

## Identifying the effective factors on branding of tourist destinations with a meta combined approach (case study of Lorestan province)

Arash Nezami

Department of Business Administration, Khoramabad Branch, Islamic Azad University, Khoramabad, Iran

Corresponding Author: [Arash\\_nezami@yahoo.com](mailto:Arash_nezami@yahoo.com)

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**Abstract:** The purpose of this study is to identify the effective factors on branding of tourist destinations with a meta combined approach (case study of Lorestan province). The research method is a qualitative method. The data were collected through semi-structured interviews with 10 experts in the field of branding. The data were analyzed using content analysis. The results of the study show that the most important factors in branding of tourist destinations are: 1) Branding strategy, 2) Branding communication, 3) Branding identity, 4) Branding experience, 5) Branding environment, 6) Branding culture, 7) Branding history, 8) Branding location, 9) Branding facilities, 10) Branding services. The study also shows that the most important factors in branding of tourist destinations are: 1) Branding strategy, 2) Branding communication, 3) Branding identity, 4) Branding experience, 5) Branding environment, 6) Branding culture, 7) Branding history, 8) Branding location, 9) Branding facilities, 10) Branding services. The study also shows that the most important factors in branding of tourist destinations are: 1) Branding strategy, 2) Branding communication, 3) Branding identity, 4) Branding experience, 5) Branding environment, 6) Branding culture, 7) Branding history, 8) Branding location, 9) Branding facilities, 10) Branding services.

**Keywords:** Branding, tourist destination, meta-combination.

### Introduction

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One of the most important and influential social issues in urban regeneration is social capital, because today, when the participatory planning or bottom-up planning is considered, the social capital is concerned (Mizraei 2015). In research studied Identify and Priorize Suitable Area for Ecotourism Development using Multi-criteria Analysis for Development of the Tourism Market in Iran (Nathanz City)(Abdollahzadeh & Taghipour 2015). In research studied [Effect of integrated marketing communication on brand value with the role of agency's reputation](#)(Alamdar khoolaki 2019). studied Investigating the Effect of Social Media Marketing Activities on Brand Awareness (Arsalani et al.2020). In research studied [Evaluation of Tourist Attractions in Borujerd County with Emphasis on Development of New Markets by Using Topsis Model](#)(Taghipour & Ahmadi Sarchoghaei 2015). In research studied THE

RELATIONSHIP BETWEEN SOCIAL RESPONSIBILITY AND BRAND OF COMPANIES LISTED ON THE TEHRAN STOCK EXCHANGE( Habibi Machyani 2020). AlsoIn another study The Relationship Between Social Responsibility and Brand (Including Case Study)( Habibi Machyani 2021). In research studied The Analysis of Tourism Destinations Branding: A Case Study of Lorestan Province in Iran(Nezami 2020)

**ygolodohteM hraeseR**

fo noitanibmoc eht dnoyeb meroeht eht fo noitcartxe eht taht si yduts lacitsitats siht fo esoprup eht si tahW sedivorp osla tub ,selbairav dna sehcaorppa fo noitcaretni eht gnitneserper ot noitidda ni ,stpecnoc gnidnarb evitatilauq yduts sti sekamtaht ecnivorp natseroL eht ni snoitanitsed msiruot fo snoisnemid dna sedoc lacitylana ti ,gnilleter dna gnidnarb ni srotcaf evitceffe eht gniyfitnedi elihw ,sdrow rehto nI .tnatropmi ylevitatitnauq dna sti su swohs hcihw ,yrotarolpxe-lacitylana gnidulcni ,dohtem a fo snoisnemid tnereffid enimaxe taht semeht sah snoitatressid dna selcitra ,noitanibmoc-atem eht nI .yrbil dna dleif si noitcelloc fo dohtem ehT.ytilibacilppa saw dohtem hraeser rieht ylbareferp dna ,2018 ot 2000 morf detcudnoc erew taht cipot hraeser eht ot detaler tneameerga eht etaluclac ot desu saw tneiciffeoc appaK .deredisnoc erew ,seiroeht rewen desu dna evitatilauq sedoc owt eht neewteb dohtem.

**Fsgnidni**

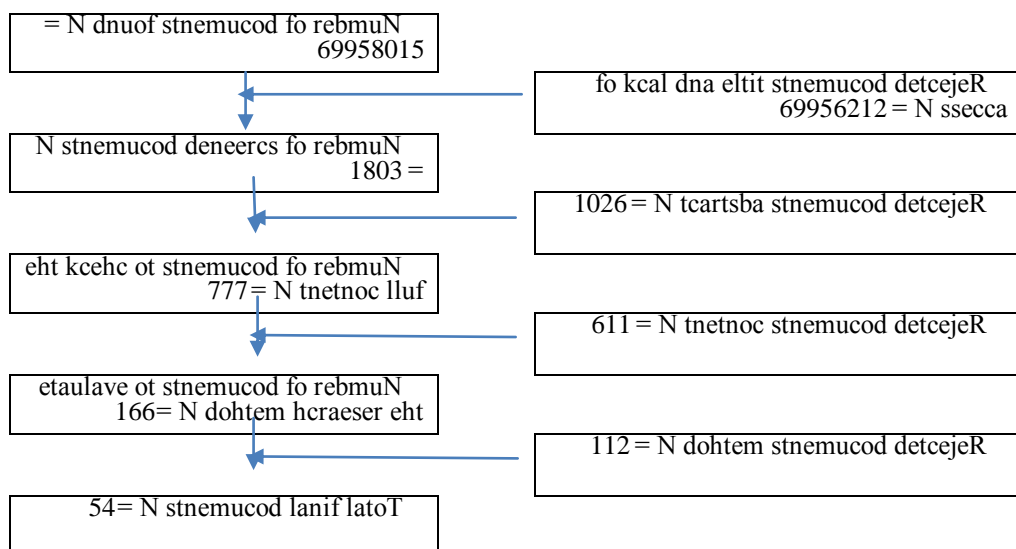
rof ledom eht ot detaler snoisnemid dna seirogetac eht era tahw si hraeser eht fo noitsequ niam ehT siht rewsna oT ?ecnivorp natseroL ni snoitanitsed msiruot fo gnidnarb eht gnitceffa srotcaf eht gnirusaem desu saw dohtem evitatilauq denibmoc-repyh eht ,noitsequ. dna ikswoldnaS gnisu detneserp era stluser ehT osorraB (2007)ylevitcepser ,spets 7 fo mrof eht ni ledom.

1) dna seirogetac eht edulcni taht hraeser eht fo snoitsequ-bus dna niam ehT :noitsequ hraeser eht gnitteS ,pets tsrif eht nI .woh dna nehW ,ohw ,tahw sa hcus snoitsequ edulcni ,krowemarf lautpecnoc eht ot detaler scipot woleb elbat eht ni detsil smeti eht edulcni noitsequ siht ot srewsna eht.

**Table 1:** Rnoitsequ hraese

snoitsequ hraeseR	retemaraP
fo gnidnarb gnitceffa srotcaf fo ledom evitatilauQ snoitanitsed msiruot	tahw's that?
enod hraeser cifitneics dna selcitra	ohw?
2017 ot 2000 morF	nehW?
,stniop yek fo seton ,skrow fo weiver citamehT dna stpecnoc deifitnedi fo noitazirogetac dna sisylana ledom lanif eht fo snoisnemid eht hcaer ot seirogetac ytilibisnopser laicos etaroproc fo.	woH?

2017 dna 2000 neewteb senigne hraes dna sesabatad suoirav ,yduts siht nI :stxet fo weiver citametsyS (2 dna citsemot elbatuper 11 ni dexedni slanruoj ni dehsilbup skoob dna selcitra .deweiver dna deiduts erew fo ledom gnidnarb dna snoitanitsed tsiruot fo gnidnarbdrowyek owt no sisahpme htiw sesabatad lanoitanretni .smeti 603809121 ot detnuoma dna 2017 ot 2000doirep eht ni deifitnedi erew snoitanitsed tsiruot selcitra gnitceles fo dohtem eht swohs lerugiF :selcitra etairporppa tceles dna hraesS (3



**Figure 1:** sisylana rof selcitra elbatius tceles ot woH

ni detneserp erew secruos lanif 54 morf skrow detcartxe eht ,egats siht nI :noitamrofni elcitra fo noitcartxE (4 .sedoc 252 fo mrof eht

cimonoce ot detaler sedoc 12 ,srotcaf lanoitutsni ot detaler sedoc 22 ,sedoc nettirw 252 fo tuo ,latot nI detaler sedoc 29 ,srotcaf latnemnorivne ot detaler sedoc 23 ,srotcaf larutluc dna laicos ot detaler sedoc 37 ,srotcaf laitneulfni dna sredlohekats ot detaler sedoc 15 ,ytitnedi dnarB ot detaler sedoc 55 ,srotcaf erutcurtsarfni ot gnisitrevda dna gnitekram ot detaler sedoc 17 yllanif dna ,secivres dna seitilicaf ot detaler sedoc 42 ,spuorg.

5) 89 setacilpud fo noitanimile dna sedoc fo noitargetni lanif eht retfA :sgnidnif fo noitisopmoc dna sisylanA srotcaf fo seirogetac 9 ot ni deifissalc erew hcihw ,deniamer sedoc.

**Table 2:** seirogetac dna stpecnocmeht morf devired srotcaf dna sedoc fo tsil lanif

stpecnoc	seirogetaC	woR
,tnemeganam ,erutcurtS ,tnemeganam dnarb ,gninnalp namuh ,ygetarts ,ssecorp gnidnarb dna hcraeser ,secruoser ,roivaheb eeyolpme ,tnempoleved rewop ,ytivitaerc ,ycilop.	srotcaf lanoitutsniI	1
,stsoc ,secirp ,tnemyolpmE ,ssecus tekram ,tnemtsevni ,noitalupop eht fo sutats cimonoce msinairatilitu.	srotcaf cimonoceE	2
,latipac laicos ,pihsrentraP gnidnarb ,noitacinummoc evitceffe ,roivaheb yteicos tsoh ,erutluc ,noitarepooc dna noitapicitrap ,noitacude ,snoitidart dna erutluc larutluc ,ytilibisnopser laicos dna noitarepooc ,dnuorgkcab ,roivaheb tsiruot ,ecnailla ,gnikrowten ,gniretsulec snoitaler laicos ,ytinutropo.	srotcaf larutluc dna laicoS	3
,snoitcartta larutan dna erutaN lacol ,etamilc ,tnemnorivne liuqnat ,snoitcartta lacirotsih dna noitacol lacihpargoeg.	srotcaf latnemnorivnE	4
,ytiruces ,erutcurtsarfniI ssenisub ,ssecca dna noitatropsnart seitilicaf msiruot ,tnemnorivne.	srotcaf larutcurtsarfniI	5
,erutan dnarb ,egami tegraT noitanitsed ,noitpecrep noitanitsed dna eulav ,scitsiretcarahc dnarb ,snoitanitsed fo ytilibiderc ytic ,dnarb tnoj ,erutcetihcra ,noitadilosnoc dnarb ,dnarb fo epyt ,dnarb ,stifeneb lanoitome ,tidua noitanitsed ,yrtsudni msiruot ,sseneuqinu ,noitaicossa dnarb elbanoihsaf gnieB , ssenevitcartta.	ytitnedi noitanitseD(dnarb)	6
eht fo sretroppus dna srednefeD eht fo ytiroirp ,stnediser ,dnarb wollef ,sremotsuc ,aidem ,ecneidua dna elpoep laitneulfni ,srelevert dna tcilfnoc ,seitirohtua lacol ,sredlohekats fo tnemeganam	spuorg laitneulfniI	7

sruenerpertne.	spuorg laitneulfnI	7
dna seitilicaf fo ytilauQ ,tnemniatretne dna erusiel ,secivres ,stekram lacol dna sllam gnippohs fo ytilauq ,stfarcidnah ,secivres htlaeh ,noitadomocca fo ytilauq dna ecneirepxe ,ssentnasaelp ,secneirepxe ,doof ,emit levart ,ytilatipsoh gniretac ,cisum ,sthgis ,noitcafsitas.	secivres dna seitilicaf	8
,noitamrofni ,gnisitrevdA fo tnepoleved dna gnitekram seigetarts gnitekram.	tnemesitrevdA dna gnitekram	9

sgnidniF hcraeseR :ecruoS

6) si tneiciffeoc appak ehT .xedni appaK eht hguorht dekcehc saw tneameerga fo tnuoma ehT :lortnoc ytilauQ tneameerga erom gnitacidni ,1+ ot resolc si hcihw ,1+ ot 1- neewteb.

owt taht os seirogetac 9 onti dezirogetac erew stpecnoc 89 ,sedoc eht fo ytiralimis dna ycneuqerf eht ot euD eht tub ,0.5 detamitse saw meht neewteb tneameerga detcepxe ehT .resworb a sa meht no tneammoc dluoc elpoep 0.02fo noitaived dradnats a htiw 0.72detaluclac saw xedni appak eht os ,0.86saw tneameerga gnitluser.

7) ot del puorg sucof eht fo snoisses 3fo mrof eht ni sisylana emeht yrotarolpxE :sgnidniF eht fo noitatneserP dna nosirapmoc eht morf yllanif dna semeht evisneherpmoc fo noitamrof eht ,semeht fo noitisopmoc lanif eht snoisnemid 9ni srotacidni 28deniatbo srotacidni fo noitanibmoc.

**Table 3** selbairav hcraeserledom gnidnarb msiruot fo srotacidni lanif dna snoisnemid

srotacidniI	snoisnemid	woR
,tnemeganam ,erutcurtS gninnalp cigetarts.	srotcaf lanoitutitsniI	1
,snoitanilcni tneamtsefni ,stsoC tsiruot fo snoitidnoc cimonoce saera.	srotcaf cimonoceE	2
tsoh eht fo roivaheb dna noitapicitrapp ,ytinummoc ,snoitidart dna erutluc ,noitarepooc gnikrowten.	srotcaf larutluc dna laicoS	3
lacirotsih dna larutaN snoitidnoc citamile ,snoitcartta.	srotcaf latnemnorivneE	4
,ssenisub gninrevog noitautiS ssecca dna noitatropsnart ,ytiruces.	srotcaf larutcurtsarfnI	5
,erutandnarb ,stifeneb dnarB noitatuper noitanitsed.	ytitnedi noitanitseD(dnarb)	6
,slaiciffo dna slacoL srotsefni dna sruenerpertne.	spuorg laitneulfnI	7
dna seitilicaf fo ytilauQ ,tnemniatretne dna erusiel ,secivres doof lacol ,gniretac ,tekram lacol.	secivres dna seitilicaf	8
,noitamrofni ,gnisitrevdA		

fo tñempoleved dna gnitekram seigetarts gnitekram.	tnemesitrevdA dna gnitekram	9
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sgnidniF hcraeseR :ecruoS

**noisulcnoC dna noissuciD:**

ledom a dliub dna etaerc ot si yduts siht fo esoprup niam eht ,noitcudortni dna tcartsba eht ni denoitnem sA esac 54 .ecnivorp natseroL ni snoitanitsed msiruot fo gnidnarb eht gnitceffa selbairav yfitnedi dna revocsid ot ,snoisnemid tñereffid 9otni meht ezirogetac dna srotacidni 28 nialpxe ot emac yllanif 2017 ot 2000 morf seiduts era hcihw: ,srotcaf latnemnorivne ,srotcaf larutluc dna laicos ,srotcaf cimonoce ,srotcaf lanoitutitsni ytitnedi noitanitsed ,srotcaf erutcurtsarfni(dnarb), sa llew sa ,secivres dna seitilicaf erew spuorg laitneulfnI gnisitrevda dna gnitekram. edulcni taht srotacidni lanoisnemid eht lla ,noitseuq dnoce eht ot esnopser ni dnA smargorp lanoitan dna laicnivorp edulcni taht smargorp tñemeganam orcam taht seussi larutcurts dna laireganam fo mrof eht ni gnidnarb esruoc fo dna snoitanitsed msiruot yleman ,yduts eht fo esoprup eht tuoba ti fo lla wohs sdohtem larutluc gelpoep eht fo noitautis laicnanif eht no noisnemid cimonoce eht fo srotacidni .rewna eht sevi larutluc ,laicos eht ni ,yllanif .stniop yek era srotsevni tcartta ot erised eht dna snoitidnoc cimonoce sa llew sa esruoc fo dna ,snoitcaretni larutluc dna sroivaheb lanoitidart edulcni hcihw ,snoisnemid latnemnorivne dna ,erutcurtsarfni ssecca ,etamilc sa hcus krow no decalp si sisahpme hcum ,snoitidnoc latnemnorivne fo elor dna tceffe eht no yduts tñeserp eht fo stluser ehT. tñemnorivne sñenisub eht dna ,noitatropsnart iabatabaT fo sgnidnif eht htiw snoitanitsed tsiruot fo gnidnarb no ytitnedi rieht dna snoitanitsed gnizingocer ruopravahaM dna basaN 1396{=2017}, Gla te zemo 2015, tsiruot fo gnidnarb no egami dnarb fo elor eht no dna 2015 la te zemoG htiw snoitanitsed; ihahkobA jaH 2020 htiw srotcaf cimonoce fo elor eht fo smret ni dna la te hedazahgA2016, la te hedazahgA htiw srotcaf latnemnorivne fo eloreht fo smret ni dna 1396{=2017}, ni idbA fo hcraeser eht htiw tñetsisnoc si gnitekram dna gnisitrevda fo elor eht fo smret 2020 late oK, 2011 ni dna ililaJ fo hcraeser eht htiw srotcaf laicos dna larutluc fo elor eht fo smret 2015, te sagitrA al.

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