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Brand evaluation — Tourism city

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Contents

Page

Foreword ..... **iv**
Introduction ..... **v**
1 Scope **1**
2 Normative references **1**
3 Terms and definitions **1**
4 Basic framework for brand evaluation **1**
5 Brand evaluation indicators **1**
6 Brand evaluation processes **2**
6.1 General 2
6.2 Determine evaluation object 2
6.3 Data collection 2
6.4 Data sourcing 2
6.5 Implementation of brand evaluation 2
6.6 Brand evaluation results 2
Annex A (informative) **Indicators of tourism city brand evaluation** **4**
Bibliography **7**

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Foreword

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This document was prepared by Technical Committee ISO/TC 289, *Brand evaluation*, in collaboration with Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user’s national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

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Introduction

0.1 General

A brand identifies an entity's goods, services or the entity itself as distinct from what is offered by another entity. A brand can thus be connected to an entity, a product or service, lines or portfolios of products, a city, a region, etc.

The function of tourism city brand is to establish a distinctive identity for the entity and the products or services. Through brand building, tourist cities can create a distinctive image to attract tourists and establish emotional resonance with tourists by transmitting brand value propositions. Increasingly, brands also seek identification with experiences that relate to the tourism city through its products, services or other operations. These experiences go beyond the mere usage of the product or service and lead to a higher-level engagement with them, which can build brand image in the consciousness of stakeholders gradually.

Tourism city brand is not only valuable to its holders, but also to other stakeholders. The primary purposes of tourism city brand are to increase the total business value of the brand-using entity, reduce risk, and extend the sustainable existence of the brand-owning entity. In practice, strong tourism city brands attract customers and add revenue through either increased price or volume premiums, or both, including repeat purchase loyalty. More broadly, it is also the case that brands can reduce costs and create a competitive advantage in the minds of stakeholders. A brand thus has an impact on revenue and profitability and can influence brand value.

0.2 Tourism city brand evaluation

Tourism city brand evaluation refers to the evaluation of the value of tourism city brand. Tourism city brand evaluation is defined from the perspective of stakeholders, reflecting the value that a brand holds for stakeholders in deciding whether to purchase or accept a certain product or service. In other words, the tourism city brand evaluation activity determines to what extent the brand contributed to the attractiveness of the tourism city.

The steps and reporting process of tourism city brand evaluation are referred to ISO 20671-2.

0.3 Tourism city brand strength

Brand strength is the extent to which a brand is positive or negative in its potential to affect customers and other stakeholders. This document uses brand strength to reflect the results of tourism city brand evaluation. This document also details possible indicators of each dimension for assessing brand strength.

0.4 Continuous improvement

Brand evaluation is complex and multi-dimensional, and the degree of improvement in brand strength can be reflected through continuous evaluation of brand input factors, output dimensions and their relationship. The brand evaluation of tourism city thus creates a feedback loop for the continuous improvement of a brand that leads to greater value for the entity over time. Tourism city brand entities can conduct brand management and brand evaluation at least once a year to enhance the brand attraction. By investing (changing the composition and level of brand input elements) based on such feedback, brands can be improved to provide greater benefits and better experiences to customers and other stakeholders and higher returns on the brand asset to the entities which use and own the brand.

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Brand evaluation — Tourism city

1 Scope

This document specifies the basic framework, indicators and processes of tourism city brand evaluation.

This document is applicable to brand evaluation of tourism city. It can also serve as a basis for industry organizations and third parties to evaluate brand of tourism city.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20671-1:2021, *Brand evaluation — Part 1: Principles and fundamentals*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 20671-1 and the following apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
tourism city
city which can provide tourism products and tourist destinations with complete tourism services, including cultural, social, economic and environmental aspects, where tourism activities occur, consisting of services, attractions, resources and infrastructures necessary for a tourist experience

3.2
tourism city brand
intangible assets related to tourism city which are unique tourism resources and attractions that differ from other cities and can make tourists and stakeholders have unique impressions, associations and experiences, thus bringing comprehensive benefits in economic, social, cultural, ecological and other aspects

4 Basic framework for brand evaluation

According to the principles of ISO 20671-1:2021, Clause 4, tourism city brand is evaluated through a set of quantitative and qualitative indicators.

Based on the characteristics of tourism city, brand evaluation is carried out from the two aspects of brand building input and brand performance on the premise of data accessibility.

5 Brand evaluation indicators

Brand evaluation of tourism city focuses on eight primary indicators, including tourism resources, tourism infrastructure, convenience of tourism service, environmental sustainability, security, related

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party evaluation, tourist arrivals and financial performance which are composed of fifty-three secondary indicators.

The list of indicators for tourism city brand evaluation is provided in Table A.1.

6 Brand evaluation processes

6.1 General

Based on the characteristics of tourism city, brand evaluation is carried out in accordance with the ISO 20671-1 brand evaluation framework.

6.2 Determine evaluation object

The evaluation object shall be identified and defined before brand evaluation.

6.3 Data collection

Brand evaluation data is collected on the principle of authenticity and accuracy. The data can be obtained through government, tourism service providers, associations, transportation or other qualified external parties.

6.4 Data sourcing

In the process of the evaluation, all the input data and assumptions should be checked for relevance, consistency, accuracy and validity at the evaluation date. If data is lacking, the evaluator should make estimates and assumptions for individual categories in exceptional cases. These estimates should be clearly declared and documented in the process of the evaluation.

6.5 Implementation of brand evaluation

Brand evaluation for tourism city is carried out according to verified evaluation data.

The brand evaluator should:

— identify the relevance of indicators, monitor and measure the indicators;

— identify which indicators are valid and which are not;

— disclose the rationale for the selection of/exclusion of measurable indicators;

— disclose the calculation of any specific formula used to calculate an indicator;

— identify the nature and frequency of monitoring indicators;

— disclose the assumptions in case an indicator is prohibitive to measure;

— describe the context in which the evaluation is carried out;

— consider the tourism cities risk reduction;

— consider the involvement of the local people.

The entity should retain appropriate documented information as evidence of the results.

6.6 Brand evaluation results

The results of the tourism city brand evaluation exercise can be referred to as a point-in-time representation based on applying appropriate and relevant indicators. In addition, the results of the tourism city brand

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