

travellers' perception on sustainable destination branding.

status quo.

RESEARCH GAP & PROBLEM STATEMENT

The tourism industry is at a crossroads, trying to **balance economic growth** with the need for **sustainable practices**. The importance of sustainability in destination branding is widely recognised, but the **industry lacks** a comprehensive approach to **effectively incorporate** these principles into **brand strategies**.

RESEARCH AIM

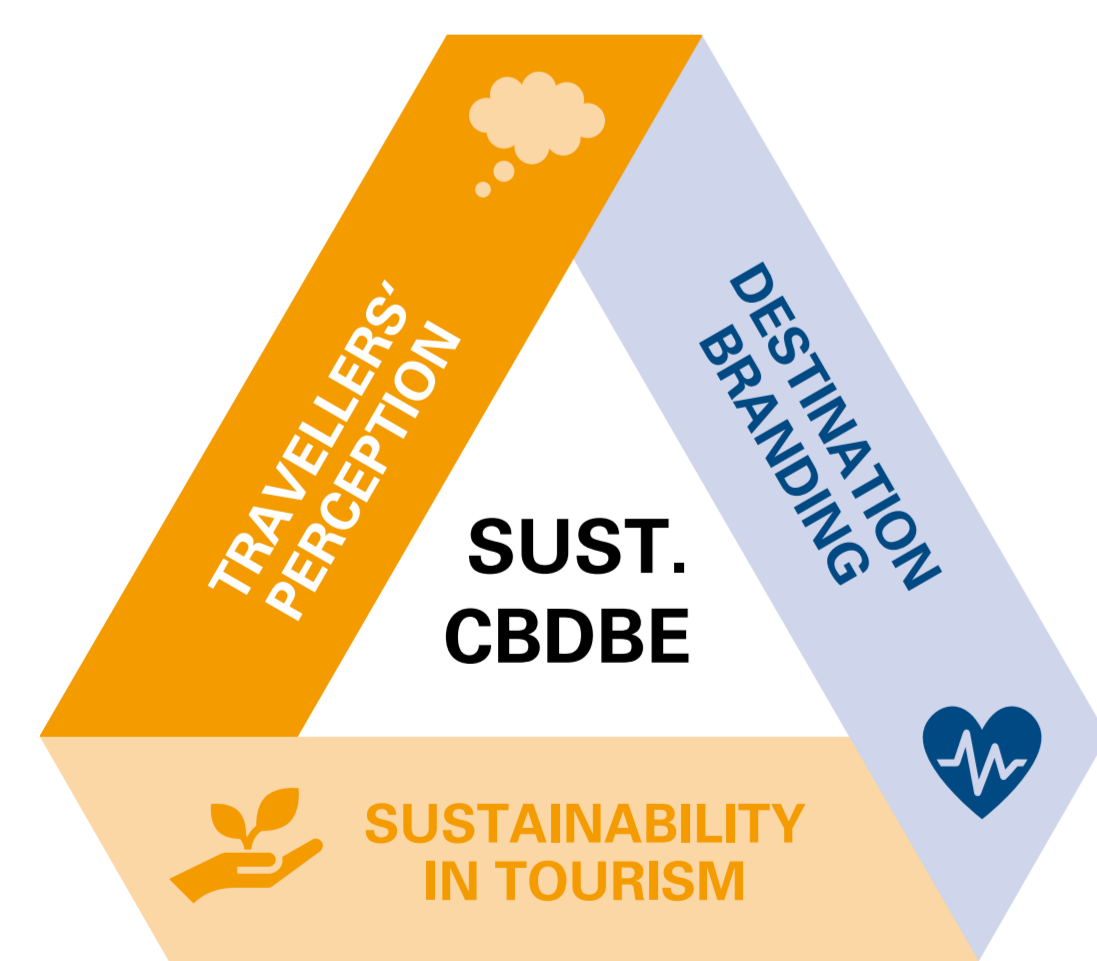
The aim of the study is to analyse **travellers' perception on sustainable branding** and its individual components on the various dimensions of the **customer-based destination brand equity**, ultimately providing **recommendations** for destinations.

RESEARCH QUESTIONS

RQ1: How do travellers perceive sustainable destination branding?

RQ2: To what extent can destinations benefit from integrating sustainable practices into their brand identity?

theoretical background.



Travellers' perception:
Definition, ABC-Model of Attitude, influencing factors

Destination branding:
Definition, branding models, Aaker's Brand Equity Model

Sustainability in tourism:
Definition & understanding, Triple Bottom Line

Figure 1: Theoretical background in context

RESEARCH MODEL

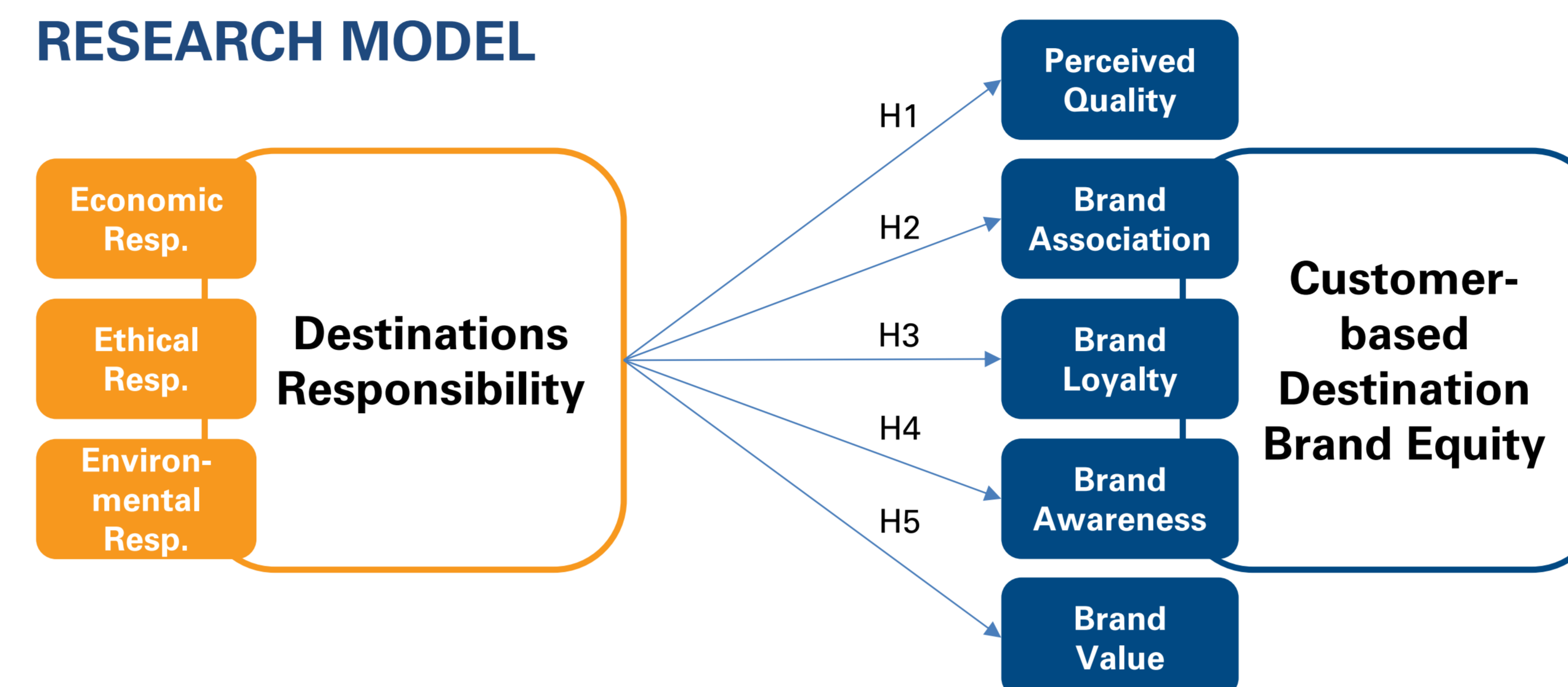


Figure 2: Research model of main hypotheses

empirical study.

Method: quantitative data collection

Survey instrument: online questionnaire

Research setting: destination of Osttirol

Survey period: March 23 – April 21, 2024

Valid responses: n = 411

Method of analysis: descriptive statistics, reliability test, correlation, regression analyses

HYPOTHESIS TESTING

Main Hypotheses		Adj. r ²	Sig.	Testing
H1	Sust. → Brand Quality	0.324		
H1.2	ETH → BQ	0.239	< 0.001	Yes
H1.3	EVI → BQ	0.204		
H2	Sust. → Brand Association	0.142	< 0.001	Yes
H3	Sust. → Brand Loyalty	0.026	< 0.001	Yes
H3.1	ECO → BL	0.013	0.012	No
H3.3	EVI → BL	0.007	0.048	No
H4	Sust. → Brand Awareness	0.116	< 0.001	Yes
H5	Sust. → Brand Value	0.169	< 0.001	Yes

KEY FINDINGS

The key finding is that **sustainable branding significantly influences the CBDBE**. The major impact of destinations responsibility is on **brand quality** and **brand value**, with the lowest influence on brand loyalty. **Ethical responsibility is perceived most strongly** by travellers, but a positive perception relies on the interplay of all sustainability components. Travellers who **recognise credible sustainability efforts** are most likely to **recommend the destination to others**.

recommendations.



Figure 3: Recommendations for action to enhance CBDBE of Osttirol

LIMITATIONS method, survey period, recommendations.

Travellers tend to perceive a destination as more valuable if they see sustainable branding practices being implemented effectively" (Gantschnig, 2024).

RESOURCES

Aaker, D. A. (1991). *Managing Brand Equity*. Free Press; Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*, 30(2), 219–231; Bui, T. T. B. (2023). Modelling The New Brand Equity Of Destination Theory And Travel Intention: An Empirical Study From Vietnam. *Tourism and Hospitality Management*, 29(3), 349–364; Frias Jamilena, D. M., Polo Peña, A. I., & Rodríguez Molina, M. Á. (2017). The Effect of Value-Creation on Consumer-Based Destination Brand Equity. *Journal of Travel Research*, 56(8), 1011–1031; Janjua, Z. u. A., Krishnapillai, G., & Rehman, M. (2023). Enhancing Brand Equity Through Sustainable Tourism Marketing: A Study on Home-Stays in Malaysia. *Asian Academy of Management Journal*, 28(1); Kim, H.-K., & Lee, T. (2018). Brand Equity of a Tourist Destination. *Sustainability*, 10(2), 431; Klarin, T. (2018). The Concept of Sustainable Development: From Its Beginning to the Contemporary Issues. *Zagreb International Review of Economics and Business*, 21(1), 67–94; Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12(4), 11–19; Perry, L. R., Moorhouse, T. P., Jacobsen, K., Loveridge, A. J., & Macdonald, D. W. (2022). More than a feeling: Cognitive beliefs and positive—but not negative—affect predict overall attitudes toward predators. *Conservation Science and Practice*, 4(2), Article e584