Discovering the relevance of the personality of the destination brand - a literature review

Descobrindo a relevância da personalidade da marca destino - uma revisão da literatura

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RESUMO

A personalidade da marca é altamente significativa para criar lealdade à marca para resistir à pressão em um ambiente altamente competitivo. Devido ao cosmopolitismo e às viagens acessíveis, as pessoas estão cansadas e difíceis de surpreender, portanto, as autoridades das cidades devem criar personalidades de marca de destino inteligente para atrair mais visitantes. O objetivo deste artigo é reunir as ferramentas, tendências e semelhanças de branding de cidades mais conhecidas por meio de estudo bibliométrico e apresentar uma visão ampla das pesquisas que vêm sendo realizadas sobre personalidade de marca de destino. Como metodologia, utiliza uma análise qualitativa que foi feita através da exploração de uma base de dados científica. Um terreno comum para todas as pesquisas anteriores sobre o assunto tende a ser as 5 dimensões da Escala de Personalidade da Marca de Aaker (1997) ou estendido para a escala de 6 dimensões usadas nos estudos mais recentes. As limitações da pesquisa podem indicar que ainda existem lacunas na literatura ligada ao tema, e o artigo traz sugestões para preenchê-las. A maioria dos estudos teve como foco a perspectiva do turista, não levando em consideração a visão dos

moradores. Como principais resultados, descobrimos que, a pesquisa mostra que os jovens residentes devem estar mais envolvidos no processo de branding do destino. Além disso, as plataformas de media social como uma ferramenta de marketing para promover cidades e obter feedback de moradores e turistas são pouco estudadas.

Palavras-chave: personalidade da marca cidade; personalidade da marca local; personalidade da marca destino; percepção da marca cidade; imagem da cidade.

ABSTRACT

Brand personality is highly significant for creating brand loyalty to withstand pressure in the highly competitive environment. Due to the cosmopolitanism and affordable traveling, people have become jaded and hard to surprise, thus, cities' authorities must create smart destination brand personalities to attract more visitors. The aim of this paper is to gather the most popular city branding tools, trends and similarities through bibliometric study and present a broad view of the researches that have been conducted regarding destination brand personality. As a methodology, it uses a qualitative analysis which was made by exploring a scientific database. A common ground for all previous research on the topic tends to be the 5 Aaker's Brand Personality Scale dimensions (1997) or extended to the 6 dimensions scale used in the most recent studies. The limitations of the research can indicate that there are still gaps in the literature connected to this topic, and the paper includes suggestions to fill them in. Most of the studies had focused on tourists' perspective, and do not take residents' views into consideration. As main results, we found that research shows that young residents should be more involved into the destination's branding process. Also, social media platforms as a marketing tool for promoting cities and gathering feedback from locals and tourists are understudied.

Keywords: city brand personality; place brand personality; destination brand personality; city brand perception; city image.

INTRODUCTION

The aim of this paper is to present a wide view of the research that has been conducted regarding city, place and destination brand personality through a literature review. Qualitative analysis was made by exploring a scientific database.

Cities create their brand personification, associating a brand with a creature or a thing that everyone knows and can easily get the point and share the same perception of a brand identity (Tugulea, 2017). City brand strategies are important for building strong identities for cities, for effective promotional campaigns and to make tourists share their experience of a city with friends to provoke the rise of tourism there.

Brand personality is a very important component of the brand identity and place branding. According to Kavaratzis & Hatch (2013), place branding is becoming more and more popular, as a self-government practice, but also as a research area. The branding of places and cities in particular has gained popularity among city officials, which is illustrated by the development of city brand rankings such as the Anholt-GMI City Brands Index or the Saffron European City Brand Barometer (Zenker & Martin, 2011).

As a place branding is a relatively new academic area of exploration, scholars are still finding their grounds, borrowing theories and practices from other subjects which include urban planning, corporate branding, marketing, public relations, sociology, psychology, management and organizational communication (Zavattaro, 2014). One of such ideas, having its roots in psychology, is the personality of the brand, which is starting to be used in the management of the place (Hosany, Ekinci & Uysal, 2006). The most frequently cited definition of brand personality was proposed by Aaker (1997), who argued that the personality of the brand is "a set of attributes or personal characteristics associated with the brand". The issue of personality of the brand is associated with the concept of its identity, which is defined by Aaker (1997) as "a unique set of associations that the manager of the brand wants to create and maintain". From the manager's point of view, a place brand can exist only as a result of a branding process that can be defined as designing, planning and communicating brand identity in order to build and manage a city's image. It could be stated that branding is the process of transition of the primary city assets into a desired image - identity (Florek,

2013). Many places and cities around the globe offer the same products and the only way for them to survive in the competitive market is by developing a unique identity. Similarly, to product branding, place branding is a combination of place characteristics and of added value, functional and non-functional (Avraham & Ketter, 2008). According to Ahmad et. al. (2013), nowadays cities are motivated to improve their image and brand value by maintaining their competitive edge. Some authors argue that city brand personality is an essential element of a city brand and suggest that a higher city brand personality creates an attractive and sustainable brand.

According to Mori & Yamashita (2015), a sustainable city is "the spatial entity that maximizes the benefits in economic and social dimensions under relevant constraints on environmental limitations and socio-economic distributional equity". Sustainable cities support resilient ecological, economic, and social processes (Pickett et al., 2013). These strategies rely on the three pillars or dimensions of sustainability: environmental (natural environment protection), economic (using resources for long term benefits), and social (creating healthy environments for present and future generations) (Ghalib, Qadir, & Ahmad, 2017). A realistic goal would be to transform a city into a more sustainable one, as there is no pure sustainable city, and sustainability, is a continuous process (Pickett et al., 2013).

Place, city or destination brand identity can be expressed in terms of benefits, values and personality traits. In the last few years, the articulation of a place brand identity in terms of its personality has been viewed as increasingly valuable for understanding the perceptions of places and for creating and developing a unique destination identity to put emphasis on its brand equity (Ekinci & Hosany, 2006). This is associated with a shift of focus in communicating with consumers in branding campaigns — from functional to emotional attributes. As emotional attributes are concerned with the relationship built between visitors and destination, they have the strong potential to increase the number of visitors.

STATE OF THE ART

A significant challenge regarding research in the field of city, place and destination brand personality is the measurement. Nowadays the approach is highly influenced by Aaker's (1997) brand personality scale. The scale consists of five dimensions — sincerity, excitement, competence, sophistication and ruggedness, where each dimension has fifteen sub facets or traits. Aaker's brand personality scale has made a significant contribution to theory building in respect of brand personality and its effect on consumer behaviour. In recent researches that investigate the positioning of destination brand personalities of the cities London (Great Britain), Warsaw (Poland), Moscow (Russia), Athens and Thessaloniki (Greece), Rome (Italy), Madrid (Spain), Berlin (Germany), Amsterdam (The Netherlands), Paris (France) and Vienna (Austria) an alternative six-dimension scale of projected destination brand personality was used, where dimensions are the following: excitement, malignancy, peacefulness, competence, ruggedness and conservatism (Hanna & Rowley, 2017; Tugulea, 2017; Priporas, Stylos & Kamenidou, 2019).

Tugulea (2017) also used a personification technique and conducted a questionnaire to identify the age, sex, job and personality traits of the Iasi city (Romania) as if it was a person. Both in her study and in a study about the personality of Thessaloniki ran by Priporas, Stylos & Kamenidou (2019) students, i.e. generation Z residents, were selected to be participants in the research — they are a golden mean between tourists and residents, because they are not inhabitants, they do not know the city in detail, but they are more familiar with it in comparison to tourists, hence their opinion being more reliable than tourists' opinions. Tourists in a week cannot get to know the city enough to have a complete opinion on its personality.

In another recent research with a focus on how the audience perceives the city brand personality of towns and cities in Poland, communicated by advertising slogans, it was concluded that the most frequently used slogans

usually are the ones that belong to the combination of the dimensions of excitement, competence and sincerity (Glinska & Kilon, 2014).

The concept of self-congruity states that the consumers find an appropriate match between their own self-image and the brand-image. It is argued that self-congruity leads to positive attitude and repeated purchase (Escalas & Bettman, 2003). This concept is applied when creating and developing city brand personalities. A study on Las Vegas's brand personality outlines that tourists perceive its destination personality as a five-dimensional one with the trait's vibrancy, sophistication, competence, contemporary and sincerity. It was found that these exact dimensions have positive influence in tourists' intention to repeat their visit to the city but also to recommend it (Usakli & Baloglu, 2010).

Destination brand personality is a trend and a hot topic which receives growing interest but also has some research gaps. Firstly, most of the researches are not focused on cities but whole countries or nations, while precisely cities and capital cities are the ones to attract most tourists to their countries. Since Europe is the most visited region in the world (Molina et al., 2017), understanding the branding practices and positioning of European cities is especially pressing. It is essential to explore how European capital cities project and position their personalities through their branding campaigns. Secondly, few studies have explored or projected, as opposed to perceived, destination brand personality. Perceived brand personality relates to the idea of how brand personality is viewed by the audience as communication regarding the place. Less attention has been addressed to the study of projected destination brand personality, which is basically the personality communicated using various communication tools and channels, used by the city's or destination's tourism organizations or other institutions. Thirdly, many studies on destination or city brand personality explore only one destination or city (e.g. Dickinger & Lalicic, 2016 (Vienna); Kim & Lee, 2015 (South Korea); Sahin & Baloglu, 2014 (Istanbul)). But yet, in a marketplace in

which destination substitutability (Pike & Ryan, 2004; Sahin & Baloglu, 2011; Zenker, 2009) is becoming a significant challenge, the development of methods to understand the relative positioning of destinations is essential and may have significant benefits for destination managers (Kendall & Gursoy, 2007).

To conduct this bibliometric research, Aaker's (1997) theoretical fundamental concept of brand personality was used as well as The Brand Personality Scale, suggested by the scholar. Aaker gives the following definition of brand personality: "the set of human characteristics associated with a brand". Although brands are inanimate objects, consumers often view them as having human characteristics, he states. Aaker has also developed valid, reliable, and generalizable scale to measure brand personality, called The Brand Personality Scale (BPS). It is based on a representative sample and a comprehensive list of personality traits and uses scales from psychology, personality scales used by marketers and original qualitative research of personality traits associated with a few prominent brands. The framework of the scale consists of five personality dimensions: sincerity, excitement, competence, sophistication and ruggedness but has 42 items in total. BPS is also used for the purposes of this paper. Aaker suggests that the five dimensions are generic and can be applied to all product and service categories.

Hence, brand personality can also be applied to the brand personality of city, place and destination, also in the context of tourism literature. Ekinci & Hosany (2006) define destination personality as "the set of personality traits associated with a destination", adapting Aaker's (1997) brand personality terminology. This definition is also used for the purposes of this paper. This concept evolves from Aaker's theory which states that a well-established brand personality facilitates differentiation of a brand from that of its competitors and increases brand preference and usage (Aaker, 1997), developing strong emotional ties between consumers and brands. Ekinci &

Hosany argue that similarly the attractiveness, distinctiveness and destination personality of a city, place or destination can effectively influence their perceived image and therefore, influence tourist choice behavior. The authors were the first to examine the applicability and validity of Aaker's (1997) brand personality framework in the context of tourism destinations. They found that tourists ascribe human personality characteristics to destinations and therefore the concept of BPS can be applied to tourism destinations. They concluded that destination personality consists of three obvious dimensions, rather than the original five, introduced by Aaker. Those are: sincerity, excitement, and conviviality, where the first two were found to be the two main factors and conviviality were new and specific to destinations.

Another main theory, cited in this paper, is the self-congruity theory, which can be considered a natural extension of the self-concept. Self-concept has been advanced as a useful construct for understanding and explaining consumer choice behavior. It has been suggested that consumers prefer products or brands that are similar to how they see or would like to see themselves (Landon, 1974; Sirgy, 1982; Malhotra, 1988). The basic hypothesis in the self-congruity theory is that a consumer tends to select products or brands that correspond to their self-concept. This idea suggests that the larger the degree of congruence, the higher the probability of intention to purchase. The self-congruity theory suggests that consumer behavior is determined partially by a cognitive match between value-expressive attributes of a product or brand and consumer self-concept (Sirgy et al., 1991).

Keller's (1993) fundamental definition of brand personality is also used in this research, it states that "brand personality reflects how people feel about a brand as a result of what they think the brand is or does, the manner by which the brand is marketed, and so on". Resulting from that, a brand personality can serve as a point of differentiation for a brand and make it more competitive in its sector.

In addition, the following surveys were used to conduct the current bibliographic research: "Desired dimensions of place brand personality, included in advertising slogans of Polish town/cities" by Glinska & Kilon (2014); "The projected destination brand personalities of European capital cities and their positioning" written by Hanna & Rowley (2019); "Brand personality of tourist destinations: An application of self-congruity theory" by Usakli & Baloglu (2011); "City Brand Personality—Relations with Dimensions and Dimensions Inter-Relations" authored by Tugulea (2017); "City image, city brand personality and generation Z residents' life satisfaction under economic crisis: Predictors of city-related social media engagement" by Priporas, Stylos & Kamenidouc (2019).

METHODOLOGY

Through a literature review of scientific articles this paper performs a qualitative analysis of findings on the topic of city, place and destination brand personality. Qualitative analysis was made by exploring a scientific database. The main scientific journals which used to conduct this survey are the prominent Journal of Place Management and Development, Information Technology & Tourism, Journal of Travel Research, Journal of Town and City Management, Journal of Marketing Management, Journal of Place Management & Development and Journal of Marketing Research. A common ground for all previous research on the topic tends to be the 5 Aaker's Brand Personality Scale dimensions (1997) or extended to 6 dimensions scale used in the most recent studies. The analysis focuses on papers that have generated the greatest impact on the topic in the scientific community. The most relevant contributors to the academic world in terms of authors, journals and keywords were taken into account.

RESULTS

The literature review carried out outlined several major approaches and tendencies in surveys within the topic of city, place and destination brand

personality. One is investigating how brand personality is projected, another — how it is perceived by either residents or tourists and visitors.

Since capital cities are the ones that attract visitors to their countries in Europe the most, it is important to understand how destination brand personalities of cities are projected and positioned. A recent research, conducted by Hanna and Rowley (2019), investigates the positioning of destination brand personalities of the cities London, Warsaw, Moscow, Athens, Rome, Madrid, Berlin, Amsterdam, Paris and Vienna, using analysis of text-based content from the official tourist websites of those cities. The paper suggests an alternative six-dimension scale of projected destination brand personality to Aaker's (1997), where dimensions are the following: excitement, malignancy, peacefulness, competence, ruggedness and conservatism. The main finding of the research, published in the article "The projected destination brand personalities of European capital cities and they are positioning", is that the dimension excitement is the most strongly promoted and communicated in all sample cities, followed by peacefulness and competence and no city was rated highly on ruggedness. The research proves that an alignment between a visitor's personality and destination brand personality has a strong impact on the intentions to visit the city and develop ties with the place.

More and more countries, regions and cities have started to apply a place marketing strategy, because people's location choice is more frequently based on factors, such as area image. Another recent research, conducted by Glinska & Kilon (2014), focuses on the perspective of the city brand personality from the audience point of view, not so much on how it is being communicated and positioned. The authors conducted a survey in small and medium-sized cities in Poland with managers, working in the municipalities with the main focus on the promotion of their cities in order to identify cities' desired brand personality traits. The survey, published in the article "Desired dimensions of place brand identity, included in advertising slogans of Polish

town/cities", proved that there is a strong connection between the advertising slogan content and the set of personality traits, which describe towns and cities, regardless of their size. Another main argument in the article is that a good slogan is a powerful marketing tool that can reflect place's vision, create enthusiasm and could be identified with the place for years ahead. The authors outline that emotional factors are more useful when building a city brand identity then functional feature. The article also concluded that the attributes that were most frequently used in slogans usually are the ones that belong to the combination of the dimensions of excitement, competence and sincerity. Research conclusions, stated in this article, could be useful for the development of city promotion strategy and more narrowly for the creation of an advertising slogan - the shortest expression of the city brand identity and personality.

As consumers are constantly surrounded by countless brands and daily attacked by different marketing practices and strategies, destination branding mostly uses consumer's perception of destinations as a branding tool. A study on Las Vegas's brand personality, conducted in by Usakli & Baloglu (2010), argues that the five-dimensional perception of the city of Las Vegas with the trait's vibrancy, sophistication, competence, contemporary and sincerity have a positive influence on tourists' intention to repeat their visit to the city but also to recommend it. It reflects the concept of self-congruity, according to which there should be a congruence between destination personality and visitors' self-concept. The basic notion of the self-congruity theory is the drive-in consumers to prefer brands with personalities that are congruent with their own personality (Aaker, 1996). The self-congruity theory results in a positive attitude of consumers and repeated purchase when they find an appropriate match between their own self-image and the brand-image. Main findings of the article "Brand personality of tourist destinations: An application of self-congruity theory" indicate that both actual congruity and ideal congruity have a positive impact on behavioral intentions, as the

study concludes that self-congruity is a partial mediator in the relationship between destination or city personality and tourists' behavioral intentions. When the basic notion of the self-congruity theory is applied within the context of tourism destinations, it can be suggested that the bigger the match between the city, place or destination personality and the visitor's self-concept, the more likely it is that she or he will have a positive attitude towards that city, place or destination (Sirgy & Su, 2000). Thus, understanding the congruity between destination personality and visitor's self-concept and self-image is important to gain insight into the complex nature of travel behavior.

Researchers also focus on the question - who perceives the brand personality of a city? — is it its residents or tourists? Residents are co-creators of the city brand campaign (Braun et al., 2013; Florek, 2011; Manyiwa et al., 2018) and they form not just the most important target audience of city branding but are also the most significant marketers of a city (Kavaratzis, 2004). The thoughts that the residents share are probably more interesting for attracting new tourists than the impressions of the tourists that have already been there. Tourists, on the other hand, help look at the picture from a different angle — their perception is different from that of the locals and may show weak and strong points.

Furthermore, research and the choice of the respondents show the focus on the Generation Z representatives as the residents now and in the future, and the advice to the local authorities to hire them and give them the opportunity to participate actively in co-creating the city branding and brand personality. This is a generation of young people who were born between 1995 and 2009. They are well educated, technologically savvy, innovative and creative (Priporas et al., 2017), they are characterized as digital natives, individualistic, pragmatic, open-minded and socially responsible (Ha, 2019). They use technology and digital devices every minute,

and social media shape their lives (Yussof, 2018). Therefore, there is a research of the involvement with the city's social media.

The research done by Priporas, Stylos & Kamenidou (2019) about Thessaloniki brand personality was the first that examined generation Z residents' engagement with the city's social media and suggests several hypotheses about their behavior in the social media towards the city they lived in. The findings reveal the impact city image and city brand personality have on generation Z residents' engagement with the city's social media and also demonstrate a negative linkage between residents' overall satisfaction and their engagement with the city's social media — the less satisfied residents are, the more engaged with the city's social media they are.

A clear trend in city brand personality is portraying it as a human being — trying to determine its age, sex, job and personality features of a city as if it is a person.

The city of Iasi is traditionally considered to be the cultural capital of Romania due to its poets, writers, and historians. Also, the oldest university in the country was built in Iasi, and the city is very populated by students, who have become the respondents of the study about the "human" personality of Iasi (Tugulea, 2017). The age interval associated with Iasi is 20–25 years old, mostly because of the respondents' age, who project their own specificities on the city, but also the participants see Iasi as a mature over 40 y.o. person, due to its historical perspective. The gender of the city is difficult to identify — results for «man» are slightly higher than for «woman», almost equal. The profession chosen is obvious for a student city with a rich literary history — the overwhelming majority sees the city as a student, much less — as a professor, a writer and a tourist guide. The resulting dimensions were: Peacefulness/Sincerity (with tolerant, solidary, protector, sociable, open, helpful, romantic, perceptive, attractive, familiar items); Malignancy (with envious, proud, ironic, backbit items); Competence (with hardworking, determined, independent, entrepreneurial items). The study has shown the

following consistent patterns: the younger the city is thought about, the more peaceful, sincere and competent it is perceived; the more competent the city will be seen, the more peaceful and sincere it will also be perceived.

A common approach in all observed scientific articles, exploring city, place and destination brand identity, is using the scale with the 5 dimensions, originally presented by Aaker (1997) — sincerity, excitement, competence, sophistication and ruggedness. Later it was expanded by several authors to 6 dimensions — excitement, malignancy, peacefulness, competence, ruggedness and conservatism.

Image is considered valuable for city branding to create a "favorable place image and a general, positive place reputation to underpin development or regeneration efforts" (Ashworth, Kavaratzis & Warnaby, 2015, p.6). The perceived image of a place is subjective (Loureiro, Stylos & Miranda, 2019), therefore it varies among groups of different people, for example, between tourists and residents of a city (Zenker & Beckmann, 2013; Manyiwa et al., 2018). City brand personality is meaningful for marketing communication to promote a city to important stakeholders — residents, visitors, local businesses, travel trade and government (Homburg, Ehm & Artz, 2015). All of them contribute to a city's economy, developing it and making it prosper.

DISCUSSION AND CONCLUSIONS

The purpose of this paper was to investigate and present a wide view of the research that has been conducted regarding city, place and destination brand personality through a literature review. A qualitative analysis was made by exploring a scientific database. Main approaches and tendencies in studying the topic so far were outlined and general concepts were offered. Main findings in major conducted studies in the field were presented.

Big cities and small towns worldwide compete for attracting more and more visitors, tourists, new residents and investors that would contribute to

their growth, create a positive spiral of development and influence positively their economics (Dinnie, 2011). Therefore, when local authorities create the branding of their city, they should act smart and build strong brands, especially in times of globalization and tourism development, when tourists have easy access to various destinations and are daily attacked by attractive offers and marketing strategies. Those in charge of a city, place and/or destination brand should constantly check the level of attractiveness of their city and develop it, having in mind feedback, received from locals but also follow the opinions, shared by tourists in order to improve existing weaknesses. Building, maintaining and constantly improving a successful destination brand personality is a key tool in differentiating one destination from another, especially in the current highly competitive market and conditions of globalization. The main purpose of destination branding is to ensure that the identity of the destination is communicated in a competitive marketplace. It is not sufficient to be able to characterize and communicate a destination's personality but is also essential to be able to manage its positioning in the context of other destinations. A good start in creating a competitive city brand personality, being a vital marketing tool, is following up to the attitude of the citizens without excluding the young ones.

While a common ground for all previous research on the topic of city, place and destination brand personality is Aaker's Brand Personality Scale (1997), which suggests 5 dimensions — sincerity, excitement, competence, sophistication and ruggedness, lately expanded by several authors to 6 dimensions — excitement, malignancy, peacefulness, competence, ruggedness and conservatism, the conducted bibliometric research of scientific articles on the topic found two major approaches in previous surveys. One of them is how the brand personalities of cities, places and destinations are being created, emphasizing on which exact characteristics through exploring official institutional touristic websites or through conducting content analysis on advertising slogans of cities and towns. Another approach

is to look into the point of views of tourists or residents, who were asked to do questionnaires and participate in surveys and focus groups to examine how they perceived their towns or cities. That being said, it could be concluded that three major gaps exist in the research conducted on the topic so far.

Firstly, the vast majority of studies on the topic have focused on tourists' perspective. Hence, it is essential to investigate the image of a town or city from the points of view of local people. How do the residents of a city or town perceive it? What human characteristics do they ascribe to it? It is significant to answer those questions, as citizens' actions, mood, well-being and status make the city more attractive and appealing to potential investors, new businesses and tourists. Citizens are the "co-creators of the city brand image" (Braun, 2013; Kavaratzis, 2004) and "the city's brand ambassadors as well — both offline and online" (Braun, 2013; Zenker, 2017, Uchinaka et al., 2019).

Secondly, feedback from both tourists and residents on social media platforms, such as Facebook, Instagram, Twitter, YouTube, LinkedIn and websites such as TripAdvisor, Foursquare, Air BnB, Booking.com etc. is understudied. Organizations, both private and institutional were advised to "engage or die" (Solis, 2011) within the social media environment. Social media provides a powerful opportunity to engage with diverse audiences with various demographics which is a key to building a strong city, place or destination brand. Local authorities should use this significant tool in order to foster positive interaction with targeted audiences (Ketter & Avraham, 2012).

Thirdly, younger residents, while being an essential group, are not engaged in the process of studying and recreating the destination brand personality. However, knowledge on their attitudes is essential, as their preferences and opinions are nothing like those of previous generations. Tugulea (2017) suggests that the city image managers should focus on strategies that highlight the young side of the city and a method for doing so could be involving students into municipal projects, offering youngsters tribune for expression, promoting student activities and creating and

promoting jobs for young people. Furthermore, they are heavy users of social media platforms — a powerful marketing tool, which allows users to create and also participate in place advertising and marketing campaigns.

Cities, especially capital ones, are significant drivers of visitation to their countries and therefore it is essential to understand how destination brand personalities are being both projected and positioned nowadays when a shift from functional to emotional attributes in advertising and branding campaigns is observed. When studying this objective, attitudes, perceptions and opinions of residents should also be taken into consideration and surveys should not be limited solely to tourists and visitors, as residents are the ambassadors of the city brand. Special attention should be paid to the younger group of residents which tend to be neglected in surveys. Feedback and opinions shared on social media and travel websites are also a meaningful source of information which is understudied. As future research work, we can indicate that a combined research on the described objectives could provide local authorities in charge of creating and maintaining the city, place and destination brand personality with a detailed and priceless map of what dimensions are ascribed to their city which could help them in developing its brand personality and also target it better. It could be interesting use a bibliometric method to study the personality influence on brand destination.

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