

Eco-tourism as a brand development strategy for Jiexi County - strategic issues and challenges

ZHANG Mu

Department of Tourism Management,
Shenzhen Tourism College of Jinan University, Guangdong, China

ZHANG HAN-Yu

Department of Tourism Management,
Shenzhen Tourism College of Jinan University, Guangdong, China

Abstract : Jiexi County, situated at the northeast of Guangdong Province, belongs to an underdeveloped district. The local government makes great efforts to develop tourist industry for getting new economic growth field. At the same time, the eco-tourism brand development strategy is put forward in order to act together in harmony with the construction process of National ecology Demonstration County. By way of inspecting on the spot in Jiexi County, it is obvious that Jiexi County is a rising tourist destination but with unsubstantial original foundation. So, Jiexi County needs make exigent demands on the eco-tourism brand building to meet the intense tourist industry competition in Guangdong Province. Synthetically analysis and research have been carried on to the tourist brand creation guided by the method of Means-end chain theory. Finally, the Eco-tourism as a brand development strategy of Jiexi County has been put forward.

Key words: Eco-tourist destination, Tourist brand, Development strategy

Introduction

The brand sometimes means the image of enterprise and product, in other words it is a sign of indicator of concision but elegant design. The brandization is one way to make one or a series of products to be differing from the other product of competitor.

Keller, professor of Fuqua school of Business of Duke University in the United State, points out that the geographic location or spatial area can become the brand similar to the product and person in his book "management of strategy brand", and he believed that this is the customer based brand-equity that the enterprise possesses. In this situation, the brand name is securely jointed with the special geographic position. In the intense competing tourist market around the world, more and more countries or destinations take pleasure in adopting the brand technology to create tourist image and differentia so that to distinguish the

other tourist destinations. It means the brandizations of the geographical district are applied in the different spatial area such as nation, city as well as district etc. There are more successful cases in this field in the world, such as the "New Asia" of Singapore, "Asia international bigalopolis" of Hong Kong and in the homeland of China, the "Dream of Jinagsu" of Jiangsu province, "Love city" of Hangzhou city etc. Through the spot survey at Jiexi County, this paper mainly discusses the following questions such as the eco-tourism development, destination brand building and the brand development strategy.

1. Description of Study Area

Jiexi County is a famous mountain area county in the east of Guangdong Province and one part of the coastal open area. Its geographical position is in the coastal central section of East Guangdong and locates the peripheral district around the Chaozhou and Shantou city, where there is convenient transportation to link with all cities of the Pearl Delta and it usually takes the bus journey just within 3 hours from Jiexi to the above cities. Along with developing further of local economy, the inside and outside traffic network will raise the grade higher and it also could provide the superior transportation condition for the tourist industry.

The main landuse type is mountainous region and its area occupies 84.9% of total land area in whole county. The landform is look like a ladder, in where the mountain in the west, the foothill in the middle and the plain in the east. Here the subtropical zone monsoon climate is common and keeps the air temperature at 21.1°C (Celsius) average level throughout the year. And it also has abundant rainfall, sufficient light and heat. The climate conditions with long summer and short winter are good for the tourist get recreation and spend holiday.

The tourist industry in Jiexi County is just start and in early stage. Now the local government pays more attention to development tourist industry and gets some achievement in the tourist resource exploitation and the tourist market development Since 1998, the propagandizing for tourism have got improvement step by step, the main result is the tourist reception quantity keep steadily raise. The tourist quantities to visit Jiexi County increases up to 22.5% annually (see the Table 1) form 1998 to 2001.

Table 1. Tourist reception quantity in Jiexi County

year	Total tourists quantity(ten thousand peoples)	Increase rate (%)
1998	15.5	--
1999	21.3	37.4
2000	28.1	31.9
2001	28.5	1.42

The group tourist going to Jiexi start in 1998 since the Dayang Golf recreation zone and the Shanshan King's temple had been designed to market through the travel agency and the news media. The tourist quantities amount to 600 per-

*Eco-tourism as a brand development strategy for Jiexi County -
strategic issues and challenges*

son in 1998. Later the respectively receives tourist group up to 2100 and 3100 person in 1999 and 2000. That means there are abundant various tourist resources in Jiexi County but the high-quality sight spot with require establishment have less in whole county. Recently the new sight spot have been developed and open to the tourist after the Dayang Golf recreation zone and Longshan beauty spot. Form 1988 to 2001, the visitor's number annual average increases up to 25.6% in the sight spot (See the Table 2).

Tab.2 the reception status of the sight spot in Jiexi

year	reception tourist quantity in destination (ten thousand peoples)	Increase rate (%)
1998	13.3	----
1999	19.6	47.36
2000	25.6	30.6
2001	26.2	2.3

At present, the visitor source market of Jiexi County is highly concentrated in the area of Chaozhou and Shantou, Pearl Delta and Fujian province etc and the occupies receiving 86% of the total tourists. Among above area, the Chaozhou and Shantou have population about 13000000, the Pearl Delta have more than 30000000 people, add to the potential tourist source of Fujian province, Hong Kong, Macau and Taiwan, all these compose the main tourist development target market of Jiexi.

According to the principles such as the cause of formation, leading factor and utilization level etc. of the eco-tourist resources, in Jiexi County it can be divided into three types, namely natural eco-tourist resources, man-made eco-tourist resources and the conservation eco-tourist resource (See the table 3).

Tab.3 the ecologic tourist resources types in Jiexi county

natural eco-tourist resources	land eco-tourist resources	Longshan mountain、Guangde Taoism site、Shiling archaic temple、Shiduxi moraine site
	water eco-tourist resources	Huangmanji waterfall group、Jongtan waterfall
	agricultural eco-tourist resources	Jingming tea garden、Longyuan high-tech agricultural demonstration garden、Jinghe agricultural sightseeing region
man-made eco-tourist resources	folk-custom eco-tourist resources	Hakka falk-custom 、Dayang mountain Golf tour area
conservation eco-tourist resources	legal reservation eco-tourist resources	Dabeishan Mountain forest park

Jiexi has a top-grade waterfall, Huangmanji waterfall, in the southeast of China, as well as near hundred natural and humanity landscapes such as "Dabeishan Mountain forest park" etc. Moreover, there still have some more tourist resources of the humanity historic site in Jiexi County, including the ancient Shangshan King's temple, India ancient rock, Hepo ancient Buddhist pagoda, ancient town of Cotton Lake and Yunlin ancient building etc. The overall survey for tourist resources of Jiexi County had been done organized by Tourism Bureau of Guangdong before. The main investigation result, recorded at «Tourist development overall plan of Jiexi County», is that the Jiexi County is a suitable eco-tourist destination with abundance tourist resources. In this special issue, there are over 180 landscapes inside the county, including 35 main landscapes, 12 underground hot spring and more than 40 historic sites.

Since 2001, Jiexi County has been placed into the list of "National Ecology Demonstration County" and "Tourist Aid-the-poor program Demonstration County in Guangdong Province", so the local government decided to develop tourist industry and create eco-tourism brand.

Literature Review

The Judd (1995) studied the modeling destination brand about many United States cities; Tazim and Donald (1995) as well as Fagence (1996) analyzed the cooperation theory application in the regional tourist planning; The policy and management factor in the regional tourist cooperation has been analyzed by James (1997), Bramwell and Sharman's (1999). Gnoth (1998, 2002) believed that since the tourist destination attractions have their particular attribute for distinguish form the other destinations, so the destination brandization should be create the brand of the main attractions first. Hall (1999) points out that the core target of the destination brand is to "creates one kind of harmonious and concentrated communicative tactics"; Crockett and Wood (1999) takes west Australia for study area, and explains the brand constructing process form the application point of view and summarized several important principle for it. They considered the image of destination just one part of the brand management and a unitive brand of destination should be established through the different market sale promotion. Philip Kotlers etc (1999) indicated that the good destination brand should be set up first when promote tourist industry. Buharris (2000) put forward the market problems attend by the tourist destination developed; Liping A. Cai (2002) point out that the tourist destination brand always has close relations to their geographical name so that it is different form the common product and service, and he still do a subject research to the village tourist brand. Peter A kerhielm (2003) analyzed the significance of implement tourist brand strategic according to the Europe integration background.

*Eco-tourism as a brand development strategy for Jiexi County -
strategic issues and challenges*

Also a lot of researches discussed the brand construction in different type of scenic spot or destinations in China. Wang Xinzhu (2000) studies the culture brand construction of a world water and electricity city that combines the Yangtze three-gorge project; Nie Xianzhong (2000) believed that the brand building is very important to the tourist development base on the attraction and tourist behavior in Hangzhou. Yao Zuwei (2001) analyzed the progress about tourist brand and compared the tourist brand with other brands; Li Yan and Xiong zhiwen (2001) compared the difference brand image among different destinations base on the research about destination image by Li Leilei (2000), and put forward the system course of brand construction, and Li Yan (2001) also put forward the brand support for the tourist production development Xu Qiling and Chen Hongju (2001) discussed the way of the tourist service brand creation according to the tourist service particularity. Fei Zhenjia (2001) analyzed the special issue about the destination brand market sale with the case of Wu Dangshan Mountain. The particularity of tourist brand, growth progress and design course had been analyzed by Wang Song and Han Zhenhua (2001). Peng Jie (2001) explained the brand effect of center city as well as how to combine the brand marketing with the city growth. Li Shumins etc (2002) put forward the destination conceptive and design the approach. Yang Mingduo and Zheng Chao (2002) has carried on analysis to the tourist industry brand management; The Wei Xiaolan (2002) discussed the China tour development course of destination with the living example; The Cui Fengjun (2002) inquired into the China traditional tourist innovation of destination and the development question; Deng Hui and Lu Weixing put forward the layer structure system composed by main production, showpiece production, brand production and new production. Fanbing (2003) discussed the characteristic creation of the destination brand with the case study of Shangri-la. Zhang Ying (2003) analyzed the tourist brandization of destination; Liang Minli (2004) pointed out the problems occurred in Zhangjiaji tourist zone and put forward the frame of the eco-tourist brand construction.

From above available research, it obvious that the synthetical analysis of destination based on the tourist image of the destination. In other words, the destination brand has close relations to the destination's tourist image. The research of abroad scholars chiefly concentrated at constructing of tourist destination brand and usually analyzed the destination brand management used demonstration method. And the research of Chinese scholars appears the several characteristics listed following: (1) the tourist brandization marketing attract more and more attention under the intense tourist market competing; (2) mining cultural characteristic and the strengthening tourist cognition to the destination brand become the common understanding of scholars; (3) the destination creation and sale marketing are laid special emphasis on the analysis lately.

Methodology

Form the tourist point of view, the tourist product contains three kinds of knowledge: (1)the indication of the product attribute and feature; (2)the positive result or harvest from use tourist product;(3)the particular product value that contributes to consumer's satisfaction or reaches up their tour purpose. The above product knowledge formed a simple association communication network "Means-end chain". Actually it is a knowledge structure in which the knowledge about the tour product and consumption effect and value are tight connected (See the Figure 1).

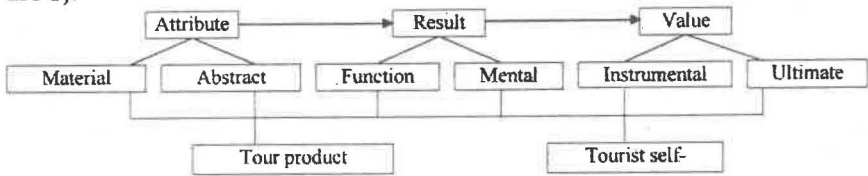


Fig.1 Structure of Means-end

The Means-end chain is composed by tour product attribute, result and value. In this method, tourist use individual apperceive to appraise the stand or fall for some or other tourist product. Generally speaking, tourist always take attributes of tour product look as a means of getting such special purpose such as looking for exciting, being a venture and being novel or extraordinary. Different tourists may have different Mean-end chain to identical tour product or brand. So it useful to develop mountain tour product if understand the tourist's perception rule to the product. The structure of Means-end chain of Jiexi County is shown like figure 2.

Form the figure 2, the attribute restriction means product's specific property or attribute and is useful to regulate the direction of the eco-tourist development of Jiexi County. The most basic attributes here are subtropical mountainous landscape and mountain Golf recreation vacationland. The main purpose is to view and admires mountain landscape and takes a holiday for those tourists who want to visit Jiexi County. Since there are a long distance to the central cities such as Guangzhou and Shenzhen, which needs the car journey near 5 hours and the visitor generally can not go there and back home in one day. So the product should be designed as 2-3 days tour.

The benefit restriction appeared when tourist assess and approve the tour product. Generally visitor has two kinds of results of the tour products use, namely function and mentality. The function result is a positive result feeling of tour consumption when some people had an agreeable sightseeing in the mountain and forest park in Jiexi County. Mentality result is an all-around result occurred

Eco-tourism as a brand development strategy for Jiexi County - strategic issues and challenges

in the tourist's mind. The reception service quality, the enrichment of the cultural meaning and landscape self-value all can produce big influence to visitor's mentality.

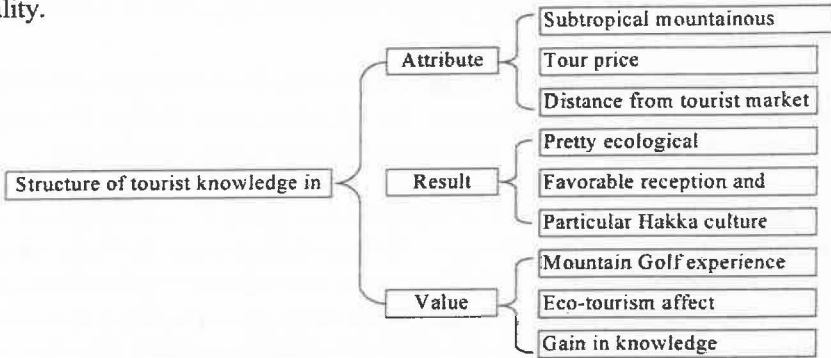


Fig.2 Map for the knowledge of tourism production in Jiexi

The value restriction is a kind of person's life objective such as getting success, being safety etc., also it means the feeling or emotion accompanying successfully and usually is divided into two types, namely instrumental value and ultimate value. The former is the action model or action method such as has a good time, action independence, the good self-expression etc. The latter is the mentality state including happy, successful and excite. These two values reflected the perception result relation to the tourist. The mountain Golf and Karting racing both make tourist happy and exciting and can breathe fresh air in Dayang holiday vacationland. In the other site, the good air quality and more charming scenery all can bring up comfortable feelings. The tourist still can learn through practice to the colorful Hakkas and Chaozhou civilization. All these means a good journey to visit Jiexi County.

Findings

In accordance with the above discussing, it indicates that the tourist administrator of Jiexi County should consider the tourist requirement when develop or design tour product. So the more sale marketing should be done through adjusting different part knowledge of the Means-end chain in tourist's mind, including product attribute, result in function and mentality, purpose and value of individuation, that the eco-tourism brand and marketing model could be set up and satisfied for the market requirement.

The combination of the eco-tourism brand building and tourist's experience

From the tourist's point of view, the products which produced and sold by tour enterprise are one kind of experience and this result from the real tour when

tourist directly observe or participate in tourist destination. In other words, the tour experience is a result that occurred in the role interaction between tourist individual and tourist object, such as tour attractions, installation, service and person etc.

The tour means a kind of recreation and leisure activity in nature, just like the other product consumption activity but it has enjoyment feature. To escape the reality, go through strange environment and meet with different person or immerses in the relax circumstance, all these can become good purposes for tour product development. The tour experience marketing means the main destination information should be transferred to the potential tourist and makes them keep this information in mind. When they want to take a tour they would select a destination associated with the original impression about it. The destination brand building must understand the major motive that tourist pursued. The satisfied degree of the tour experience covered three levels, even as the research finished by GNOTH (1998), function, experience and symbol. The function means the core interest of tour product or service, and indicates the means and basic effectiveness of satisfied for tourist. The experience contacted the perception of tour and is inclined to in experience or illusion that the tour product brought; and symbolic is contacting to give tourist all meanings when they participate activity in the tour in which making them appreciated most.

According to the tourist's tour experience, the building, marketing and propagation of tourist destination brand also can be made from above three levels. The attractions of any destination all possesses its selves unique attribute and it useful for forming competition dominance and recognizable. There are three criterions to select tourist attraction, usually contain the competitiveness, exclusiveness and recognizable and base on it the peculiarity of the attractions could be abstracted. These attributes is growth from the interaction between the local people and surround environment. The tourist know well about these attributes which would come into being one kind of important experience about the destination and finally they would become the attribute characteristic of the destination brand. The personification term can be used to describe these attribute characteristic and this would strength the tour attraction of the destination.

Tourist who ever visit New Zealand would get a special experience about the island weather, sheep industry and outdoor wild environment, and it is memorable of the rough terrain, comfortable climate, warm human relationship and unyielding character there. But in France city the tourist can get another experience such as the finely luxurious, fashion leisure, freedom and overindulgence, indulge and enjoying. In the Britain North Ireland, there are more tour program such as Golf, pony-trekking and walking tour which show the core connotation of the local tourism brand. Most famous destinations in the world always sell their

Eco-tourism as a brand development strategy for Jiexi County - strategic issues and challenges

tour product and service with these particular attributes and set up their destination brand through brand function, experience and symbol. In conclusion, most of the destination brand must be delivered one kind of promise and unforgettable tour experience because it close connect with and contributes to recall the pleasure experience of the concerned destination.

The destination brandization is more difficult to bring into effect than the other object products since the latter have more controllable attributes, and the destination image possesses more complexity and multi-dimension. Nevertheless, the image-building of the object product have the same doctrine as to the destination brandization, even as the before-mentioned, the destination brand building also could be created on the function, experience and symbol through study on the selection, development and management of the attribute of destination.

If the brandization of core attractions gets success, the tour service contains more significance and satisfactory would be popularized to deepen tourist's experience. After this destination brandization stage, the relative tour product and service could be designed and sold to the market by virtue of the extend of core brand notion.

Building eco-tourism brand base on Means-end chain

According to the above analysis and the specific property of the Jiexi County mountainous landscape product, and application the approach about the Means-end chain in Figure 2, this paper put forward the strategy of eco-tourism brand building with the core notion of tourist-oriented.

Strategy creation about the eco-tourism brand

Owing to the mass eco-tourism product exists comparability in more mountain area, so the mountain landscape development and tour design should consider the special attributes of attractions as to distinguish form the other similar product. The main problems about the tourist development in Jiexi County listed below: (1) take care specialty of mountainous landscape, (2) natural attribute should combine with the local traditional culture and form an individuality different from the other eco-tourist product; (3) pay attention to cooperate with surrounding region and act together in tourist development so that the high add-value tour product could be designed and sold.

The destination brand always is looked as benefit restriction but no attribute restriction by tourist, so it is very important to upgrade the benefit restriction in tourist's mind if the eco-tourism brand strategy is introduced to local tourist development in Jiexi County. Dayang mountain Golf court is the most unique mountainous golf court in Guangdong Province so it has stronger attraction to

the market than other Golf court. In addition, the characteristic with Chaozhou and Hakkas civilization is the special tour product that visitor likes. Therefore, there is a harmonious blend of humanity and nature attribute in the eco-tourism brand building that make the local tour product have high quality and allurement.

Building eco-tourism destination image through regional cooperation

Therefore, this paper, on the basis of assessed result and tourist industry development stage and guided by the theory of traverse analysis, believed that the destination brand could be created through the different model:

(1) The neighboring cooperation model, it means that several surrounding neighbor counties of Jiexi could build up tight cooperative relationship. There is a unique tourist resource, the Dayang holiday zone in Jiexi County in East Guangdong province, which is hard to replace by other resources. According to the comparison superiority theory, the periphery counties around Jiexi county have the basis of cooperation, which chiefly means to mend mutually and bringing radiant effect among these several counties;

In the research field of the different document, it indicates that the regional cooperation stresses the tourist resources interdependence. And in the case study, more destinations which has a sound basis tourist industry, various tourist resources and usually located at the same district had been selected as research object. But in the practice, the undeveloped tourist region always has similar landscape with the near tourist area, not any distinctive feature in tourist attraction and even more in an intense competing area. So, these tourist area have become the focus field about their development and management by scientist. Jiexi County belongs to this type of tourist area so that they must take the regional tourist cooperation strategy and pay more attention with nearby counties. According to the research of Bramwell (1997) and Dou Wenzhang (2000), they pointed out that the regional tourist cooperation means some region in a definite district no matter how they managed by any administration, they must take effort to develop tourist industry and bring together so as to form a whole base on the immanence conjunction of resources and neighborhood of the geographic space. Then the same tour image and brand had been set up and participate in market competition through the way of market and resource share. Then it could build up the tour attraction as a whole and get in the way of sustainable tourist. In this regional cooperation model, the interior competition in the same district would be transferred as the exterior competition with other area, thus it could strengthen the unitary predominance of local tourist industry development.

(2) The remoteness cooperative model, it indicates that the tourist cooperation should be built up also with far distance place such as Meizhou, Chaozhou and Shangtou city, because these cities are essential target markets for Jiexi

*Eco-tourism as a brand development strategy for Jiexi County -
strategic issues and challenges*

County. From these model, the authors put forward the tourist image-building of Jiexi County that is "the inimitable Hakka culture and green tour of eco-tourist destination. This image not only embodies the characteristic of Jiexi tourist resources, but also emphasizes the future development direction.

Landscape conjugation is the foundation of remoteness cooperative model, and its substance is to unify the diversity of the landscape. The real meaning about that can be described as the following:

?The landscape conjugation always has the fixed inherent interrelated feature on tourist resources because it is the foundation of regional tourist development. In this means, the different tour resources have similar feature and could interwork in whole region. In this paper chiefly studied the mountainous area of Jiexi in which the landscape have more resemblance with the neighboring area, in other words, the landscape could be replaced easily if without any tour personality. Moreover the quality of landscape should not have too big widely to other similar attractions. If so, one region in the district would has better competitive advantage and often restrain the tourist development of other part, finally the significance of the tourist cooperation would be lost and restrict the tourist growth of undeveloped area.

? From the topic of the neighborhood on the geographical space, it means that the tour destination form an aggregation or linear in definite district. The former is each destination apart from very close such as the area located at the border of different province, cities or counties. The latter is linked with highway and history incident or site distributed as a line. Jiexi County, from its geographic position, with Jieyang, Meizhou, Chaozhou and Shantou have close link by highway and connecting to form a remoteness cooperative network. Owing to these cities spatial neighborhood it is propitious to form the tour corridor and take the tourist development in one unit.

Conclusion

Lastly, this paper put forward the brand development strategy as eco-tourist destination:

(1) developing mass travel in order to amass visitors and raise brand effect

The tourist industry has just start in Jiexi County and the good foundation of sightseeing should be built first. In this stage the main purpose is to enlarge the scope of the local tourist industry. The sale marketing should be spread not only in the neighboring cooperation area but also in the remoteness cooperative area. There are several south province including Hunan, Jiangxi and Zhejiang etc., which have dense populations and fast economic growth, and means a large tourist source market for Jiexi. So they can be looked as the main target marketing area. Jiexi

ZHANG Mu, ZHANG HAN-Yu

County must plan and develop eco-tourist sightseeing product in order to meet this market.

(2) building up the holiday tour product as the tourist main target in order to increase tourist income

Since the holiday tour usually needs more time and money, so the corresponding product should be designed and developed. Several of the holiday zone have been finished including Dayang mountain Golf vacationland, Temeisi holiday zone and Jingming Tea garden recreation zone of Jiexi County and all they are ideal products for leisure and holiday tour. Secondly, Jiexi County is a mountainous eco-tourism destination and has good conditions to develop holiday product such as sunstroke preventing, coming back to nature, body exercise and recreation. In the next stage, it is very important to hold on the holiday as major element and make great efforts to design the eco-tourist, culture tourist, leisure and study tourist product in order to fully represent the selectivity of eco-tourist product according to the available resources in Jiexi.

(3) building eco-tourism destination brand gradually to promote tourist industry development

It is necessary that the corporeal tourist products should be behaved with invisible eco-tourism brand through product design in Jiexi County. Thus it is easy to establish the image as eco-tourism destination brand and finally promote the tourist into sustainable development model.

There are series successful cases of destination brandization produced in Yunnan province of Southwest China. It is easier to find out its brand strategy orbit occurred in the different periods. Before 10 years ago, the tropic rainforest scene and folk custom of Dai nationality brought up a famous brand "Xishuangbanna". Dali City had got popularity mainly rely on the film "five golden flowers". A best-known legend of "Ashima" and stone forest marvelous spectacle created the "stone forest" brand in Lunan County. In Lijiang city an "ancient city" brand has been established by virtue of the world culture heritage and Yulong Mountain. Another famous tourist brand is "Shangri-la" in Diqing Zang nationality autonomous county. Kunming city, capital of the Yunnan province, built up a new tourist brand "horticulture expo forever" in 1999 when the world horticulture expo had been taken place over there. All these tour brand development strategy are worth learning. Seeing from the management, the eco-tourism is one kind of brand, and it is difficult to design a certain product. Eco-tourism should be looked as one kind of brand strategy of marketing and use it to attract tourist and raises the popularity.

*Eco-tourism as a brand development strategy for Jiexi County -
strategic issues and challenges*

References

- Dennis R Judd. Promoting tourism in US cities [J]. *Tourism Management*, 1995, 16(3): 175-187.
- Tazim B. Jamal, Donald Getz. Collaboration theory and community tourism planning [J]. *Annals of tourism research*, 1995, 22(1): 186-204.
- Fagence M. Regional tourism Cooperation [J]. *Annals of tourism research*, 1996, 23(3): 717-720.
- James Elliott. *Tourism: Politics and public sector management* [M]. London and New York: Routledge, 1997.
- Gnoth J. Conference Reports: Branding Tourism Destinations [J]. *Annals of Tourism Research*, 1998, 25(3): 758-760.
- GNOTH J. Branding Tourism Destination [J]. *Annals of Tourism Research*, 1998, 25(3): 758-760.
- GNOTH J. Leveraging Export Brands through a Tourism Destination Brand [J]. *Brand Management*, 2002, 9(4-5): 262-280.
- Bramwell B, Sharman A. Collaboration in local tourism policy making [J]. *Annals of tourism research*, 1999, (26)2: 392-41.
- Hall D. Destination Branding [J]. *Journal of Vacation Marketing*, 1999, (5): 227-237.
- Crockett S., L. Wood. Branding Western Australia: A Totally Integrated Approach to Destination Branding [J]. *Journal of Vacation Marketing*, 1999, (5): 276-289.
- Philip Kotler, John Bowen, James Makens. Translated by Xie Yanjun. *Tourist marketing* [M]. Beijing: Tourist Education Press, 2002.
- Buhalis D. Translated by Ma Xiaoqiu. The market problems of the destination development [J]. *Journal of Tourism*, 2000, (4): 69-73.
- Liping A. Cai. Cooperative Branding for Rural Destinations [J]. *Annals of Tourism Research* 2002, 29(3): 720-742.
- Peter A. kerhielm, Chekitan S. Dev, Malcolm A. Noden. Brand Europe: European Integration and Tourism Development [J]. *Cornell Hotel and Restaurant Administration Quarterly* (2003, October-December)
- Wan Xin-zhu. Study on the culture brand construction of the world water & electricity [J]. *Journal of Hubei Three Gorges University*, 2000, 22(6): 5-14.
- Nie Xianzhong. The research on the tourism attraction, tourist's behavior and development strategy for Hangzhou city [J]. *Urban research*, 2000, (3): 50-53.
- Yao Zuowei. A Preliminary Research on the Tourist Brand [J]. *Economic Survey*, 2001, (5): 94-96.
- Li Yan, Niu Zhiwen. Study on the tourist destination brand building [J]. *Journal of Beijing International Studies University*, 2001, (5): 58-66.
- Li Leilei. A discussion on Spatial Rules of Tourist Destination's Image Perception [J]. *Scientia Geographica Sinica*, 2000, 20(6): 563-568.
- Li Yan. Research on the brand support for tourist product [J]. *Business Economics and Administration*, 2001, 111(1): 58-63.
- XU Xilin, CHENG Hongj. On Tourism Service Image and its Establishment [J]. *Journal of Guilin Institute of Tourism*, 2001, 12(3): 35-38.
- FEI Zhenjia. A marketing research on Wudang mountain tourism [J]. *Journal of Shiyen Technical Institute*, 2001, 14(1): 46-52.
- Wang Song, Han Zhenhu. A profound think about tourist brand [J]. *Social Scientist*, 2001, 16(6): 43-46.
- Peng Jie. A study on the brand marketing of the center city [J]. *Economist*, 2001, (9): 25-27

ZHANG Mu, ZHANG HAN-Yu

LI Shumin, ZHI Yu, SHAO Jinping. Discussing the Design and Construction of the Concept of the Brand of Tourist Attractions [J]. Journal of Northwest University, 2002, 32(3):35-38.

Yang Minduo, Zhen Chao. Analysis of Brand Management in Tourism [J]. Commercial Research, 2002, (3):142-145.

Wei Xiaolan. Demonstrate Research on tourist destination development, Beijing: China tourist Press, 2002.

Cui Fengjun. Innovation and development on Chinese traditional tourism destination. China tourist Press, 2002.

Den Hui, Lu Weixing. A study on the hierarchy of the tourist Brand in Hubei province and its application in the name brand strategy [J]. Theory monthly, 2002, (6):107-108.

Fan Bin, Ming Qingzhong, Zhao Fei Yu, Zhou Bin. A Study on Molding Brand Identity of the tourism Destination—a case study of the Tourism brand of Shangri-la [J]. Yunnan Geographic Environment Research, 2003, 15(1):75-79.

ZHANG Ying. An Analysis of Branding Tourism Destination and its leverage [J]. Journal of Chongqing Normal University (Natural Science Edition) 2003, 20(4): 76-78.

LINGA Min-li (2004). A Brand Development Idea On Zhangjiajie Ecology Tourism [J]. Journal of Zhuzhou Institute of Technology, 2004, 18(1): 102-104

Bramwell, Bill. European Collaboration in Sustainable Tourism [J]. Annals of Tourism Research, 1997, 24(2):440-442

DOU Wen-zhang, YANG Kaizhong, YANG Xinjun. The Progress of Regional Tourism Competition Study [J]. Human Geography, 2000, 15(3):22-27.

About the author

Dr. Zhang mu is a professor in the Department of Tourism Management at the Shenzhen Tourism College of Jinan University, P.R.China. He received a diploma in Geography and a Ph. D degree in Geography from Fujian Normal University, China. Since 1985, he was a teacher in the Department of Tourism & Environment at the Guangxi institute of education and involved in several national and local government R&D projects. His research interests include: geography, land use & planning, tourist resources development & planning and the GIS application. He has more than 60 publications to his credit in Chinese and international journals or conferences in these areas.

ZHANG HAN-Yu is faculty member in Department of Tourism Management, Shenzhen Tourism College of Jinan University, Guangdong, China