRACTICAL CASES</b>	
<b>12. Destination Brand Strategy: The Case of Greece</b>	161
<i>Alexandros Kouris</i>	
Introduction	161
Re-Branding Greece	162
Conclusion	174
<b>13. The Copenhagen Way: Stakeholder-driven     Destination Branding</b>	177
<i>Lars Bernhard Jørgensen and Ana María Munar</i>	
Introduction	178
Shaping Wonderful Copenhagen	179
Conclusion	189
<b>14. Consultation Builds Stronger Brands</b>	191
<i>Bill Baker</i>	
Introduction	191
Stakeholder Engagement for City Branding	193
Conclusion	203

<b>15. Developing Distinctive City Branding: Cases of Anseong and Bucheon, South Korea</b>	207
<i>Jung-hoon Lee</i>	
Introduction	208
City Branding of Two Cities	208
Conclusion	218
<b>16. Strategic Branding in Hospitality: The Case of Sol Meliá</b>	219
<i>Luís del Olmo and Ana María Munar</i>	
Introduction	220
Innovative Process of Strategic Branding	221
Conclusion	231
<b>References</b>	233
<b>About the Authors</b>	263
<b>Author Index</b>	269
<b>Subject Index</b>	277