

## References

- Aaker, D.A. (1991). Managing Brand Equity, *Free Press*, New York.
- Aaker, D.A. (1996). Building Strong Brands, *Free Press*, New York.
- Abodeeb, J., Wilson, E., & Moyle, B. (2015). Shaping destination image and identity: Insights for Arab tourism at the Gold Coast, Australia. *International Journal of Culture, Tourism, and Hospitality Research*, 9(1), 6–21. <https://doi.org/10.1108/IJCTHR-06-2014-0051>
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The Social Influence of Brand Community: Evidence from European Car Clubs. *Journal of Marketing*, 69(3), 19–34. <https://doi.org/10.1509/jmkg.69.3.19.66363>
- Anuwichanont, J., & Mechinda, P. (2009). The Impact Of Perceived Value On Spa Loyalty And Its Moderating Effect Of Destination Equity. *Journal of Business & Economics Research*, 7(12), 73–90.
- Back, K. & Parks, S. (2003). A brand loyalty model involving cognitive, affective, and conative brand loyalty and customer satisfaction. *Journal of Hospitality & Tourism Research*, 27(4), 419-435.
- Balakrishnan, M.S. (2009). Strategic branding of destinations. *European Journal of Marketing*, 43(5/6), 611-29.
- Balmer, J. M. T. (2012). Strategic corporate brand alignment Perspectives from identity based views of corporate brands. *European Journal of Marketing*, 46(7/8), 1064–1092. <https://doi.org/10.1108/03090561211230205>
- Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28(1), 128-137.
- Bianchi, C., & Pike, S. (2009). Australia's Brand Equity as a Tourism Destination for Latin American Consumers. *Australia and New Zealand Marketing Academy Conference 2009*, 1–8. Retrieved from file:///C:/Users/Arjuna/Desktop/New folder/Destination Image/2009 Constanza Bianchi.pdf

- Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*, 30(2), 219–231. <https://doi.org/10.1016/j.tourman.2008.06.003>
- Brooker, E., & Burgess, J. (2008). Marketing destination Niagara effectively through the tourism life cycle. *International Journal of Contemporary Hospitality Management*, 20, 278–292. <https://doi.org/10.1108/09596110810866091>
- Burmann, C., Hegner, S. and Riley, N. (2009). Towards an Identity-base branding. *Marketing Theory*. 9(1), 13-118.
- Cai, L. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*, 29(3), 720-742.
- de Chernatony, L. and Segal-Horn, S. (2003). The criteria for successful services brands. *European Journal of Marketing*, 37(7/8), 1095-1118.
- Chow, W. S., & Chen, Y. (2012). Corporate Sustainable Development: Testing a New Scale Based on the Mainland Chinese Context. *Journal of Business Ethics*, 105(4), 519–533. <https://doi.org/10.1007/s10551-011-0983-x>
- Costello, A. B., & Osborne, J. W. (1994). Denpasar Declaration on Population and Development. *Integration (Tokyo, Japan)*, 10(40), 27–29. <https://doi.org/10.1.110.9154>
- Crompton, J. (1979). An Assessment of the Image of Mexico Vacation Destination and the Influence of Geographical Location upon the Image. *Journal of Travel Research* 17,18–23.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product and Brand Management*, 24(1), 28–42. <https://doi.org/10.1108/JPBM-06-2014-0635>
- Dosen, D.O., Vranesovic, T. and Prebezac, D. (1998). The importance of branding in the development of marketing strategy of Croatia as tourist destination. *Acta Turistica*, 10(2), 93-182.

- Dwivedi, M. (2009). Online destination image of India: a consumer based perspective. *International Journal of Contemporary Hospitality Management*, 21(2), 226–232. <https://doi.org/10.1108/09596110910935714>
- Dwivedi, M., Yadav, A., & Patel, V. R. (2009). The online destination image of Goa. *Worldwide Hospitality and Tourism Themes*, 1(1), 25–39. <https://doi.org/10.1108/17554210910949869>
- Ekinci, Y. (2003). From destination image to destination branding: An emerging area of research. *e- Review of Tourism Research* (eRTR), 1(2), 21-24.
- Echtner, C. and Ritchie, J. B. (1991). The meaning and measurement of destination image. *Journal of Tourism Studies*, 2(2), 2–12.
- Echtner, C.M. and Ritchie, J.R.B. (1993). The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 31(4), 3-13.
- Esper, F.S. and Rateike, J.Á. (2010). Tourism destination image and motivations: the Spanish perspective of Mexico. *Journal of Travel & Tourism Marketing*, 27, 349-360.
- Ford, K. (2005). Brands laid bare: Using market research for evidence-based brand management. Chichester, UK: John Wiley and Sons.
- Fyall, A., & Leask, A. (2007). Destination Marketing: Future Issues — Strategic Challenges. *Tourism and Hospitality Research*, 7(1), 50–63. <https://doi.org/10.1057/palgrave.thr.6050029>
- Gie Yong, A., & Pearce, S. (2013). A Beginner's Guide to Factor Analysis: Focusing on Exploratory Factor Analysis. *Tutorials in Quantitative Methods for Psychology*, 9(2), 79–94.
- Gnoth, J. (2007). The structure of destination brands: Leveraging values. *Tourism Analysis*, 12(5/6), 345-358.
- Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010). *Multivariate Data Analysis: A Global Perspective*. 7th ed., Pearson, Upper Saddle River, NJ.
- Hair. Jr.Joseph, William, B., Barry, B., & Rolph, A. (2010). *Multivariate Data Analysis*.

- Hankinson, G. (2005). Destination brand images: a business tourism perspective. *Journal of Services Marketing*, 19(1), 24–32. <https://doi.org/10.1108/08876040510579361>
- Hankinson, G. (2007). The management of destination brands: five guiding principles based on recent developments in corporate branding theory. *Journal of Brand Management*, 14 (3), pp. 240-54.
- Hankinson, G. (2009). Managing destination brands: establishing a theoretical foundation. *Journal of Marketing Management*, Vol. 25 Nos 1/2, p. 97.
- 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. <https://doi.org/10.1016/j.jbusres.2006.01.001>
- Huang, C.-C., Wang, Y.-M., Wu, T.-W., & Wang, P.-A. (2013). An Empirical Analysis of the Antecedents and Performance Consequences of Using the moodle platform. *International Journal of Information and Education Technology*, 3(2), 217–221. <https://doi.org/10.7763/IJIET.2013.V3.267>
- Hudson, S. and Ritchie, J.R.B. (2009). Branding a memorable destination experience. The case of brand Canada. *International Journal of Tourism Research*, 11, 217-28.
- Jalilvand, M. R., Samiei, N., Mahdavinia, S. H., & Hamza, V. K. (2011). The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker's Model in the Automobile Industry. *International Business and Management*, 2(No. 2), 149–158. <https://doi.org/10.2307/3151897>
- Jo Sko Brakus, J., Schmitt, B. H., Zarantonello, L., Calkins, R. D., & Zarantonello Is, L. (2009). (electronic) Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(May), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing* 57 (1), 1-22.
- Kotler, P. (1988), Kotler, P. (1988). *Marketing Management: Analysis, Planning and Control*. (6th ed.), New Jersey, Pearson Education.
- Kotler, P., & Keller, K. L. (1993). *Marketing management*. Pearson Prentice Hall.

- Kotler, P., & Keller, K. L. (2003). *Marketing management*. Pearson Prentice Hall.
- Konecnik, M., & Gartner, W. C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, 34(2), 400–421.  
<https://doi.org/10.1016/j.annals.2006.10.005>
- Konecnik, M., & Go, F. (2008). Tourism destination brand identity: The case of Slovenia. *Journal of Brand Management*, 15(3), 177.  
<https://doi.org/10.1057/palgrave.bm.2550114>
- Koubaa, Y. (2008). Country of origin, brand image perception, and brand image structure. *Asia Pacific Journal of Marketing and Logistics*, 20(2), 139–155.  
<https://doi.org/10.1108/13555850810864524>
- Lee, G., & Leh, F. (2011). Dimensions of Customer-Based Brand Equity: A Study on Malaysian Brands. *Journal of Marketing Research and Case Studies*, 2011, 1–10.  
<https://doi.org/10.5171/2011.821981>
- Lopes, S. (2011). Destination image: origins, developments and implications. *PASOS. Revista de Turismo y Patrimonio Cultural*, 9(2), 305-315.
- McElroy, J. L. (2003). Development in Small Islands across the World. *Geografiska Annaler. Series B, Human Geography*, 85(4), 231-242
- Malhotra, N. K. (2008). *Marketing Research: An Applied Orientation*, 5/E (p. 960). Pearson Education. Retrieved from <https://books.google.com/books?id=TKb8iORscegC&pgis=1>
- Malhotra, N. K., & Dash, S. (2011). *Marketing Research: An Applied Orientation*, 6/E (6th ed.). Dorling Kindersley (India) Pvt. Ltd.
- Matsunaga, M. (2010). How to Factor-Analyze Your Data Right : Do ' s , Don ' ts , and How-To ' s . *International Journal of Psychological Research*, 3(1), 97–110.  
<https://doi.org/10.4090/juee.2008.v2n2.033040>
- McCartney, G., Butler, R. and Bennett, M. (2008). A strategic use of the communication mix in the destination image-formation process. *Journal of Travel Research*, 47(2), 183-96.

- Merz, M. A., He, Y., & Vargo, S. L. (2009). The evolving brand logic: A service-dominant logic perspective. *Journal of the Academy of Marketing Science*, 37(3), 328–344. <https://doi.org/10.1007/s11747-009-0143-3>
- Moilanen, T. (2008). Network brand management: Study of competencies of place branding ski destinations. *Academic Dissertation, Helsinki School of Economics*, HSE Print, Helsinki.
- Morgan, N. and Pritchard, A. (1998). Tourism Promotion and Power: Creating Images, Creating Identities. *Wiley*, Chichester.
- Morgan, N., Pritchard, A., Pride, R. (2002). Destination Branding: Creating the Unique Destination Proposition, *Butterworth-Heinemann*, Oxford.
- Murphy, L., Moscardo, G. and Benckendorff, P. (2007). Using brand personality to differentiate regional tourism destinations. *Journal of travel research*, 46(5), 5-14.
- Mwaura, D., Acquaye, D., & Jargal, S. (2013). Marketing Implications of the Destination Image of Mongolia. *Worldwide Hospitality and Tourism Themes*, 5(1), 80–91. <https://doi.org/10.1108/17554211311292466>
- Ooi, C.-S. (2004). Poetics & politics of destination branding: Denmark. *Scandinavian Journal of Hospitality & Tourism*, 4(2), 107-128.
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39, 78-84.
- Park, C. Whan, Bernard Jaworski and Deborah MacInnis (1986). Strategic Brand Concept-Image Management. *Journal of Marketing*, 50, 135-145
- Park, C., Srinivasan. V. (1994), A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendibility. *Journal of Marketing Research*, 31(2), 271–288.
- Payne, A., Storbacka, K., Frow, P. and Knox, S. (2009). Co-creating brands: Diagnosing and designing the relationship experience. *Journal of Business Research*, 62, 379-389.
- Pike, S. (2002). Destination image analysis: A review of 142 papers from 1973-2000. *Tourism Management*, 23 (5), 541-549.
- Pike, S. (2005), Tourism destination branding complexity, *Journal of Product & Brand Management*, 14(4), 258-259.

- Pike, S. D. (2005). Destination brand performance measures : a consumer based brand equity approach. *International Conference on Destination Branding and Marketing for Regional Tourism Development*, 8-10 December 2005, Institute for Tourism Studies, Macau S.A.R., China, 257-264
- Pike, S. (2007a). Destination image literature: 2001 – 2007. *Acta Turistica* 19 (2), 107-125.
- Pike, S. (2007b). Consumer-based brand equity for destinations: Practical DMO Performance measures. *Journal of Travel & Tourism Marketing* 22 (1), 51-61.
- Pike, S. (2009). Destination brand positions of a competitive set of near-home destinations. *Tourism Management*, 30, 857-66.
- Quazi, A., Amran, A., & Nejati, M. (2016). Conceptualizing and measuring consumer social responsibility: A neglected aspect of consumer research. *International Journal of Consumer Studies*, 40(1), 48–56. <https://doi.org/10.1111/ijcs.12211>
- Ross, J., & Harradine, R. (2011). Fashion value brands: the relationship between identity and image. *Journal of Fashion Marketing and Management*, 15(3), 306–325. <https://doi.org/10.1108/13612021111151914>
- Roy, D., & Banerjee, S. (2014). Identification and measurement of brand identity and image gap: a quantitative approach. *Journal of Product & Brand Management*, 23(3), 207–219. <https://doi.org/10.1108/JPBM-01-2014-0478>
- S.Pike, C.Bianchi , G.Kerr, C. P. (2010). Consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market. *International Marketing Review*, Vol. 27(Iss 4), 434–449.
- Sääksjärvi, M., & Morel, K. P. N. (2010). The development of a scale to measure consumer doubt toward new products. *European Journal of Innovation Management*, 13(3), 272–293. <https://doi.org/10.1108/14601061011060120>
- Saraniemi, S. (2010). Destination Brand Identity Development and Value System. *Tourism Review*, 65(2), 52–60. <https://doi.org/10.1108/16605371011061624>
- Saraniemi, S. (2011). From Destination Image Building to Identity-Based Branding. *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 247–254. <https://doi.org/10.1108/17506181111156943>

- Schmitt, B., & Zarantonello, L. (2013). *Consumer experience and experiential marketing: A critical review*. *Review of Marketing Research* (Vol. 10). Emerald Group Publishing Limited. [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006)
- Sekaran, U. (2000). *Research methods for business: a skill-building approach* (p. 463). Wiley. Retrieved from [http://books.google.lk/books/about/Research\\_methods\\_for\\_business.html?id=8ClZAAAAYAAJ&pgis=1](http://books.google.lk/books/about/Research_methods_for_business.html?id=8ClZAAAAYAAJ&pgis=1)
- Sri Lanka Tourism Development Authority. (2014). Annual Statistical Report. *Transport*, (TREN-04-FP6TR-SI2.395465/506723), 1–64.
- Tasci, A. D. A. and Kozak, M. (2006). Destination Brands vs. Destination Images: Do we know what we mean? *Journal of Vacation Marketing*, 12(4), 299-317.
- Tasci, A. D. A., Gartner, W. C., & Cavusgil, S. T. (2007). Measurement of destination brand bias using a quasi-experimental design. *Tourism Management*, 28(6), 1529–1540. <https://doi.org/10.1016/j.tourman.2007.02.009>
- Tuohino, A., & Konu, H. (2014). Local stakeholders' views about destination management: who are leading tourism development? *Tourism Review*, 69(3), 202–215. <https://doi.org/10.1108/TR-06-2013-0033>
- Um, S., Crompton, J.L. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research* 17 (3), 432-448.
- Wallström, A°., Karlsson, T. and Salehi-Sangari, E. (2008). Building a corporate brand: the internal brand-building process in Swedish service firms. *Journal of Brand Management*, 16 (1-2), pp. 40-50.
- White, C. J. (2004). Destination image: to see or not to see? *International Journal of Contemporary Hospitality Management*, 16(5), 309–314. <https://doi.org/10.1108/09596110410540285>

## **Web References**

[www.srilanka.travel.lk](http://www.srilanka.travel.lk)

[www.sltda.lk](http://www.sltda.lk)

<https://www.ama.org/publications/eNewsletters/Marketing-News-Weekly/Pages/tourism-ad-marketing-fails-backfire.aspx>