

PERSONALIDAD DEL DESTINO TURÍSTICO: EFECTOS SOBRE LA SATISFACCIÓN, EL AMOR Y LA RECOMENDACIÓN

RAFAEL ANAYA SÁNCHEZ
FRANCISCO REJÓN GUARDIA
VÍCTOR CALDERÓN FAJARDO
MARÍA VALLESPÍN ARÁN

rafael.anaya@uma.es, franrejon@uma.es, vcalderonfa@uma.es, mvallespin@uma.es

Universidad de Málaga

RESUMEN

La fuerte competencia entre destinos turísticos lleva a sus gestores a buscar elementos que los diferencien de otros. La personalidad del destino ayuda a singularizar su marca, siendo fuente de vínculos emocionales y afectivos con los turistas, además de mejorar su satisfacción y fomentar comportamientos leales. El objetivo de este trabajo se centra en comprender cómo es la relación entre la imagen y la personalidad del destino, así como de sus efectos directos sobre la intención de recomendarlo, e indirectos a través de la satisfacción con la experiencia turística y el amor sentido hacia el destino. Los resultados obtenidos permiten mejorar la comprensión de los efectos de la personalidad del destino sobre estados afectivos del turista, así como en la manera de recomendar el destino a turistas potenciales. Además, se establecen las dimensiones que componen la personalidad del destino de la ciudad de Málaga.

Palabras clave:

Personalidad del destino; Turismo; Amor a la marca; Boca a boca

ABSTRACT

The strong competition among tourist destinations leads their managers to look for elements that differentiate them from others. The destination personality helps to singularize its brand, being a source of emotional and affective bonds with tourists, as well as improving their satisfaction and encouraging loyal behaviors. The objective of this work focuses on understanding the relationship between destination image and personality, as well as its direct effects on the intention to recommend it, and indirect effects through satisfaction with the tourist experience and the love felt towards the destination. The results obtained allow a better understanding of the effects of destination personality on the affective states of the tourist, as well as on the way of recommending the destination to potential tourists. In addition, the dimensions that make up the destination personality of the city of Malaga are established.

Keywords:

Destination Personality; Tourism; Brand Love; WOM

Agradecimientos

Este estudio fue financiado por el Programa Operativo FEDER de Andalucía 2014-2020, en el marco del Plan Andaluz de Investigación, Desarrollo e Innovación PAIDI 2020 (Proyecto: P20_00457).

Referencias bibliográficas

Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of marketing research*, 36(1), 45-57.

Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.

Aaker, J., & Fournier, S. (1995). A brand as a character, a partner and a person: Three perspectives on the question of Brand Personality. In F. R. Kardes and M. Suja (Eds.) *NA - Advances in Consumer Research* Volume 22, pages: 391-395. Provo, UT: Association for Consumer Research.

Aaker, J. L., Benet-Martinez, V., & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of personality and social psychology*, 81(3), 492.

Amaro, S., Barroco, C., & Antunes, J. (2020). Exploring the antecedents and outcomes of destination brand love. *Journal of Product & Brand Management*.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411.

Aro, K., Suomi, K., & Saraniemi, S. (2018). Antecedents and consequences of destination brand love—A case study from Finnish Lapland. *Tourism Management*, 67, 71-81.

Ayuntamiento de Málaga. (2020). *Observatorio Turístico de la ciudad de Málaga (Enero-Diciembre 2019)* (p. 111). Ayuntamiento de Málaga.

<http://s3.malagaturismo.com/files/974/974/presentacion-observatorio-turistico-ciudad-de-malagaene19dic19100320-2.pdf>

Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social psychology quarterly*, 178-204.

Bairrada, C. M., Coelho, A., & Lizanets, V. (2018). The impact of brand personality on consumer behavior: the role of brand love. *Journal of Fashion Marketing and Management: An International Journal*. Vol. 23 No. 1, pp. 30-47.

Bekk, M., Spörrle, M., & Kruse, J. (2016). The benefits of similarity between tourist and destination personality. *Journal of Travel Research*, 55(8), 1008-1021.

Belosluttceva, L., & Fesenko, O. (2019). Leadership in tourist destinations' competition and its social and economic impact. In *E3S Web of Conferences* (Vol. 135, p. 04005). EDP Sciences.

Bigné, E., Andreu, L., Perez, C., & Ruiz, C. (2020). Brand love is all around: loyalty behaviour, active and passive social media users. *Current Issues in Tourism*, 23(13), 1613-1630.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of marketing*, 73(3), 52-68.

Caber, M., Albayrak, T., & Crawford, D. (2020). Perceived value and its impact on travel outcomes in youth tourism. *Journal of Outdoor Recreation and Tourism*, 31, 100327.

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing letters*, 17(2), 79-89.

- Chen, C. F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism management*, 36, 269-278.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-336.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3), 297-334.
- Delgado-Ballester, E., Palazón, M., & Pelaez-Muñoz, J. (2017). This anthropomorphised brand is so loveable: The role of self-brand integration. *Spanish Journal of Marketing-ESIC*, 21(2), 89-101.
- Drennan, J., Bianchi, C., Cacho-Elizondo, S., Louriero, S., Guibert, N., & Proud, W. (2015). Examining the role of wine brand love on brand loyalty: A multi-country comparison. *International Journal of Hospitality Management*, 49, 47-55.
- Ekinci, Y., & Hosany, S. (2006). Destination personality: An application of brand personality to tourism destinations. *Journal of travel research*, 45(2), 127-139.
- Falk, R. F., & Miller, N. B. (1992). *A Primer for Soft Modeling* (1st edition). Univ of Akron Pr.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, 24(4), 343-373.
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50.
- Galbreath, J., & Shum, P. (2012). Do customer satisfaction and reputation mediate the CSR–FP link? Evidence from Australia. *Australian journal of management*, 37(2), 211-229.
- Geisser, S. (1975). The Predictive Sample Reuse Method with Applications. *Journal of the American Statistical Association*, 70(350), 320-328.
- Gomez Aguilar, A., Yagüe Guillen, M. J., & Villaseñor Roman, N. (2016). Destination brand personality: An application to Spanish tourism. *International Journal of Tourism Research*, 18(3), 210-219.
- Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. *International journal of research in marketing*, 26(2), 97-107.
- Hair, J. F. (Ed.). (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (Second edition). Sage.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414-433.
- Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2014 Faculty Bookshelf.
- <http://digitalcommons.kennesaw.edu/facbooks2014/39>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of interactive marketing*, 18(1), 38-52.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management & Data Systems*, 116(1), 2-20.

- Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of business research*, 59(5), 638-642.
- Hosany, S., Ekinci, Y., & Uysal, M. (2007). Destination image and destination personality. *International Journal of Culture, Tourism and Hospitality Research*. Vol. 1 No. 1, pp. 62-81.
- Hultman, M., Skarmeas, D., Oghazi, P., & Beheshti, H. M. (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), 2227-2231.
- Japutra, A., & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with brand experience and key relationship constructs. *Journal of Business Research*, 99, 464-471.
- John, O. P., & Srivastava, S. (1999). The Big Five trait taxonomy: History, measurement, and theoretical perspectives. *Handbook of personality: Theory and research*, 2(1999), 102-138.
- Jordan, P. J., & Troth, A. C. (2020). Common method bias in applied settings: The dilemma of researching in organizations. *Australian Journal of Management*, 45(1), 3-14.
- Joshi, R., & Garg, P. (2021). Role of brand experience in shaping brand love. *International Journal of Consumer Studies*, 45(2), 259-272.
- Karjaluoto, H., Munnukka, J., & Kiuru, K. (2016). Brand love and positive word of mouth: the moderating effects of experience and price. *Journal of Product & Brand Management*. Vol. 25 No. 6, pp. 527-537.
- Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of tourism research*, 61, 28-44.
- Kwon, E., & Mattila, A. S. (2015). The effect of self-brand connection and self-construal on brand lovers' word of mouth (WOM). *Cornell Hospitality Quarterly*, 56(4), 427-435.
- Li, X., & Kaplanidou, K. (2013). The impact of the 2008 Beijing Olympic Games on China's destination brand: A US-based examination. *Journal of Hospitality & Tourism Research*, 37(2), 237-261.
- Li, X., Yen, C. L., & Liu, T. (2020). Hotel brand personality and brand loyalty: An affective, conative and behavioral perspective. *Journal of Hospitality Marketing & Management*, 29(5), 550-570.
- Matzler, K., Strobl, A., Stokburger-Sauer, N., Bobovnick, A., & Bauer, F. (2016). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions. *Tourism Management*, 52, 507-520.
- Markel, K. S., & Frone, M. R. (1998). Job characteristics, work-school conflict, and school outcomes among adolescents: Testing a structural model. *Journal of Applied Psychology*, 83(2), 277-287.
- McCrae, R. R., & Costa Jr, P. T. (1997). Personality trait structure as a human universal. *American psychologist*, 52(5), 509.
- Mekhum, W., & Sriupayo, S. (2020). Determining the Brand Loyalty of Health Tourism of Ranong Province, Thailand. *Research in World Economy*, 11(6), 1-11.
- Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2021). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services*, 63. 2021.

- Murphy, L., Moscardo, G., & Benckendorff, P. (2007). Using brand personality to differentiate regional tourism destinations. *Journal of travel research*, 46(1), 5-14.
- Pan, L., Zhang, M., Gursoy, D., & Lu, L. (2017). Development and validation of a destination personality scale for mainland Chinese travelers. *Tourism Management*, 59, 338-348.
- Peco-Torres, F., Polo-Pena, A. I., & Frias-Jamilena, D. M. (2020). Brand personality in cultural tourism through social media. *Tourism Review*. Vol. 76 No. 1, pp. 164-183.
- Pereira, R. L., Correia, A. L., & Schutz, R. L. (2012). Destination branding: A critical overview. *Journal of Quality Assurance in Hospitality & Tourism*, 13(2), 81-102.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *The Journal of Applied Psychology*, 88(5), 879-903.
- Sanz-Blas, S., Carvajal-Trujillo, E., & Buzova, D. (2017). Assessing cruise port of call performance: a passenger-based approach using PLS modelling. *Maritime Policy & Management*, 44(8), 967-980.
- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies!. *Journal of Business Research*, 69(10), 3998-4010.
- Salehzadeh, R., Pool, J. K., & Soleimani, S. (2016). Brand personality, brand equity and revisit intention: An empirical study of a tourist destination in Iran. *Tourism Review*. Vol. 71 No. 3, pp. 205-218.
- Schmitt, B. (2012). The consumer psychology of brands. *Journal of consumer Psychology*, 22(1), 7-17.
- Seljeseth, P. I., & Korneliussen, T. (2015). Experience-based brand personality as a source of value co-creation: The case of Lofoten. *Scandinavian Journal of Hospitality and Tourism*, 15(sup1), 48-61.
- Shen, Y., Huang, S., Choi, H. S. C., & Morrison, A. M. (2021). Does brand love matter to casual restaurants? A multi-group path analysis. *Journal of Hospitality Marketing & Management*, 30(5), 630-654.
- Stone, M. (1974). Cross-Validatory Choice and Assessment of Statistical Predictions. *Journal of the Royal Statistical Society. Series B (Methodological)*, 36(2), 111-147.
- Souiden, N., Ladhari, R., & Chiadmi, N. E. (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management*, 32, 54-70.
- Sposito, V. A., Hand, M. L., & Skarpness, B. (1983). On the efficiency of using the sample kurtosis in selecting optimal lpestimators. *Communications in Statistics-simulation and Computation*, 12(3), 265-272.
- Steenkamp, J. B. E., & Maydeu-Olivares, A. (2021). An updated paradigm for evaluating measurement invariance incorporating common method variance and its assessment. *Journal of the Academy of Marketing Science*, 49(1), 5-29.
- Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology & Marketing*, 27(7), 639-661.
- Usakli, A., & Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism management*, 32(1), 114-127.
- Xie, K. L., & Lee, J.-S. (2013). Toward The Perspective Of Cognitive Destination Image And Destination Personality: The Case Of Beijing. *Journal of Travel & Tourism Marketing*, 30(6), 538-556.