

A Theoretical Contribution in Perspective of Brand Management and Triggering Process in Tourism Contexts

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Abstract

The brand management is one of the aspects on which many researchers have dedicated attention, as this was something that in addition to facilitate recognition, improving the loyalty and increasing notoriety. It is of course an asset for the company, which will allow products that identify and differentiate them from the competition. Besides the undeniable connection with the component product), the study of the brand requires attention to several kinds of concepts, no less important (e.g. image, notoriety or identity). Recently have been new approaches and new contributions in this regard. In terms of methodology, this theoretical study aims to analyze and understand the key issues associated with the brand in the context of the triggering process in special interest tourism contexts. The study has as purpose to provide a better understanding regarding the theoretical and practical implications (Ma & Tan, 2006). In this context, entrepreneurship is considered a central force of economic development, as it generates growth and serves as a vehicle for innovation and change. This theoretical paper presents and systematizes some of these contributions, with application in tourism contexts.

Keywords: Brand management, entrepreneurship, marketing, tourism, triggering process

1. Introduction

Until the end of the 1980s, discussion of branding was not considered fundamental in the literature of marketing. It was only from last decades onwards that it really became a central concept [1]. In a global economy with changing market dynamics and growing competition, the role of brands has never been as important as now. The brand management is unquestionably one of the aspects on which many researchers have dedicated attention in recent years, as this was something that in addition to facilitate recognition, improving the loyalty and increasing notoriety. It is of course an asset for the company, which will allow goods that identify and differentiate them from the competition. According to Ma and Ta [2], “there has been an increasingly popular trend of cross-fertilization among strategic management research and entrepreneurship research, two fields deeply concerned with wealth creation and heavily influenced by Schumpeter’s seminal work on innovation and creative destruction”. Entrepreneurship, on the other hand, still has a long way to go to match the academic glory and popular attention that strategic management currently enjoys. However, entrepreneurship is increasingly popular. The entrepreneurship literature review suggests that differences among entrepreneurs and among their ventures are as great as the variation between

entrepreneurs and nonentrepreneurs and between new firms and established firms. So, entrepreneurship can be the purposeful activity of an individual or group of associated individuals, undertaken to initiate, maintain or aggrandise a profit-orientated business unit for the production or distribution of economic goods and services [3].

2. Brand Management

A brand “is a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the products or services of either one seller or a group of sellers, and to differentiate those products or services from those of competitors” [4]. A brand provides the basis upon which consumers can identify and bond with a product or service or a group of products or services. Brands serve as a guiding map to purchasing behavior and, when managed correctly, often result in significant value for their holders [5]. Assets of the company, it is not surprising that step by step and has gained the attention of marketers, also because beyond the financial value of brands there is no less important social value. Brands “are not just a sign. Brands are not just elements that position products and companies. For many years, brands have been regarded as links between products/companies and their customers” [6]. A brand is an identifier of a product

that distinguishes from others. Apart from being an aid in the purchase decision process, responsible who produces or sells the product (improving confidence). The main sources of the value of a brand is the reputation, the loyalty, the perceived quality and the legal ownership. A brand is a company value, a name, a term, a sign, symbol or combination of these that serves to identify company assets but also to distinguish them from the other competition, creating value not only for consumers but also for the company. Sometimes consumers are more emotionally attached to a brand than the company. Nowadays, brand is a more than a plentiful supply of books, journals and articles about branding, but its incorporation into the conceptual structure of marketing has still not been consolidated [7]. From the point of view of marketing, the notion of brand is more comprehensive because it is not limited to a set of signals that serve to distinguish products and services, is much more than that.

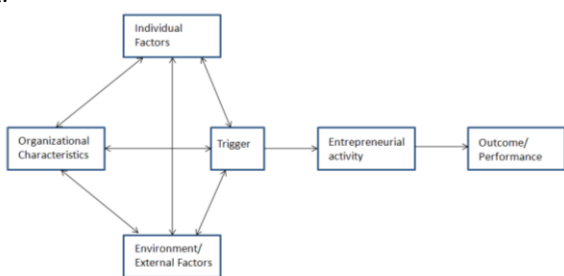


Figure 1 The dynamic nature of *Triggering Process*
 Source: Shindehutte *et al.* (2000)

Another aspect, equally important, concerns the development of new products, which ensures the survival and growth of the company [20]. Sometimes they are required to replace products that have reached the final stage of its life cycle, however it is not easy to define what is a new product. It may be similar to existing products, but with different brand or a new package to existing products or to an existing product in a new market. Strong brands “enjoy customer loyalty, the potential to charge premium prices, and considerable brand power to support new product and service launches. Companies need to have thorough understanding of customer beliefs, behaviors, product or service attributes, and competitors” [4]. The task of developing new products is the responsibility of marketing but must do so in collaboration with other functional areas of business. Helping the client in the process of purchase decision, the brand is inscribed within a logic of differentiation of the offer. The company has the ambition to better meet the expectations of a particular clientele and focuses to give him steadily and repeated the combination of tangible and intangible, functional and hedonistic, visible and invisible attributes [8]. When the brand is the focus of study arises, naturally, need and interest to understand and distinguish some concepts which sometimes can be mistaken. Are mentioned, particularly, brand identity, as a concept of

the issuer, which seeks to answer the question “*what the brand is*”, deriving from a physical aspect, but also the character and values of the brand. Have the image, by contrast, results from the receiver, more precisely how the brand is identified. Likewise, well known is a concept of the receiver is, however, associated with the storage of the brand name. Finally, the position is related to the “*as intended that the brand is known*” and is a concept of a strategic nature, defined by the company (in this case being connected to the brand positioning). It has identity (emitter), image and reputation (receiver) and positioning (strategy) as the three roles that structure political brand [9].

3. The dynamic nature of triggering and entrepreneurial process

Entrepreneurial activity is seen as a process: includes a set of steps, is subject to management, continuous and applicable in many contexts [10]. This process becomes a source of competitive advantage on a global scale. This entrepreneurial process is, as a rule, inextricably linked to certain factors that allow initial “take the leap” (circumstances, *triggering events*). Also Shindehutte *et al.* present a conceptual model (Figure 1) that summarizes the dynamic nature of the triggering process in an attempt to summarize the various contributions on this topic. The entrepreneurial process is conceptualized as a response to the awakening of the event. However, the nature of the trigger, relevance and impact depends on the dynamic interaction between the characteristics of managers / employees (eg, personal life), firm characteristics (eg, size, culture) and external developments of the environment (eg, competitiveness) [13]. The different types of entrepreneurial activities are probably the result of different types of triggers [19].

The entrepreneurial process results in corporate contexts, rather than individual traits of an increasingly conscious need to provide the organization with innovative behavior and can [11], take many forms. The prospect of Schollhammer is the most cited and identifies five types of corporate entrepreneurship: administrative, opportunistic, acquisitive; incubative; imitative. Traditionally, innovation management and entrepreneurship tends to be excluded from the domain of conventional marketing department [12].

Conclusions

In an increasingly global world, which tends to predominate competitiveness and change, the difference is the ability to create discontinuities in the external environment. In this study, we presented a theoretical contribution (i.e. brand management in special interest tourism contexts) [16]. The brand is a company value, a name, a term, a sign, symbol or combination of these that serves to identify company assets but also to distinguish them from the other competition, creating value not only for consumers but also for the company. Our purpose was

based on the idea that its practice analysis will hardly be dissociated from the study of brand management, becoming important to develop future research. It should be noted generators entrepreneurship factors that may trigger an entrepreneurial activity (particularly in tourist contexts) and whose origin may be associated with internal, external factors and characteristics of the organization. Tourism is assumed as one of the major engines with more significant impact on the global development and growth of many economies. Year after year there has been an increase in competition in this sector, although this competition is established between tourism destinations [17]. Tourism development is widely viewed as an important set of economic activities to enhance local economies [18].

The external factors are more difficult to control: political, economic, social, technological, environmental factors or legal issues [13]. However, the combination of those factors with the intrinsic nature will form the basis of an innovative event, along with the organizational characteristics (eg culture, values and business traditions) [15]. This paper constitutes a preliminary contribution to better understand the relationship between brand management and triggering process in tourism contexts. Finally, and this work is primarily theoretical and reflection, is expected to arise in the future some work of a practical nature that bring greater robustness to support and perspectives presented here.

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