Special Issue on

Place/Nation Branding and Marketing: Rethinking Synergies and Relations

Guest editors

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The topic of place/nation/destination marketing, branding, image and reputation has attracted considerable scholarly and practitioner interest over the last decade. The literature identifies several antecedents as well as other important constructs such tourist loyalty, motivation, place identity, satisfaction, and intention to revisit. Indeed, international place tourism has become a topic of increasing interest due to globalisation. This has led destination or place marketers to offer differentiated value in order to attract, maintain or increase market share, and encourage tourists or indeed foreign direct investment. Intensified research into place/destination marketing and branding has led stakeholders such as investors, governments, traders, and marketers, and even settlers, to use this concept to their advantage in achieving competitive strength in the market and generate significant value both for the country and themselves (see, e.g. Ageeva and Foroudi, 2019; Andrios et al. 2019; Dennis and Melewar, 2010; Foroudi et al., 2016; 2018; 2019; 2020ab; Kavaratzis and Dennis, 2018; Melewar and Dennis, 2013; 2016). This special issue focuses on how values or personalities of a place can contribute to its image and reputation.

Papers have been submitted by some of the best-known contributors in the field of place/nation branding. This special issue starts with six papers on how place branding can differentiate image, reputations, or brands. The first paper by *T.C. Melewar and Heather Skinner* explores brand management decisions concerning the terroir product of an authentic beer brand. Findings are based on a case study of a Greek microbrewery informed by in-depth interviews and questionnaire responses. Results identify the way this company has approached territorial brand management based on an understanding of potential consumer perceptions and reactions to clues about place brand origin in its brand names when targeting its main groups of domestic, export, and tourist consumers. This research offers practical insights into territorial brand management decisions, especially those concerning brand names that offer clues to a product's place of origin. The second

paper by *John Balmer, Rudaina Mahmoud, and Weifeng Chen* explores how places meaningfully burnish corporate brand attractiveness and identification. Focusing on international postgraduate students and marshalling the corporate brand identification theoretical perspective, they make a theoretical advance by explicating how a nascent corporate brand can be enhanced through its positive associations with places.

The third paper employs a network and place branding perspective and applies a multi-method case study approach utilising surveys and semi-structured interviews with stall, store and city centre managers in two European cities. In this paper, *Andrew Alexander, Christoph Teller, and Steve Wood* explore the interrelationship between the commercial performance of markets and town and city centres, the positive and negative spill-over effects between them and the implications for the understanding of the place brand and its management. Results reveal strong relationships between the commercial performance of the markets and the performance of the city centres. Findings confirm bi-directional positive spill-over effects between markets and city centres.

In the fourth paper, *Sunny Bose, Sanjit Roy, Sharifah Alwi, and Bang Nguyen* measure place branding effectiveness and place brand equity. They explore and develop the dimensions and instrument of customer based place brand equity quantitatively, in the context of international relations between two places, India and Bangladesh. The fifth paper employs a quantitative approach and focuses on understanding the dialogic communication potential of African destinations' place websites, related to destination image from the perspective of potential visitors/tourists. *Robert Hinson, Ellis Osabutey, and John Kosiba* identify the dialogic communication principles of a website that serve as an antecedent to forming customer perceptions about a destination. The destination image impression of a country positively relates to visiting intentions; an indication that perceived destination image is another antecedent of visiting intentions.

In the sixth paper, *Salman Yousaf and Fan Xiucheng* study the conventional characterization of Pakistan and Iran as harborers of terrorism and violence, which cultivates an irrational fear of these places among Western audiences and has consequently dehumanized them. This research study considers the Humans of New York Facebook page and applies observational netnographic methods of inquiry to the posts published about ordinary citizens of Pakistan and Iran. The results reveal that the positive reception of Pakistan and Iran in the virtual space enhanced the citizens' identification with their countries.

Three papers investigate the key antecedents of nation branding. The seventh paper by *Shashwat Gupta, Mohammad M. Foroudi, Juha Väätänen, Suraksha Gupta, and Len-Tiu Wright* investigates how a country's attributes, as reflected by its cinema, built travel destination attractiveness for consumers. They found that a country's infrastructural, cultural, political, social and environmental attributes influence nation branding. Travellers' personal traits act as moderators, and travellers positively view these country attributes through the lenses of their own experiences. The authors provide suggestions to country managers whose responsibility is building the brand image of their nations. The eighth paper on nation branding concerns Chinese millennials as important influencers. The study by *Jun Luo, Bidit Dey, Cagri Yalkin, Uthayasankar Sivarajah, Khanyapuss Punjaisri, Yu-an Huang, and Dorothy Yen* imports the consumers' perceived brand value concept from the branding literature to investigate Chinese millennial tourists' destination loyalty. The results offer insight into the relative effects of five dimensions of tourists' perceived destination brand values on their destination loyalty. Continuing the theme of nation branding, the ninth paper by *Eli Avraham* examines the strategies that countries around the world have used to deal with negative perceptions and stereotypes based on a multi-step model for altering place image. The examination makes use of quantitative and qualitative content analysis of seventy ads produced in forty-seven countries, including print ads, TV commercials and YouTube videos. The results illustrate that source, message and audience form the basis of key strategies that marketers use to combat national stereotypes.

In the tenth paper, *Oi-Yan Kama and Chin-Bun Tse* report that legal-systems could represent an unintended nation brand that could instrumentally affect foreign direct investment (FDI) activities. Applying Generalised Methods of Moments on a set of panel data, the empirical evidence demonstrates that legal-families play an instrumental role in explaining FDI activities. Hosting special events can be a unique opportunity for boosting touristic development resulting in loyalty and attachment toward the destination and its assets. In the eleventh paper *Giada Mainolfia and Vittoria Marino* recognize the key variables that influence event tourism behaviours and examine whether destination beliefs, event satisfaction and tourist motivation can predict revisit intentions and receptivity of products made in the territory hosting a special event in Italy. In the twelfth paper, *Asieh Tabaghdehi and John Hunter* detect key features of long-run price behaviour in the US gasoline market. They first examine the stationarity and cointegration properties of the weekly gasoline prices across eight different regions of the US. Second, the paper considers arbitrage and the extent to which the market prices respond to each other in terms of both cointegrating and weak exogeneity in the long run. Brands and their personalities constitute the basis upon which

consumers identify and bond with various products or services. The final, thirteenth, paper, a study by *Isaac Jacob, Monica Khanna, and Krupa Rai* focuses on the factors influencing congruity between consumers' self-image and brand image for luxury brands in India as a transitional economy.

In conclusion, this special issue makes a consistent, coherent contribution to research into antecedents of the underlying dimensions of place, nation branding, image and reputation, with empirical studies across a wide range of settings. Finally, the guest editors thank *all* of the authors who submitted papers to this special issue, regardless of whether their papers were accepted. We also thank the reviewers for the detailed, constructive comments that have contributed to the development of this special issue.

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	Article No.	Authors	Title
1	JBR-D-17-01670R3	T.C. Melewar, Heather Skinner	Territorial brand management: beer, authenticity, and sense of place
2	BR-D-18-00321R3	John M.T. Balmera, Rudiana Mahmoudb, Weifeng Chen	Impact of multilateral place dimensions on corporate brand attractiveness and identification in higher education: business school insights
3	JBR-D-17-00796R5	Andrew Alexander, Christoph Teller, Steve Wood	Augmenting the Urban Place Brand - On the relationship between markets and town and city centres
4	JBR-D-17-00651R2	Sunny Bosea, Sanjit Kumar Royb, Sharifah Faridah Syed Alwic, Bang Nguyen	Measuring Customer Based Place Brand Equity (CBPBE) From A Public Diplomacy Perspective: Evidence From West Bengal
5	JBR-D-17-00463R3	Robert E. Hinsona, Ellis L.C. Osabutey, John Paul Kosiba	Exploring the dialogic communication potential of selected African destinations' place websites
6	JBR-D-17-02377R3	Salman Yousafa, Fan Xiucheng	Humanizing stigmatized places: Inter-group contact and attitude change toward Pakistan and Iran in the 'Humans of New York' Facebook space
7	JBR-D-17-00741R2	Shashwat Guptaa, Mohammad M. Foroudi, Juha Väätänen, Suraksha Guptad, Len Tiu Wright	NATIONS AS BRANDS: CINEMA'S PLACE IN THE BRANDING ROLE
8	JBR-D-17-00650R5	Jun Luoa, Bidit L. Deyb, Cagri Yalkinc, Uthayasankar Sivarajahd, Khanyapuss Punjaisrie, Yu-an Huangf, Dorothy A. Yen	Millennial Chinese Consumers' Perceived Destination Brand Value
9	JBR-D-17-00462R4	Eli Avraham	Nation branding and marketing strategies for combatting tourism crises and stereotypes towards destinations
10	JBR-D-17-00506R2	Oi-Yan Kama, Chin-Bun Tse	The Trend of Foreign Direct Investment movement: Did Unintended Nation Brand of legal-families play an instrumental role?
11	JBR-D-17-00460R3	Giada Mainolfia, Vittoria Marino	Destination beliefs, event satisfaction and post-visit product receptivity in event marketing. Results from a tourism experience.
12	BR-D-18-01182R3	Seyedeh Asieh H. Tabaghdehia, John Hunte	Long-run Price Behavior in the Gasoline Market- The Role of Exogeneity
13	R-D-18-01881R3	Isaac Jacob, Monica Khanna, Krupa A. Rai	Attribution analysis of luxury brands: An investigation into consumer-brand congruence through conspicuous consumption

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