ABSTRACTS / FULL PAPERS

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**OF THE INAUGURAL CONFERENCE OF
THE INTERNATIONAL PLACE BRANDING ASSOCIATION**

MIDDLESEX UNIVERSITY, LONDON - DECEMBER 7-9, 2016

IPBA

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London**

Vernuccio, M., Pagani, M., Barbarossa, C. and Pastore, A., 2015. Antecedents of brand love in online network-based communities. A social identity perspective. *Journal of Product & Brand Management*, *24*(7), pp.706-719.

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**Promising the dream: The changing destination image
of London through the effect of website place**

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The current study is primarily concerned with extending the current knowledge about place identity by developing a comprehensive model, revolving around on website, image, satisfaction, intention to (re)visit and recommend within the marketing discipline. In recent decades, destination image has been acknowledged as a significant aspect in enhancing tourism and destination marketing. In a context of such relentless competition between countries and their tourism industries, having a favourable website place about a specific destination carries a strategic power, which strengthens the tourism industry and influences destination image. Perceived as being at the forefront of change in the world, UK has attracted the world's attention and accounted for 2.9% of global arrivals in 2015. Based on UNWTO international tourist arrivals, UK ranked eighth and was in sixth place in the international tourism earnings league (down from fifth in 2014) behind the USA, China, Spain, France and Thailand according to UNWTO figures.

By examining the conceptual model which has been designed based on previous studies, this study challenges the claims for place identity as a key element of destination image, contending that attitudes towards websites can influence visitors' motivation and intention to (re)visit or recommend the place. Despite the significance of and the attention on the relationship between place identity and destination image, little systematic research has examined the effect of the attitude towards website place on consumer evaluations of destination image. This study aims to addresses a number of research gaps noted in the literature about the role of place branding and destination image from visitors or potential visitors' perspective. This study adopts a mix-method research design – a predominantly quantitative approach, is supported by insights from an exploratory phase encompassing in-depth interviews and focus groups discussions. The key contribution stemming from this research is a multi-disciplinary foundation for place identity to provide a holistic perspective of the domain in place branding/image/identity/destination

literature. It is hoped that future research will build on the research findings so that further avenues can be explored.

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A tale of two rivers- How "region-based tourism" promotes the enhancement of a place's cultural creative industry. A comparative case study between Yili river valley at Xingjiang Yili and Lanyang river valley at Taiwan Yilan

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Aims
"Region-Based Tourism" (RBT) is the guiding principle and direction of general reform of regional development proposed and promoted by the China National Tourism Administration early 2016. The paper aims to explore the role of RBT in terms of enhancing the cultural creative industries of a place. The focus is especially for influence of branding and marketing on the *industry chain* (e.g. the grape's primary, secondary and tertiary industries are vineyard, winery and wine culture industries) of a place.

Main approach
The study is based on direct observations, govenmental document information and interviews with government officials, enterprise staff, civilians and social workers. The first step is to sort out the interaction between every two parts of the tripods namely government, residents and industry. The second step is to analyse what is the core/common interest that might affect/ influence all 3 parts. The third step is trying to simulate out a model that could be used for different places to adopt and work out a best solution accordingly. And how/in what ways eventually "Region-Based Tourism" can enhance a place's cultural creative industry.
The study reveals preliminary results from two cases, namely Yili river valley at Xingjiang Yili and Lanyang river valley at Taiwan Yilan. The researcher has been working on city branding and communication of Yili's newly built city Kekedala (a prelimanary report presented in 2013 Tsinghua City Forum-Positioning City) .

Key arguments/findings
The study found that there exist three major co-related factors: the *visionary* of government policy, the *power* of culture industry innovation, and the *coordination* of residents and industry to share local resources. The sum of positive interaction among these three factors is the main key to the implementation of the RBT and to generate positive contribution to it.
In the mean time, as part of the cultural creative industries the branding and marketing of the *industry chain* has played an important role in promoting regional economic development, because it integrates the local elite of agriculture, manufacturing and service industries, attracts external marketing teams and stimulate innovation vitality.

Originality/value
This is the first time a paper from three perspectives -namely government, the industry and civilians - explores how RBT can yield the best from cultural creative industries; and to study how the cultural creative industries can rediscover its value out of branding and marketing of the industry chain.

Keywords: Region-Based Tourism, cultural creative industries, the industry chain, branding, Xingjiang Yili, Taiwan Yilan.

References