RESIDENT ATTITUDES, PLACE ATTACHMENT AND DESTINATION BRANDING: A RESEARCH FRAMEWORK

Ning (Chris) Chen
Tina Šegota

Abstract

Purpose – This paper aims to propose a new line of research that explores the relationship between residents and destination brand building behaviours through the concept of place attachment.

Design and methodology – We conducted a literature review on place attachment and brand building behaviour, and focused more specifically on place identity as an accumulation based dimension of place attachment and word-of-mouth as a behavioural outcome.

Approach – With the emergence of new technologies, tourism managers no longer have a complete control over the development of destination brand, since various communication tools enable for residents to engage in the destination branding process. This calls for rethinking the role of residents in destination branding and the necessity to explore various place attachment dimensions and their outcomes.

Findings – This study proposes a conceptual framework to understand the role of residents in the construction of the image of their place of residence as a tourism destination. Within this framework, we suggested that place satisfaction may affect residents' internalisation process, contributing to residents' behavioural output process, resulting in positive word-of-mouth, participation in tourism activities, and demonstration of destination ambassador behaviour.

Originality – Despite the wide interest of researchers in human-place relationship, few studies have focused on residents' place attachment and its outcomes. This framework suggests that it is important to understanding how residents form place attachment; how they perceive their place of residence as a tourism destination, and what they communicate in order to create positive destination image and strong destination brand.

Keywords Local residents, place attachment, self-congruity, destination branding, brand building behaviours, WOM

INTRODUCTION

In general, a destination is more than just a geographical unit, and, as such, is subject to people's judgement and evaluation (Jančič 1999). The latter has been studied in the form of numerous concepts, e.g. sense of place, place attachment, topophilia, insidedness, and community sentiment (Low and Altman 1992), which have been defined differently in various disciplines (Cross 2001) (the review of the disciplines is available in the Appendix). Discussions on this complex human-place relationship consist of two perspectives: (1) *relationship to place* refers to the different ways that people relate to places, or the types of bonds people can have with a place; (2) *place attachment*, on the other hand, refers to the depth and types of attachments to one

particular place (Chen, Dwyer and Firth 2014a). *Relationship to place* is usually created instantaneously and often impossible to alter (e.g. one cannot change his/her birth place), while degree of place attachment is subject to change and may be affected by factors such as satisfaction, length of residence, events, expectation, etc. Moreover, tourism studies focused its attention on the relationship between place identity (as a dimension of place attachment) and destination visitors, suggesting that a fit between one's self-image and destination image would result in various positive behavioural outcomes (e.g. willingness to visit, intention to recommend etc.) (Sirgy and Su 2000). However, this has been neglected within the tourism studies in relation to local residents.

On the other hand, the emergence of new technologies (i.e. internet) has facilitated residents' empowerment in destination branding. Nowadays, residents' advocacy of a destination is not limited to their family and friends, but is available to the wider public through various communication channels (such as travel forums, social media, travel websites etc.) that encourage tourism service participation and word-of-mouth (WOM). The latter is becoming the most powerful form of marketing in the new information age (Simpson and Siguaw 2008). In this context, tourism managers should take more notice of the role of residents in the destination branding process, since they do not have a total control over its outcomes.

This calls for rethinking the role of residents in destination branding and the necessity to explore various place attachment dimensions and their outcomes. In this sense, understanding how residents form place attachment, how they perceive their place of residence as a tourism destination and what they communicate may be useful in creation of positive destination image and strong destination brand. In addition, tourism managers should take into account that residents are also patrons of destinations, regardless of destination representing their place of residence, since by using destination resources they express in- and extra-role brand-building behaviours. Those may be considered a valuable asset in the portrayal of genuine and honest destination promises.

These arguments justify the objective of this paper, which is to propose a new research framework that relates to the role of residents in the process of destination branding, with an emphasis on the concept of place attachment.

Therefore, this study centres the variable aspect of sense of place, place attachment, as the construct to indicate human-place relationship, explores its antecedents and examines its consequences. After this brief introduction, a literature review of the two main concepts – place attachment and brand building behaviours – is presented in the next section. The third section proposes a new research framework on the role of residents in destination branding. The final section concludes with the main contribution of this study.

1. LITERATURE REVIEW

1.1. Place Attachment

Chen, Dwyer, and Firth (2014a) reviewed two streams of place attachment research and developed a six-dimension construct. The two streams distinguish between: (1) accumulation based dimensions (from environmental psychology) that consider place attachment as an outcome of an individual's evaluation and attitude towards a place based on his/her knowledge of this particular place accumulatively; and (2) interactional dimensions (research in interaction) that ascribe the bond formed by an individual with a place via the meaning given to the place through experiences and expectations.

In environmental psychology realm, a number of dimensions are proposed in different studies (e.g. in Figure 1), of which, place identity as the outcome of the identification process between the self and the place is the basis of the conceptual development of place attachment.

Figure 1: **Dimensions of place attachment studied in environmental psychology**
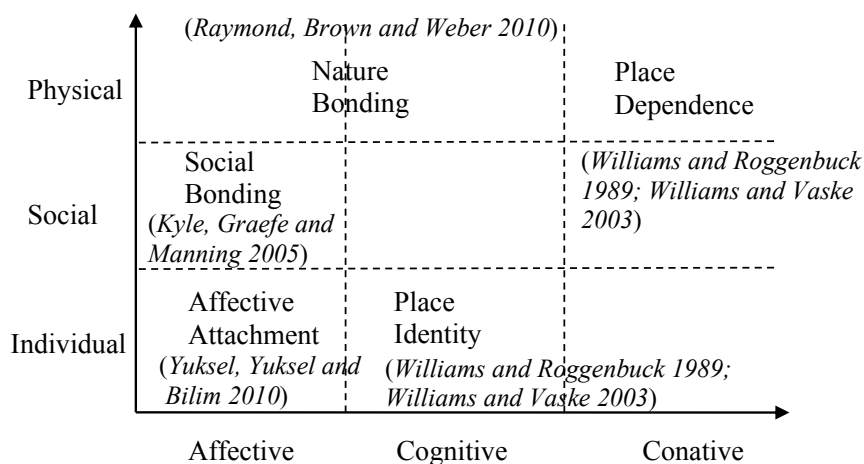
Source: compiled by the authors, sources identified within the figure

Place identity is defined as "*those dimensions of self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideals, beliefs, preferences, feelings, values, goals, and behavioural tendencies and skills relevant to this environment*" (Proshansky 1978, cited in Kyle, Graefe and Manning 2005). For this definition, place identity is part of individual social identity, which is "*a substructure of a more global self-identification in the same way that one might consider gender identity and role identity*" (Jorgensen and Stedman 2001, p. 234).

Place identity is formed through a complex process. Using Breakwell's model, Twigger-Ross and Uzzell (1996) suggest four principles of place identity: continuity, self-esteem, self-efficacy, and distinctiveness. A resident from a specific place (such as a city or town) has an association with this place, and this bond enables the resident to differentiate himself/herself from people from other places, i.e. *distinctiveness* or *uniqueness* (Twigger-Ross and Uzzell 1996). Eyles (1968, cited in Twigger-Ross and Uzzell 1996) in his research finds that people who live in a location tend to create an identification to which certain attributes are ascribed. Recent research indicates that people use place identification to differentiate themselves from others, and place functions in a similar way to a social category.

The principle of continuity is evident. This refers to the continuous needs of a person to maintain his/her identity over time (Twigger-Ross and Uzzell 1996). In addition, place continuity can be categorized into two distinct types of self-environment relationship which focus on the maintenance and development of the continuity: place-referent continuity (Csikszentmihalyi and Rochberg-Halton 1981; Graumann 1983; Korpela 1989; Giuliani 1991; Lalli 1992) and place-congruent continuity (Twigger-Ross and Uzzell 1996). Accordingly, a place can act as a referent to a person's past self and actions; and a person may seek a place which he/she feel to be congruent with his/her settlement identification. Self-esteem refers to the idea that the identification should achieve a positive evaluation of one's identity. This positive evaluation of oneself has been regarded as a central motive in social identity research (e.g. Gecas 1982). For instance, a person can feel a sense of pride by association through living in an historic place (Lalli 1992). Self-efficacy, developed within the framework of social learning theory (Bandura 1977), is used to regard people's need for capabilities to meet situational demands. Twigger-Ross and Uzzell (1996) suggest that to achieve a high self-efficacy, residents should be able to "*organize information from their immediate socio-physical environment in such a way that they can develop a predicative system that allows them to judge whether a setting supports their goals and purposes*" (Winkel 1981, cited in Twigger-Ross and Uzzell 1996), i.e. the environment is manageable. Therefore, the extent to which the environment is manageable can influence the level of a resident's level of self-efficacy, and further influence his/her level of place identity. In addition, place identity penetrates all levels of self-identity defining how a place establishes an inner relationship with a person from self-definition, to values, goals, beliefs (Ashforth, Harrison and Corley 2008), and then to behaviours.

In addition to the place identity as a dimension of place attachment, self-congruity theory has been widely used in marketing studies to explain and predict one's behaviour (Ericksen 1997; Sirgy, Lee, Johar and Tidwell 2008, Liu, Li, Mizerski and Soh 2012). It was also been applied to tourism studies in order to explain tourist destination choice (Chon 1992; Sirgy and Su 2000; Ekinci and Hosany 2006; Usakli and Baloglu 2011; Ahn, Ekinci and Li 2013). The latter showed that individuals form a match between their self-image and destination image (or image of a typical visitor of a destination), which influences their behaviour (intention to visit, intention to recommend, loyalty etc.). Placing a focus on destination visitors, the literature does not inform on the self-congruity effect among local residents, who also play a very important role in shaping destination image through place promotion (Chen, Dwyer and Firth, 2014b). In this sense, residents are considered to be tourists, who regularly

use destination resources and also portray tourists' behaviour in their place of residence.

As for the other accumulation based dimensions of place attachment, place dependence, social bonding, and affective attachment reflect the conative, social, and affective aspects (Kyle, Graefe and Manning 2005; Schreyer, Jacob and White 1981; Williams and Roggenbuck 1989; Yuksel, Yuksel and Bilim 2010). Previous research has found effects of these dimensions on specific behaviours related to the place such as retention and word-of-mouth intention (Chen, Dwyer and Firth 2014b; Chen, Dwyer and Firth 2015).

Attitudinal attachment is often formed long term. Nevertheless specific circumstances may lead to strong attachment within a limited period of time. To address this in the dimensionality of place attachment, Chen, Dwyer and Firth (2014a) proposed another two dimensions to capture the attachment formed on a short-term experience or long-term expectation: place memory and place expectation. Place memory is the retrieved memory reflecting attachment to a place, and place expectation is the reflected expectation of future experiences in a place.

1.2. Brand Building Behaviours

In the context of tourism, residents can be considered a destination's internal consumers, while residents can take some employees' role in the destination branding. Tourist destinations would benefit if residents and experienced tourists serve as goodwill ambassadors, advocating the destinations to their friends and families (Simpson and Siguaw 2008), which is similar to points of view of internal brand building behaviours, considering employees as brand ambassadors who transform brand vision into brand reality (VanAuken 2003; Berry, 2000). Morhart, Herzog and Tomczak (2009) indicate that internal brand-building behaviours can be classified into three categories: retention, in-role brand-building behaviour, and extra-role brand-building behaviour.

Retention, which refers to "*employees' upholding their professional relationship with the corporate brand*" (Morhart, Herzog and Tomczak 2009), can be extended to residents' upholding their residing relationship with the target destination in the context of tourism. In-role brand-building behaviour, in the context of tourism destination, refers to residents' role as destination brand representatives (Chen and Dwyer 2010). It is crucial that representatives perceive the destination brand consistently with how the destination conveys itself through public messages and marketing communications. Extra-role brand-building behaviour refers to employee actions that are discretionary and generated individually by the employees themselves (Morhart, Herzog and Tomczak, 2009). In the context of tourism destination, extra-role destination brand-building behaviour can be categorised as tourism service participation and word-of-mouth (WOM). The latter is becoming increasingly important not limited in the context of tourism, because positive WOM is becoming the most powerful form of marketing in the new information age (Simpson and Siguaw 2008). It is as well advocated that WOM is more credible because the generator is not seen as having direct profit in selling the recommended product or service (Herr, Kardesand and Kim 1991; Murray

1991; Silverman 2001). In addition, WOM is particularly important in a service context as tourism, because services are intangible and difficult to evaluate before purchase (Mazzarol, Sweeney and Soutar 2007).

2. CONCEPTUAL FRAMEWORK DEVELOPMENT

One aim of the present paper is to explore the psychological mechanisms by which place satisfaction and place attachment may influence residents' destination brand building behaviours. The central constructs of the proposed model are elaborated based on the in-depth literature review. The primary question of interest is the psychological mechanism how residents form their destination brand building behaviours. The basic conceptual model and relevant hypotheses are proposed in this section. The conceptual framework integrates several different streams of literature, including brand equity theory, social identity theory, and brand-building theory (shown in Figure 2).

Figure 2: **Overview of relevant theories and connections**
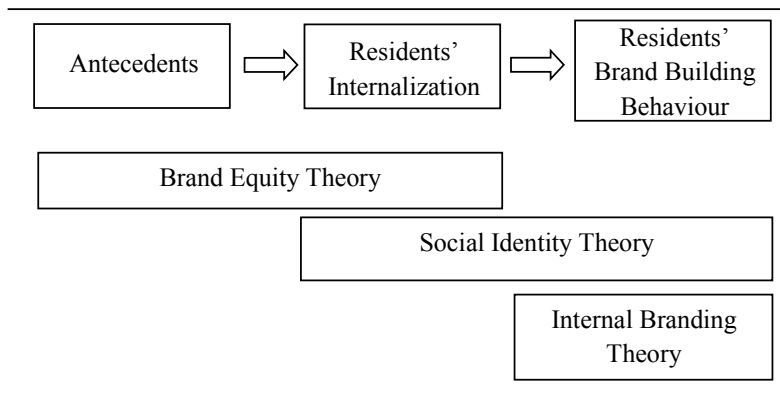
Source: prepared by the authors

Most research on branding tends to construct a multiple-step conceptual model. For instance, Morhart, Herzog and Tomczak (2009) propose a four-step conceptual model to interpret two processes of brand leadership resulting in brand building behaviours; Funk and James (2001; 2006) construct a four-stage psychological continuum model to synthesize a diverse body of literature about consumers' psychological connection with a brand; Pike (2005; 2007; 2009) proposes a four-stage conceptual model of consumer-based brand equity for destinations to provide benchmarks at the commencement of a new destination brand campaign; Miles and Mangold (2004) develop a four-step employee branding process to describe a feedback loop through which managers can monitor the process; etc. Almost all the multiple-stage models are consistent with the basic construct of brand equity (Aaker 1996), as well as psychological dynamics (Funk and James 2001; 2006). Accordingly, the conceptual model of this study is proposed in Figure 3, integrating a three-stage destination brand building behaviour formation process.

Figure 3: **Place attachment and brand-building behaviours: Conceptual framework**
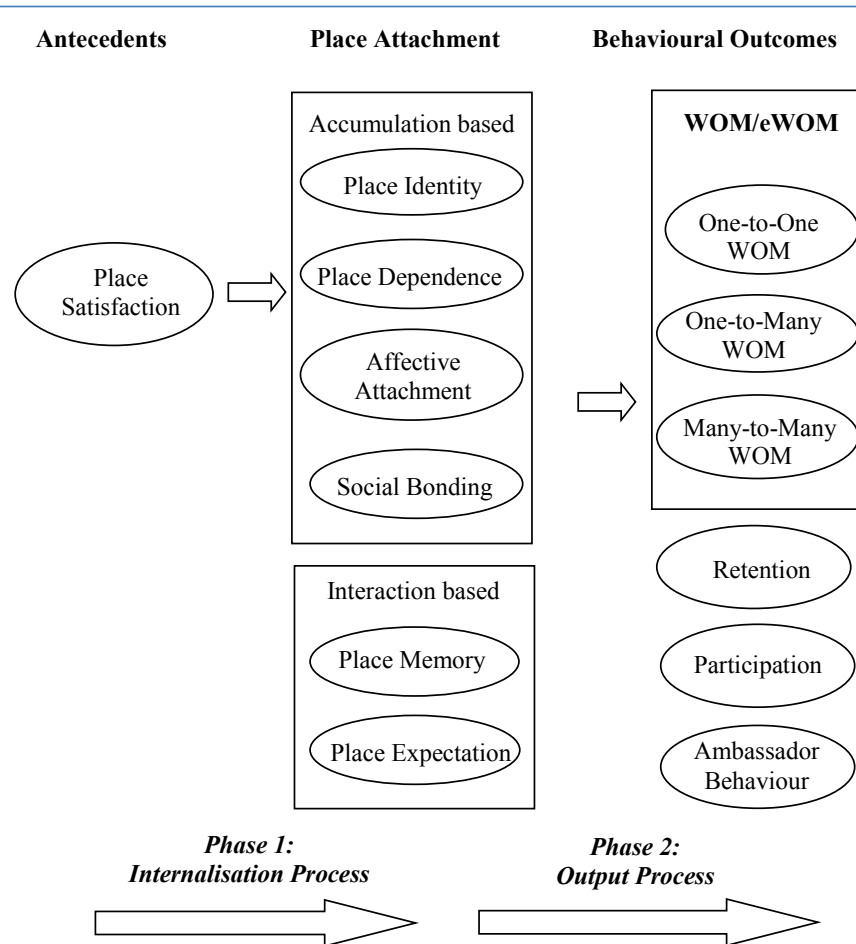
Source: based on Chen, Dwyer and Firth (2014b)

2.1. Residents' Internalisation Process

The concept of consumer satisfaction occupies a central position in marketing, which is a major outcome of marketing activity and links to post purchase activities such as attitude change, repeat purchase, and brand loyalty (Churchill and Surprenant 1982). According to Churchill and Surprenant (1982), consumer satisfaction is defined as "*an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase in relation to the anticipated consequences*". On the other hand, in psychology, Shin and Johnson (1978) define life satisfaction as "*a global assessment of a person's quality of life according to his chosen criteria*" (cited in Diener, Emmons,

Larsen and Griffin 1985). In contrast, consumer satisfaction focuses on an individual's subjective evaluation with material possessions over the entire product or service lifecycle, while life satisfaction emphasizes the effectiveness of circumstances and life experience. Satisfaction to places, based on the discussion, cannot be simply drawn equal to either consumer satisfaction or life satisfaction. Accordingly, place satisfaction can be defined as residents' subjective evaluation of benefits across the rich bundle of goods and services during the residential "life cycle" in the particular place, including public service, community experience, and so on. As indicated by Low and Altman (1992), physical space is called as a place when "*personal, group, or cultural processes have been given meaning through it*" (cited in Insch and Florek 2008). Place satisfaction depends on social and physical resources within residential environments and can result in residents' attachment, which is indicated as loyalty in marketing terminology (Insch and Florek 2008), to the place (Shumaker and Taylor 1983). Thus we propose the following proposition to be studied in the further research:

Proposition 1: Greater place satisfaction leads to more residents' attachment to the place.

2.2. Residents' Behavioural Output Process

In the context of tourism, it is appropriate to use customer loyalty to measure consequences of satisfaction for tourism products. However, as to a destination level, customer loyalty is not a sufficient construct as place attachment, since residents/tourists' experience in the target destination does not involve only the tourism product purchase, but also the interaction and generated bonding between residents/tourists and the place. Similarly indicated as customer loyalty which can lead to customers brand building behaviours, dimensions of place attachment are proposed and found to affect different customer brand building behaviours in the tourism destination context (Chen, Dwyer and Firth 2014b; 2015). The following relationships come from the model (Fig. 3), but need to be further tested by researchers:

Proposition 2: Place attachment encourages residents' positive word of mouth.

Proposition 3: Place attachment encourages residents' participation in tourism activities.

Proposition 4: Place attachment encourages residents' destination ambassador behaviour.

Proposition 5: Place attachment encourages residents' retention to the destination.

2.3. The mediating role of self-congruity

Self-congruity is defined as a match/mismatch between destination image (i.e. image of a typical visitor of a destination) and one's self-image. In the context of this study, destination image is not limited to a portrayal of a typical visitor of a destination, but it refers to the place identity as a dimension of place attachment that is relevant for the formation of destination image among its residents.

Because there are at least four different types of self-congruity (actual, ideal, social and ideal social) (Sirgy and Su 2000), the propositions of this research framework should follow the four corresponding types of self-congruity. In the context of this study, actual self-congruity refers to the degree of match between a resident's actual self-image and destination image, or the fit between how residents actually see themselves in relation to the image of their place of residence. Ideal self-congruity denotes the degree of match between a resident's ideal self-image (how residents would like to see themselves) and the image of their place of residence. Social self-congruity refers to a fit between how residents believe they are seen by others in relation to the destination patron image. And lastly, ideal social self-congruity refers to the degree of match between how residents would like to be seen by others and image of their place of residence.

In the majority of studies on destination image, the outcome of tourists' behaviour relates to the revisit intentions (Petrick, Morais and Norman 2001; Petrick 2004, Gartner and Ruzzier 2011; McKercher and Basak 2011; Assaker and Hallak 2013; Xie and Lee 2013), and very often WOM is incorporated within this outcome, instead of being separated as a variable (Papadimitriou, Apostolopoulou and Kaplanidou 2014), since the research showed that WOM is affected by self-congruity (Hung and Petrick 2011; Hollenbeck and Kaikati 2012; Papadimitriou, Apostolopoulou and Kaplanidou 2014). Figure 4 displays some of the key relationships.

Figure 4: **The mediating role of self-congruity on residents' behavioural outcomes**
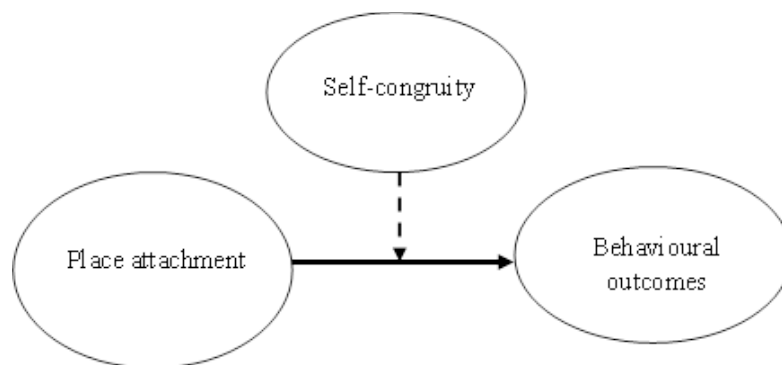
Source: prepared by authors

The relationships in Figure 4 raise a number of research issues. Some of these relate to the following propositions (6-9):

Proposition 6: Actual self-congruity affects residents' behaviour. That is, residents who experience a match between place identity and their actual self-image will be motivated to recommend their place of residence as a tourist destination.

153

Proposition 7: Ideal self-congruity affects residents' behaviour. That is, residents who experience a match between place identity and their ideal self-image will be motivated to recommend their place of residence as a tourist destination.

Proposition 8: Social self-congruity affects residents' behaviour. That is, residents who experience a match between place identity and their social self-image will be motivated to recommend their place of residence as a tourist destination.

Proposition 9: Ideal social self-congruity affects residents' behaviour. That is, residents who experience a match between place identity and their ideal social self-image will be motivated to recommend their place of residence as a tourist destination.

CONCLUSION

The main objective of this study was to justify the need for new research framework that relates to the role of residents in the process of destination branding, with an emphasis on the concept of place attachment. To do so, we provided a general literature review on place attachment and brand building behaviour, and focused more specifically on place identity as an accumulation based dimension of place attachment and word-of-mouth as a behavioural outcome. This literature review shows that despite the wide interest in human-place relationship, few studies have focused on residents' place attachment and its outcomes. And more, that self-congruity theory, focusing on the fit between one's self-image and place identity, has been neglected within tourism studies in relation to local residents.

Having identified this gap, we proposed a conceptual framework to understand the role of residents in the construction of the image of their place of residence as a tourism destination. Within this framework, we highlighted nine relationships between the concepts that inform on the hypotheses for further research by theorists. In this sense, we suggested that place satisfaction, as an antecedent of place attachment, may affect residents' internalisation process, contributing therefore to residents' behavioural output process, and thus resulting in positive word-of-mouth, participation in tourism activities, and demonstration of destination ambassador behaviour. In addition, we suggest that residents' willingness to recommend their place of residence as a tourism destination will depend on the match between place identity and their self-image, because if they experience a positive match, they will more likely be encouraged into positive word-of-mouth.

Overall, with the emergence of new technologies, tourism managers no longer have complete control over the development of destination brand, since various world-wide-web communication tools (i.e. forums, travel sites, social media) enable for tourists and residents to participate in the destination branding process. This calls for rethinking the role of residents in destination branding and the necessity to explore various place attachment dimensions and their outcomes. In this sense, understanding how residents form place attachment, how they perceive their place of residence as a tourism destination and what they communicate may be useful in creation of positive

destination image and strong destination brand. In addition, tourism managers should take into account that residents are also patrons of destinations, regardless of destination representing their place of residence, since by using destination resources they express in- and extra-role brand-building behaviours. Those may be considered a valuable asset in the portrayal of genuine and honest destination promises.

Thus, it would be very interesting to embark on this research journey by focusing on the countries of South-Eastern Europe that have experienced a change in country's identity since the 1990's. In addition, tourism is one of the most important industries for these countries, directly contributing up to 13% of total GDP (i.e. for Croatia in 2014) (WTTC 2014). And each year, destination residents take on the role of destination hosts, who express their satisfaction with a place in a form of various behavioural outcomes that affect destination brand. Moreover, it would be interesting to explore whether residents consider their self-image when engaging in destination branding process through the word-of-mouth. In this sense, it would be of benefit to undertake research on their social media activity in terms of how they visually portray their place of residence and with what words its visual representation is accompanied. Finally, it would be of benefit for tourism managers and administrators to identify what dimensions of place attachment contribute the most to each of the three branding process outcomes – brand ambassador behaviour, resident's participation in tourism activities, or retention – in order to consider the development of human-place relationship strategies, which may be important for promoting tourism with the help of residents.

REFERENCES

Aaker, D. (1996), *Building strong brands*, The Free Press, New York.

Ahn, T., Ekinci, Y., and Li, G. (2013), "Self–congruence, functional congruence, and destination choice", *Journal of Business Research*, Vol. 66, No. 6, pp. 719-723.

Ashforth, B.E., Harrison, S.H., and Corley, K.G. (2008), "Identification in organizations: An examination of four fundamental questions", *Journal of Management*, Vol. 34, No. 3, pp. 325-374.

Assaker, G., and Hallak R. (2013), "Moderating effects of tourists' novelty–seeking tendencies on destination image, visitor satisfaction, and short– and long–term revisit intentions", *Journal of Travel Research*, Vol. 52, pp. 600-613.

Bandura, A. (1977), *Social learning theory*, Prentice Hall: Englewood Cliffs, NJ.

Berry, L.L. (2000), "Cultivating Service Brand Equity", *Journal of the Academy of Marketing Science*, Vol. 28, No. 1, pp. 128-137.

Chen, N., Dwyer, L., and Firth, T. (2014a), "Conceptualisation and measurement of the dimensionality of place attachment", *Tourism Analysis*, Vol. 19, No. 3, pp. 323-338.

Chen, N., Dwyer, L., and Firth, T. (2014b), "Effect of dimensions of place attachment on residents' word–of–mouth behaviour", *Tourism Geographies*, Vol. 16, No. 5, pp. 826-843.

Chen, N., Dwyer, L., and Firth, T. (2015), "Factors Influencing Chinese Students' Behavior in Promoting Australia as a Destination for Chinese Outbound Travel", *Journal of Travel and Tourism Marketing*, Vol. 32, No. 4, pp. 366-381.

Chon, K.S. (1992), "Self–image/destination image congruity", *Annals of Tourism Research*, Vol. 19, No. 2, pp. 360-363.

Churchill, G.A., Jr., and Suprenaut, C. (1982), "An Investigation into the Determinants of Customer Satisfaction", *Journal of Marketing Research*, Vol. 19, No. 4, pp. 491-504.

Cross, J. E. (2001), "What is sense of place". In Archives of the Twelfth Headwaters Conference, pp. 2-4.

Csikszentmihalyi, M., and Rochberg–Halton, E. (1981), *The meaning of things: Symbols and the self*, Cambridge University Press, Cambridge, UK.

Diener, E., Emmons, R.A., Larsen, R.J., and Griffin, S. (1985), "The satisfaction with life scale", *Journal of Personality Assessment*, Vol. 49, pp. 71-75.

Ekinci, Y., and Hosany, S. (2006), "Destination personality: an application of brand personality to tourism destinations", *Journal of Travel Research*, Vol. 45, No. 2, pp. 127-139.

Ericksen, M.K. (1997), "Using self–congruity and ideal congruity to predict purchase intention: a European perspective", *Journal of Euromarketing*, Vol. 6, No. 1, pp. 41-56.

Eyles, R.J. (1968), "Stream net ratios in West Malaysia", *Geological Society of America Bulletin*, Vol. 79, No. 6, pp. 701-712.

Funk, D.C., and James, J. (2001), The psychological continuum model: A conceptual framework for understanding an individual's psychological connection to sport. Sport Management Review, 4, pp. 119-150.

Funk, D.C., and James, J. (2006), "Consumer loyalty: The meaning of attachment in the development of sport team allegiance", *Journal of Sport Management*, Vol. 20, pp. 189-217.

Gartner, W.C., and Ruzzier, M.K. (2011), "Tourism destination brand equity dimensions: Renewal versus repeat market", *Journal of Travel Research*, Vol. 50, No. 5, pp. 471-481.

Gecas, V. (1982), "The self–concept", *Annual review of sociology*, Vol. 8, No. 1, pp. 1-33.

Giuliani, M.V. (1991), "Towards an analysis of mental representations of attachment to the home", *Journal of Architectural and Planning Research*, Vol. 8, No. 2, pp. 133-146.

Graumann, C.F. (1983), "On Multiple Identities", *International Social Science Journal*, Vol. 35, No. 2, pp. 309-321.

Herr, P.M., Kardes, F.R., and Kim, J. (1991), "Effects of word–of–mouth and product attribute information on persuasion: an accessibility–diagnosticity perspective", *Journal of Consumer Research*, Vol. 17, No. 4, pp. 454-462.

Hollenbeck, C.R. and Kaikati, A.M. (2012), "Consumers' use of brands to reflect their actual and ideal selves on Facebook", *International Journal of Research and Marketing*, Vol. 29, No. 4, pp. 395-405.

Hummon, D.M. (1992), "Community attachment: local sentiment and sense of place", in Altman, I. and Low, S.M. (Eds.), *Place attachment*, Plenum Press, New York, NY, pp. 253-278.

Hung, K., and Petrick, J.F. (2011), "The role of self– and functional congruity in cruising intentions", *Journal of Travel Research*, Vol. 50, pp. 100-112.

Insch, A., and Florek, M. (2008), "A great place to live, work and play: Conceptualizing place satisfaction in the case of a city's residents", *Journal of Place Management and Development*, Vol. 1, No. 2, pp. 138-149.

Jackson, J.B. (1994), *A sense of place, a sense of time*, Yale University Press.

Jančič, Z. (1999), *Celostni marketing [Integrated marketing]*, Fakulteta za družbene vede, Ljubljana.

Jorgensen, B.S. and Stedman, R.C. (2001), "Sense of place as an attitude: Lakeshore owners attitudes toward their properties", *Journal of Environmental Psychology*, Vol. 21, pp. 233-248.

Korpela, K.M. (1989), "Place–identity as a product of environmental self–regulation", *Journal of Environmental Psychology*, Vol. 9, No. 3, pp. 241-256.

Kyle, G., Graefe, A., and Manning, R. (2005), "Testing the dimensionality of place attachment in recreational settings", *Environment and Behaviour*, Vol. 37, No. 2, pp. 153-177.

Lalli, M. (1992), "Urban–related identity: Theory, measurement, and empirical findings", *Journal of Environmental Psychology*, Vol. 12, No. 4, pp. 285-303.

Liu, F., Li, J., Mizerski, D., and Soh, H. (2012), "Self–congruity, brand attitude, and brand loyalty: a study on luxury brands", *European Journal of Marketing*, Vol. 46, No. 7/8, pp. 922-937.

Low, S.M. and Altman, I. (1992), "Place attachment: a conceptual inquiry" in Altman, I., and Low, S.M., (Eds.), *Human Behaviour and Environment*, Plenum, New York, NY, pp. 1-12.

Mazzarol, T., Sweeney, J.C., and Soutar, G.N. (2007), "Conceptualizing word–of–mouth activity, triggers and conditions: an exploratory study", *European Journal of Marketing*, Vol. 41, No. 11/12, pp. 1475-1494.

McKercher, B., and Basak, D.G. (2011), "Are Tourists or Markets Destination Loyal? ", *Journal of Travel Research*, Vol. 50, No. 2, pp. 121-132.

Miles, S.J., and Mangold, G. (2004), "A Conceptualization of the Employee Branding Process", *Journal of Relationship Marketing*, Vol. 3, No. 2, pp. 65-87.

Morhart, F.M., Herzog, W., and Tomczak, T. (2009), "Brand–Specific Leadership: Turning Employees into Brand Champions", *Journal of Marketing*, Vol. 73 (Sep), pp. 122-142.

Murray, K. (1991), "A test of services marketing theory: consumer information acquisition activities", *Journal of Marketing*, Vol. 55, No. 1, pp. 10-25.

Papadimitriou, D., Apostolopoulou, A., and Kaplanidou K. (2014), "Destination personality, affective image, and behavioral intentions in domestic urban tourists", *Journal of Travel Research*, Vol. 54, No. 3, pp. 302-315.

Petrick, J.F. (2004), "The roles of quality, value, and satisfaction in predicting cruise passengers' behavioral intentions", *Journal of Travel Research*, Vol. 42, pp. 397-407.

Petrick, J.F., Morais, D.D., and Norman, W.C. (2001), "An examination of the determinants of entertainment vacationers' intentions to revisit", *Journal of Travel Research*, Vol. 40, pp. 41-48.

Pike, S.D. (2005), "Tourism destination branding complexity", *Journal of Product and Brand Management*, Vol. 14, No. 4, pp. 258-259.

Pike, S.D. (2007), "Consumer–based brand equity for destinations: Practical DMO performance measures", *Journal of Travel and Tourism Marketing*, Vol. 22, No. 1, pp. 51-61.

Pike, S.D. (2009), "Destination brand positions of a competitive set of near–home destinations", *Tourism Management*, Vol. 30, No. 6, pp. 857-866.

Proshansky, H.M. (1978), "The city and self–identity", *Environment and Behavior*, Vol. 10, No. 2, pp. 147-169.

Raymond, C.M., Brown, G., and Weber, D. (2010), "The measurement of place attachment: Personal, community, and environmental connections", *Journal of Environmental Psychology*, Vol. 30, No. 4, pp. 422-434.

Schreyer, R., Jacob, G., and White, R. (1981), "Environmental meaning as a determinant of spatial behavior in recreation", *Proceedings of Applied Geography Conferences*, Vol. 4, pp. 294-300.

Shin, D.C., and Johnson, D.M. (1978), "Avowed happiness as an overall assessment of the quality of life", *Social indicators research*, Vol. 5, No. 1-4, pp. 475-492.

Shumaker, S.A., and Taylor, R.B. (1983), "Toward a clarification of people–place relationships: A model of attachment to place", *Environmental psychology: Directions and perspectives*, pp. 219-251.

Silverman, G. (2001), *Secrets of Word–of–Mouth Marketing*, AMACOM Books, New York, NY.

Simpson, P., and Siguaw, J. (2008), "Destination Word of Mouth: The Role of Traveler Type, Residents, and Identity Salience", *Journal of Travel Research*, Vol. 47, No. 2, pp. 167-182.

Sirgy, M.J., and Su, C. (2000), "Destination image, self–congruence, and travel behaviour: towards an integrative model", *Journal of Travel Research*, Vol. 38, No. 4, pp. 340-352.

Sirgy, M.J., Lee, D.J., Johar, J.S., and Tidwell, J. (2008), "Effect of self–congruity with sponsorship on brand loyalty", *Journal of Business Research*, Vol. 61, No. 10, pp. 1091-1097.

Steele, F. (1981), *The sense of place*, CBI Publishing, Boston.

Tuan, Y.F. (1974), *Topophilia: A Study of Environmental Perception, Attitudes, and Values*, Prentice–Hall, Englewood Cliffs, NJ.

Twigger–Ross, C.L., and Uzzell, D.L. (1996), "Place and identity processes", *Journal of Environmental Psychology*, Vol. 16, No. 3, pp. 205-220.

Usakli, A., and Baloglu, S. (2011), "Brand personality of tourism destinations: An application of self–congruity theory", *Tourism Management*, Vol. 32, pp. 114-127.

VanAuken, B. (2003), *Brand Aid: An Easy Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position*, American Management Association, New York, NY.

Williams, D.R., and Roggenbuck, J.W. (1989), "Measuring place attachment: Some preliminary results", In McAvoy, L. H., and Howard, D., (Eds.), *Abstracts of the 1989 Leisure Research Symposium, Arlington*, VA: National Recreation and Park Association.

Williams, D.R., and Vaske, J.J. (2003), "The measurement of place attachment: Validity and generalizability of a psychometric approach", *Forest Science*, Vol. 49, No. 6, pp. 830-840.

Winkel, F.W. (1981), "Angst voor criminaliteit: verklarende modellen", *Tijdschrift voor Criminologie*, Vol. 23, No. 2, pp. 53-73.

WTTC (2015), Travel and Tourism Economic Impact 2015: Croatia, retrieved 19 December 2015 from http://www.wttc.org/research/economic-research/economic-impact-analysis/country-reports/

Xie, K.L., and Lee, J. (2013), "Toward the perspective of cognitive destination image and destination personality: The case of Beijing", *Journal of Travel and Tourism Marketing*, Vol. 30, No. 6, pp. 538-556.

Yuksel, A., Yuksel, F., and Bilim, Y. (2010), "Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty", *Tourism Management*, Vol. 31, No. 2, pp. 274-284.

Appendix

Table 1: **Different definitions of human-place relationship**

Definition	Term	Discipline
the symbolic relationship formed by people giving culturally shared emotional/affective meanings to a particular space of piece of land that provides the basis for the individual's and group's understanding of and relation to the environment.... is more than an emotional and cognitive experience, and includes cultural beliefs and practices that link people to place. (Low and Altman 1992)	Place Attachment	Anthropology
the particular experience of a person in a particular setting (feeling stimulated, excited, joyous, expansive, and so forth). (Steele 1981)	Sense of Place	Environmental Psychology
the combination of characteristics that gives some locations a special 'feel' or personality (such as a spirit of mystery or of identity with a person or group). (Steele 1981)	Spirit of Place	Environmental Psychology
the affective bond between people and place or setting. (Tuan 1974, 260)	Topophilia	Geography
something that we ourselves create in the course of time. It is the result of habit or custom.... A sense of place is reinforced by what might be called a sense of recurring events. (Jackson 1994)	Sense of Place	Landscape Architecture/History
people's subjective perceptions of their environments and their more or less conscious feelings about those environments. (Hummon 1992)	Sense of Place	Sociology

Source: from Chen, Dwyer and Firth (2014a) and based on the summary by Cross (2001)

Ning (Chris) Chen, PhD, Lecturer in Marketing
Department of Management, Marketing and Entrepreneurship
College of Business and Law, University of Canterbury
Private Bag 4800, Christchurch, New Zealand
Phone: +6433642987
E-mail: chris.chen@canterbury.ac.nz

Tina Šegota, Teaching Assistant
Faculty of Economics, University of Ljubljana
Kardeljeva ploščad 17, Ljubljana, Slovenia
Phone: +38615892742
E-mail: tina.segota@ef.uni-lj.si