



A model of tourism destination brand equity: The case of wine tourism destinations in Spain



Mar Gómez ^{a, b}, Carmen Lopez ^c, Arturo Molina ^{a, b, *}

^a Department of Marketing, University of Castilla-La Mancha, Cobertizo San Pedro Mártir s/n, 45071 Toledo, Spain

^b Universidad Autónoma de Chile, Santiago, Chile

^c Plymouth Business School, Plymouth University, Plymouth, UK

HIGHLIGHTS

- Gap between the internal approach and the external approach.
- Managers' perceptions are more favorable than visitors'.
- The effect of the two determinants varies across stakeholder groups.
- More positive assessment for Rioja than for the other four DOs.

ARTICLE INFO

Article history:

Received 30 June 2014

Accepted 12 May 2015

Available online 7 June 2015

Keywords:

Wine tourism

Brand equity

Destination image

Designation of origin

Partial least squares regression

Multi-group analysis

ABSTRACT

The extant tourism literature contains few studies that have examined brand equity and its determining factors in the wine tourism research area. This paper aims to address this gap in the existing literature by proposing a model for the influence of the designation of origin (DO) brand image and the destination image on the brand equity of wine tourism destinations and examining these effects on two stakeholder groups, winery managers and winery visitors. Using a survey questionnaire that was completed by 219 managers and 598 visitors and a partial least squares-based multi-group analysis, the results demonstrate that the effects of the two influential factors varied between the stakeholder groups. The research also confirmed that overall, managers evaluate wine tourism destination brand equity, DO brand image and destination image more positively than visitors do.

© 2015 Elsevier Ltd. All rights reserved.

1. Introduction

Previous research has acknowledged the added value that brands provide to tourism destinations and thus the importance of building successful destination brands and understanding and managing the factors that determine brand equity for tourism destinations (Boo, Busser, & Baloglu, 2009; Konecnik & Gartner, 2007). Wineries are one of the emerging tourism destinations. Wine tourism, which is also known as enotourism or oenotourism, is defined as “visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the

attributes of a grape wine region are the prime motivating factors for visitors” (Hall & Macionis, 1998, p. 267). Wine tourism brings considerable benefits for wineries (Dodd, 1995), improves the economic wellbeing of the population that lives in the area (Ashton, 2014; Williams, 2001), improves the economic development of the region and the country, and contributes to the tourism industry by offering alternative leisure activities.

Within the wine tourism destination literature, a number of researchers have analyzed the critical factors for success in wine tourism (Getz & Brown, 2006; Howley & van Westering, 2008), wine routes (Bruwer, 2003), collaborations between wineries and local communities (Sheridan, Alonso, & Scherrer, 2009), wine festivals (Veres, Clark, & Golbourne, 2008), wine tasting rooms (Alonso, Sheridan, & Scherrer, 2008), and wine seasonality (Getz, Dowling, Carlsen, & Anderson, 1999), among other topics. However, only a limited number of studies have investigated the importance of branding and brand equity for wine tourism destinations and the determinants of wine tourism destination brand equity

* Corresponding author. Department of Marketing, University of Castilla-La Mancha, Cobertizo San Pedro Mártir s/n, 45071 Toledo, Spain. Tel.: +34 925 268 800x5149; fax: +34 902 204 130.

E-mail addresses: mariam.gomez@uclm.es (M. Gómez), carmen.lopez@plymouth.ac.uk (C. Lopez), arturo.molina@uclm.es (A. Molina).

(e.g., Lockshin & Spawton, 2001; Nowak & Washburn, 2002). The lack of a significant body of literature regarding this topic is remarkable because local, regional, and national institutions and governments are increasingly adopting a proactive approach in branding their destinations to differentiate them from competitors and to increase the number of tourists, investments, and exports.

Managing and monitoring the branding of wine tourism destinations is critical for attracting tourists. The multiplicity of stakeholders involved in the branding process (e.g., employees, media, entrepreneurs, governments, and visitors) calls for research that, unlike previous studies, adopts a broader perspective and incorporates both internal and external perspectives. Therefore, we addressed this gap by comparing winery managers' and winery visitors' approaches to wine tourism destination brand equity and investigating the impact that the designation of origin (DO) brand image and the destination image have on wine tourism destination brand equity as perceived by the two groups.

The majority of the academic studies that have examined wine tourism destinations have focused on New World countries, namely, Australia, New Zealand, Canada, South Africa, and the United States of America (USA) (Alonso et al., 2008; Marzo-Navarro & Pedraja-Iglesias, 2009; Scherrer, Alonso, & Sheridan, 2009). This study aims to provide insights regarding wine tourism by analyzing wine tourism in Spain, which is the largest wine producer in the world and one of the top five tourism destinations.

From both the theoretical and managerial points of view, it is important to understand wine tourism destination brand equity and investigate how the DO brand image and destination image shape the brand equity of wine tourism destinations; moreover, internal and external perspectives should be compared.

The remainder of this paper is structured as follows: first, we review the previous research regarding destination brands, wine tourism destination brand equity, and destination image within the tourism literature; then, we develop the research hypotheses and the theoretical framework. Next, the survey questionnaire for the data collection and the data analysis methods are described, followed by a presentation of the findings. The last section discusses the results and concludes with the theoretical and managerial implications and the limitations and avenues for future research.

2. Theoretical background and research hypotheses

2.1. Destination brand, DO brand, and wine tourism destination brand

In recent years, there has been a shift in the focus from product brands to corporate brands (Balmer, 1995) and, more recently, towards nation brands (Dinnie, 2008) and destination brands (Blain, Levy, & Ritchie, 2005). In the proposed study, three levels of brand analysis must be distinguished, namely the destination brand, the DO brand, and the wine tourism destination brand.

Conceptualization of a destination as a brand is widely accepted within the tourism literature (e.g., Cai, 2002; Konecnik & Gartner, 2007; Pike, Bianchi, Kerr, & Patti, 2010). Two main perspectives regarding conceptualizing a destination brand, which draw their inspiration from marketing, can be identified. The first perspective classifies the definitions of destination brands into two categories. The first is those that adopt the company's perspective and apply one of the most-cited brand definitions from the American Marketing Academy to the tourism research area; under this type of definition, a destination brand is "A name, symbol, logo, word mark or other graphic that both identifies and differentiates the place" (Ritchie & Ritchie, 1998, p. 103); Definitions in the second category adopt the consumer's perspective and use the term "destination image" to analyze destination brands from the receiver's

perspective (e.g., Cai, 2002; Hankinson, 2004; Prebensen, 2007). The second perspective distinguishes the authors who consider the destination brand as an addition to the destination product, in which identification and differentiation are the main purposes of the destination brand (Sartori, Mottironi, & Corigliano, 2012), from the researchers who emphasize the experiences (Buhalis, 2000) and acknowledge the importance of the emotional component of the destination brand and the emotional connection between the visitor and the destination beyond the functional values of the brand (Quintal, Phau, & Polczynski, 2014). Previous studies have recognized the complexity of destination branding compared with product branding and corporate branding (Quintal et al., 2014) because of the involvement of many stakeholders (Morgan, Pritchard, & Piggott, 2002); a large number of products, services, and resources; and even different economic sectors (Buhalis, 2000; Murphy, Pritchard, & Smith, 2000).

Following the above conceptualizations and Keller's (1993) definition of a branded product ("A branded product may be a physical good, a service, a store, a person, place, organization or idea" (Keller, 1993, p. 5)), we could argue that a branded product could be a DO or a wine tourism destination, and brands are considered to be a key asset for DOs and wineries. Brands can also be a powerful instrument to identify and differentiate a DO or wine tourism destination from its competitors and develop and reinforce the emotional link with consumers.

2.2. Wine tourism destination brand equity

Successful brands are important assets that create added value for companies and/or consumers (Aaker, 1991; Keller, 2003). The added value endowed by a brand is known as brand equity (Farquhar, 1994). Marketing authors such as Aaker (1991) and Keller (1993) conceptualize brand equity via a consumer-based perspective and include perceptual (images and associations) and/or behavioral dimensions in their conceptualizations of brand equity.

Aaker (1991, p. 15) defines brand equity as "a set of assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers." He divides these assets and liabilities into the following five categories: brand awareness, perceived quality, brand associations, brand loyalty, and other proprietary brand assets. The first three are considered to be perceptual components of brand equity, and brand loyalty is classified as a behavioral component (Kim, Han, Holland, & Byon, 2009). Keller (1993) developed the Customer-Based Brand Equity (CBBE) model and described it as "the differential effect of brand knowledge on consumer response to the marketing of the brand" (Keller, 1993, p. 2). Therefore, "a brand is said to have a positive (negative) customer-based brand equity when consumers react more (less) favorably to an element of the marketing mix for the brand than they do to the same marketing mix element when it is attributed to a fictitiously named or unnamed version of the product or service" (Keller, 1993, p. 8). In his model, two dimensions of brand equity can be identified, namely, brand awareness and brand image. Aaker's (1991) and Keller's (1993) dimensions of brand equity are widely applied within the tourism destination research field. For example, Boo et al. (2009) distinguished five components of destination brand equity (destination brand awareness, destination brand image, destination brand quality, destination brand value, and destination brand loyalty), and Konecnik and Gartner (2007) incorporated four elements of brand equity for a destination (destination awareness, destination image, destination quality, and destination loyalty).

Nowak, Thach, and Olsen (2006) extended Farquhar's (1994) definition of brand equity by applying it at the winery level. They

Download English Version:

<https://daneshyari.com/en/article/1011885>

Download Persian Version:

<https://daneshyari.com/article/1011885>

[Daneshyari.com](https://daneshyari.com)