Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901



JOURNAL OF TOURISM, HOSPITALITY AND ENVIRONMENT MANAGEMENT (JTHEM)
www.gaexcellence.com/jthem

EXPLORING THE INTERSECTION OF HISTORICAL MEANING AND MODERN TOURISM IN DESTINATION BRANDING: A CASE STUDY OF BUKITTINGGI, INDONESIA

Eddi Novra[1]*, Mohd Fadil Mohd Yusof[1], Nor Syuhada Zulkefli[1]

[1]Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia
eddinovra01@gmail.com https://orcid.org/0009-0009-9026-0351
fadil@umk.edu.my https://orcid.org/0000-0002-4017-4684
syuhada.z@umk.edu.my https://orcid.org/0000-0002-2865-3017
*Corresponding Author

Article Info:

Article history:
Received date: 14.07.2026
Revised date: 13.08.2026
Accepted date: 15.09.2026
Published date: 30.09.2026

To cite this document:

Novra, E., Yusof, M. F. M., Zulkefli, N. S. (2026). Exploring The Intersection Of Historical Meaning And Modern Tourism In Destination Branding: A Case Study Of Bukittinggi, Indonesia. *Journal of Tourism Hospitality and Environment Management, 11* (45), 889-901.

Abstract:

Bukittinggi's tourism identity is closely tied to historical landmarks and Minangkabau culture, yet visitors now encounter that heritage through expectations shaped by digital information, service convenience, and experience-oriented travel. This study examines how these two realities meet in the city's destination branding. Using a qualitative case-study design, evidence was drawn from semi-structured interviews with tourists, community members, tourism entrepreneurs, government officials, and destination-management representatives, supported by observation and documentary material. Thematic analysis shows that Jam Gadang, Fort de Kock, the Japanese Tunnel, and Minangkabau traditions continue to provide the strongest identity cues. At the same time, participants pointed to weaknesses in multilingual interpretation, digital information, connectivity, and smart-tourism facilities. Community participants were generally supportive of tourism development but were more cautious about forms of modernisation that could dilute cultural meaning. These findings suggest that the practical issue is not a choice between heritage and innovation, but the way innovation is used to interpret and communicate heritage. On this basis, the study proposes the Integrated Heritage Modern Tourism Branding Framework (IHMTBF), linking historical heritage and destination identity with stakeholder collaboration, community-based storytelling, and technology-driven engagement. The framework offers an initial, context-specific explanation of how a heritage city may modernise its visitor experience without displacing the cultural meanings on which its brand depends.

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

DOI:10.35631/JTHEM.1145053 **Keywords:**

Bukittinggi; Cultural Heritage; Destination Branding; Historical Meaning; Modern Tourism

© The authors (2026). This is an Open Access article distributed under the terms of the Creative Commons Attribution (CC BY NC) (http://creativecommons.org/licenses/by-nc/4.0/), which permits non-commercial re-use, distribution, and reproduction in any medium, provided the original work is properly cited. For commercial re-use, please contact jthem@gaexcllence.com.

Introduction

For heritage destinations, branding is inseparable from the meanings attached to place. Visitors may first encounter a city through promotional images, but what makes the brand credible is the relationship between those images and the cultural, historical, and social qualities experienced on site. This is why destination branding has moved beyond logos and promotional campaigns toward the construction and negotiation of place meaning (Kavaratzis & Hatch, 2013; Ruiz-Real et al., 2020). A strong brand can influence destination choice and expectations, but its longer-term value depends on whether visitors recognise a distinctive identity in the destination itself.

This issue is particularly visible in historic cities. Their competitive advantage often rests on inherited landscapes, monuments, traditions, and collective memories, while their visitors increasingly expect accessible information, reliable services, digital connectivity, and more interactive forms of interpretation. The tension is therefore practical as well as conceptual: heritage must remain recognisable as heritage, but the way it is encountered cannot remain static. The experience-economy perspective is useful here because it directs attention to what visitors do, feel, and remember rather than to attractions alone (Pine & Gilmore, 1999; Kim et al., 2022).

Bukittinggi provides a relevant setting in which to examine this tension. Jam Gadang, Fort de Kock, the Japanese Tunnel, and Minangkabau cultural traditions give the city a highly recognisable historical profile. These assets distinguish Bukittinggi within West Sumatra and support its position as an established tourism destination (Ginting et al., 2022). Yet a heritage-based identity does not automatically answer contemporary visitor expectations. The question is how the historical meanings associated with the city are carried into present-day tourism experiences without turning culture into a superficial promotional device.

Previous destination-branding research has developed important insights into destination image, brand identity, marketing communication, stakeholder participation, cultural heritage, and increasingly digital forms of engagement (Pike, 2009; Govers & Go, 2009; Ruiz-Real et al., 2020; Kim et al., 2022; Zhao et al., 2024). Less attention has been given to the mechanism through which tourists and local communities negotiate the relationship between historical authenticity and modern visitor expectations in a Southeast Asian heritage-city context. This matters because modernisation is not interpreted in the same way by every stakeholder: what

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901
tourists experience as convenience or enrichment may be viewed by residents as inappropriate commercialisation if it weakens cultural meaning.

Accordingly, this study asks how historical and modern elements are integrated in Bukittinggi's destination branding, how tourists and local communities perceive that integration, and what challenges and opportunities emerge from it. The study uses these perspectives to develop an initial conceptual framework for heritage-modern integration. Its intended contribution is therefore not to present Bukittinggi as a universal model, but to explain a set of relationships that can subsequently be tested in other heritage destinations.

Literature Review

Destination branding differs from conventional product branding because the object being branded is a lived place rather than a product controlled by a single organisation. A destination contains landscapes, people, memories, institutions, businesses, cultural practices, and competing interpretations of identity. Kavaratzis and Hatch (2013) therefore conceptualise place brands as dynamic and relational, while Ruiz-Real et al. (2020) show how the field has broadened beyond promotional communication toward identity, experience, and competitiveness.

This shift also changes the role of stakeholders. Governments and destination organisations may coordinate branding, but they do not possess exclusive authority over what a destination means. Residents reproduce cultural narratives in everyday life; tourism businesses translate those narratives into products and services; and tourists interpret, share, and sometimes reshape them through their own experiences. Zenker and Braun (2017) are especially relevant to this study because their stakeholder perspective makes clear that place brands contain multiple audiences and meanings rather than a single message.

The experience economy adds another layer to this argument. Tourists increasingly assess a destination through the quality and memorability of their engagement with place, not simply through the presence of attractions (Pine & Gilmore, 1999). For a heritage city, this means that conservation and visitor experience cannot be treated as separate branding concerns. Historical identity gives the destination something distinctive to communicate, while interpretation, service design, accessibility, and digital tools influence whether that identity becomes meaningful to contemporary visitors.

Historical meaning is valuable in destination branding because it is difficult to reproduce elsewhere. Monuments, vernacular landscapes, traditions, political histories, and collective memories connect the destination brand to a particular place and community (Timothy & Nyaupane, 2009). Recent work on arts, culture, vernacular settlements, and creative tourism similarly demonstrates that cultural resources can provide the material from which a differentiated city identity is constructed (Ciuculescu & Luca, 2024; Kasemsarn et al., 2024).

The difficulty arises when historical resources are treated as self-sufficient tourism products. Contemporary visitors often expect heritage to be legible and accessible: they look for multilingual information, digital navigation, interpretive media, convenient services, and opportunities for active engagement. Modern tourism elements therefore do not necessarily compete with heritage. Used appropriately, they can function as an interpretive layer that helps visitors understand why a site matters. Examples from heritage cities, including George Town,

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901
illustrate that conservation can coexist with creative tourism, digital storytelling, and urban revitalisation, although the balance remains context-dependent (Azpeitia Santander et al., 2018; Henderson, 2011).

Tourists and residents occupy different positions in the branding process. Tourists evaluate the destination from the standpoint of access, service, interpretation, emotional response, and the overall experience of the visit. Positive evaluations can strengthen destination image, satisfaction, attachment, and behavioural intentions (Prentice, 1993; Chen & Tsai, 2007). Residents, by contrast, live with the social and cultural consequences of tourism development. Their participation is important not only because it supports tourism operations, but because community members carry knowledge and practices that give heritage its local legitimacy (Zhao et al., 2024).

These positions can overlap without being identical. Visitors may welcome technological convenience, while residents may ask whether a new form of interpretation respects local values. Such differences should not automatically be read as resistance to innovation. They may instead reveal the conditions under which innovation is socially acceptable. Examining both groups therefore provides a better basis for understanding how heritage-modern integration is negotiated.

Community-based tourism and digital engagement are often discussed as separate strategies, but in heritage branding they can be complementary. Community participation can keep storytelling connected to local knowledge and provide residents with a role in deciding which narratives are represented (Salazar et al., 2009). Digital tools, including social media, mobile applications, virtual reality, and augmented reality, can extend those narratives before, during, and after the visit (Babu & Jeyavasan, 2023; Khanal, 2024). The central issue is therefore not whether a destination should become more digital, but whose story is being digitised, how it is interpreted, and whether technology deepens or merely decorates the heritage experience.

The literature thus leaves a specific gap for the present study. Existing work has established the importance of heritage, stakeholder participation, and technology, yet the interaction among these elements remains underexplored in a Southeast Asian heritage-city setting where community-based cultural governance is important. This study addresses that gap by examining the relationship between historical identity, visitor expectations, community concerns, stakeholder collaboration, and technology within a single empirical case.

A qualitative case-study design was used because the research concerns meanings, perceptions, and stakeholder interpretations rather than causal estimation. Bukittinggi was treated as a bounded heritage-tourism case in which historical identity and contemporary tourism development can be observed together. This design is consistent with Creswell and Poth (2018) and Yin (2018), who emphasise the value of qualitative case research for investigating complex phenomena in their real-world context. The selection of Bukittinggi was purposeful: the city combines highly visible historical landmarks with an active tourism economy and continuing efforts to preserve Minangkabau cultural identity.

Primary evidence was obtained through semi-structured, in-depth interviews. The format allowed a common set of issues to be explored across participants while leaving room to follow experiences or concerns that emerged during the conversation. Participants included domestic and international tourists, local community members, tourism entrepreneurs, government

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901
officials responsible for tourism development, and representatives of destination-management organisations. Observation and documentary material were used as additional sources so that interview accounts could be considered alongside the way the destination is presented and experienced.

Primary data were collected through semi-structured in-depth interviews. Semi-structured interviews allowed participants to share their experiences, perceptions, and opinions while providing the researcher with sufficient flexibility to probe emerging issues. Interviews were conducted with domestic and international tourists, local community members, tourism entrepreneurs, government officials responsible for tourism development, and representatives from destination management organisations. These participants were selected because they represent the principal stakeholders involved in shaping Bukittinggi's destination brand.

Participants were selected purposively on the basis of their direct knowledge of Bukittinggi's tourism development, cultural environment, or visitor experience. The aim was not statistical representation but access to information-rich perspectives relevant to the research questions, consistent with the logic of purposive sampling in qualitative inquiry (Patton, 2015). The inclusion of both visitor and local stakeholder perspectives was particularly important because the study focuses on how modernisation is experienced and negotiated rather than on a single institutional view of the brand.

The study employed purposive sampling to identify participants with relevant knowledge and experience in Bukittinggi's tourism development and destination branding. Purposive sampling is widely used in qualitative research because it enables researchers to select information-rich participants who can provide in-depth insights into the research phenomenon (Patton, 2015).

Interviews, observation, and documentary evidence were analysed thematically using the six-stage procedure associated with Braun and Clarke (2006). Analysis began with familiarisation and coding, followed by the grouping and refinement of recurring patterns. Particular attention was paid to points of convergence and disagreement between tourists and community participants. Triangulation across interviews, observations, and secondary material was used to test whether an interpretation was supported by more than one type of evidence. The resulting themes were then related to the study's concern with historical identity, visitor experience, stakeholder interaction, and tourism modernisation.

Across the material analysed, Bukittinggi was described first as a historical and cultural destination. Jam Gadang, Fort de Kock, the Japanese Tunnel, and Minangkabau traditions repeatedly appeared as the symbols through which participants recognised the city. This consistency is significant: the historical layer is not simply one component of the brand but the principal source of differentiation. In practical terms, it answers the question of what Bukittinggi is known for and why it is not interchangeable with another urban destination.

Promotional material examined in the study showed the same pattern. Historical landmarks and cultural events were more visible than contemporary tourism features (Figure 1). Modern elements were present, but they did not carry equivalent symbolic weight. Their role was different. Digital information, connectivity, interactive interpretation, and contemporary visitor services influenced how easily tourists could encounter the heritage rather than what the heritage meant. This distinction helps clarify the relationship between the two: historical

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

resources anchor identity, whereas modern tourism infrastructure shapes the quality and reach of the experience (Timothy & Nyaupane, 2009).

The imbalance becomes important when viewed from the perspective of younger and digitally oriented travellers. A visitor can value the authenticity of Jam Gadang or Minangkabau culture and still find the experience difficult to navigate if interpretation is limited or digital access is inconsistent. The findings therefore support the dynamic view of place branding proposed by Kavaratzis and Hatch (2013): identity is not merely projected by the destination but is continually interpreted through experience. They also align with Kim et al. (2022) in suggesting that heritage competitiveness depends on connecting authenticity to forms of experience that remain meaningful to contemporary visitors.

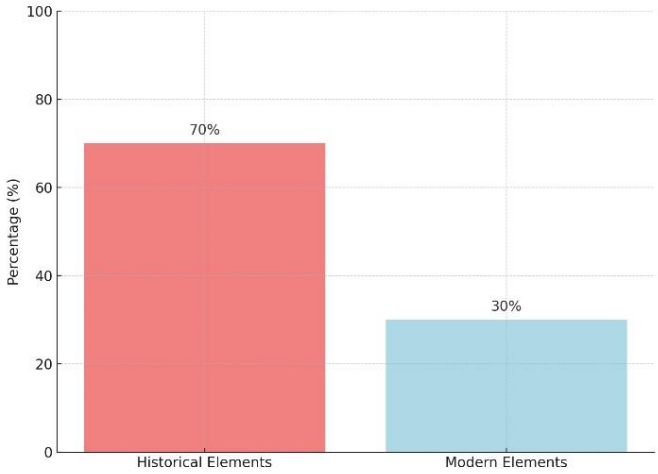


Figure 1: Prominence of Historical and Modern Elements
Source: Author's Analysis (2026)

Tourists and local community participants agreed on the central importance of Bukittinggi's historical heritage, but they placed different emphasis on what should happen next. Tourists commonly valued the city's Minangkabau character and its historical attractions, describing these as features that made the visit distinctive. Their criticisms were directed less at the heritage itself than at the supporting experience. Limited digital information, inadequate multilingual interpretation, insufficient smart-tourism facilities, and inconsistent connectivity were recurring concerns.

The interview word cloud (Figure 2) reflects this combination of values and expectations. Terms associated with heritage, authenticity, culture, and history appeared alongside digital information, accessibility, and visitor experience. Read together, these themes indicate that tourists were not asking for heritage to be replaced by modern attractions. Rather, they wanted clearer and more accessible ways to engage with what was already culturally distinctive.

Community participants were more cautious about the language of modernisation. They recognised the economic value of tourism but repeatedly returned to the risk of excessive commercialisation and the possibility that poorly designed technological interventions could weaken Minangkabau values. This caution is analytically important because it identifies a boundary condition for branding innovation: modernisation gains legitimacy when it assists interpretation and visitor access without displacing local cultural authority. The result is

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

consistent with stakeholder-oriented research showing that sustainable destination branding depends on community participation rather than visitor demand alone (Zhao et al., 2024).

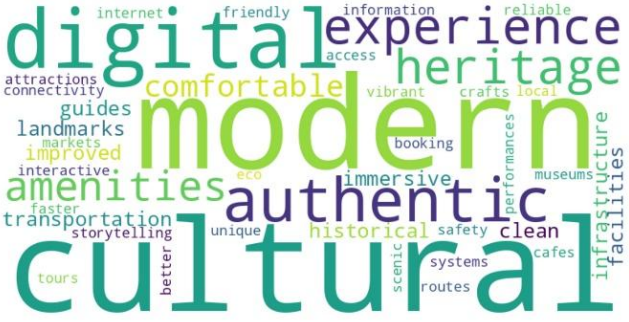


Figure 2: Tourist Expectations from Interviews

Source: Author's Analysis (2026)

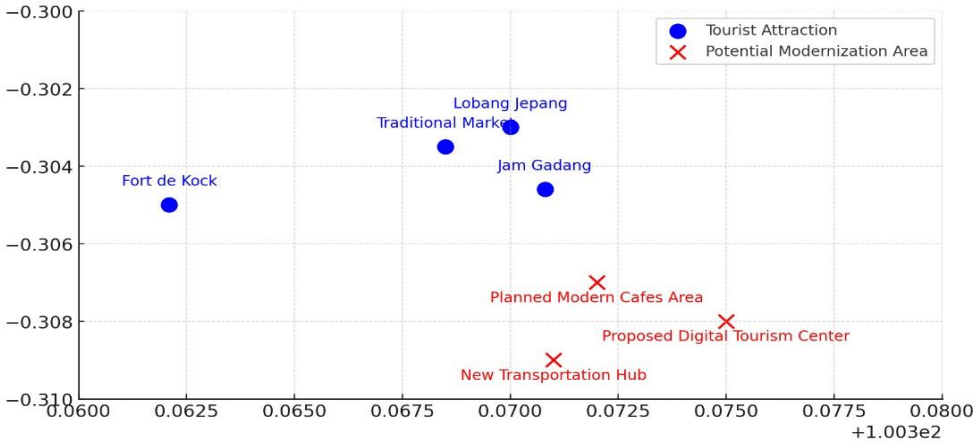


Figure 3: Key Attractions and Modernisation Areas

Source: Author's Analysis (2026)

The principal challenge identified in the case is therefore not a simple conflict between tradition and technology. It is the problem of fit. Augmented reality, for example, may enrich interpretation at a historical site when it helps visitors understand events, architecture, or cultural meaning; the same technology can be rejected when it appears intrusive or disconnected from local practice. Similar reasoning applies to homestays, virtual tours, and other hybrid products. Their value depends on whether contemporary convenience is added around the cultural experience rather than substituted for it.

This interpretation is consistent with recent work on digitally mediated heritage tourism. Technology is most useful when it supports comprehension, access, and engagement while leaving the cultural object and its meanings visible (Babu & Jeyavasan, 2023; Khanal, 2024). For Bukittinggi, the opportunity is therefore to use digital tools selectively: not to make the city appear less historical, but to make its historical meanings easier to encounter, understand, and share.

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

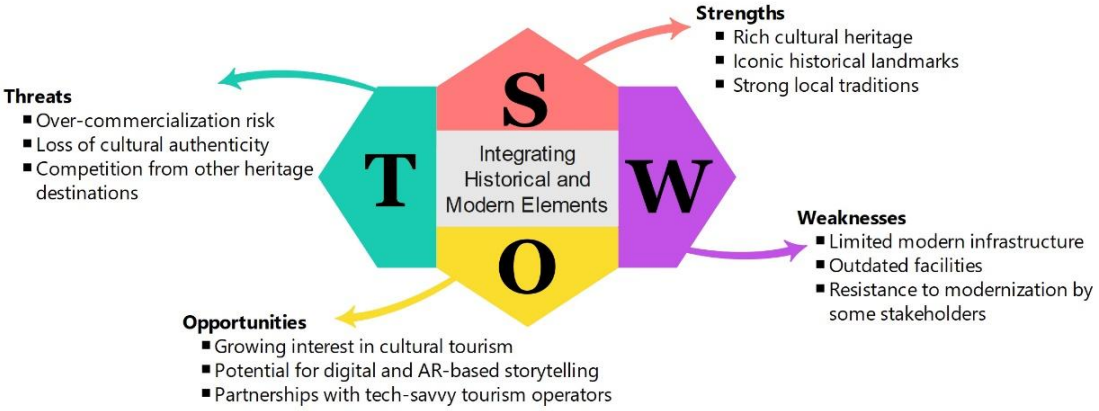


Figure 4: SWOT Analysis of Branding Strategy

Source: Author's Analysis (2026)

The findings point to governance as the connecting issue. Historical assets are managed by institutions, interpreted by communities, packaged by tourism businesses, encountered by visitors, and increasingly circulated through digital platforms. A sustainable brand therefore cannot be produced by a single promotional actor. It depends on coordination among government agencies, tourism businesses, community and cultural institutions, and tourists, with particular attention to who has authority over cultural narratives.

The Integrated Heritage Modern Tourism Branding Framework (IHMTBF) developed from the case organises this relationship around four components. Historical heritage and destination identity form the foundation. Stakeholder collaboration provides the mechanism through which that foundation is translated into tourism practice. Two complementary pathways then shape the visitor-facing brand: community-based storytelling, which protects cultural meaning and emotional depth, and technology-driven engagement, which expands access and interaction through tools such as social media, mobile applications, artificial intelligence, and augmented reality.

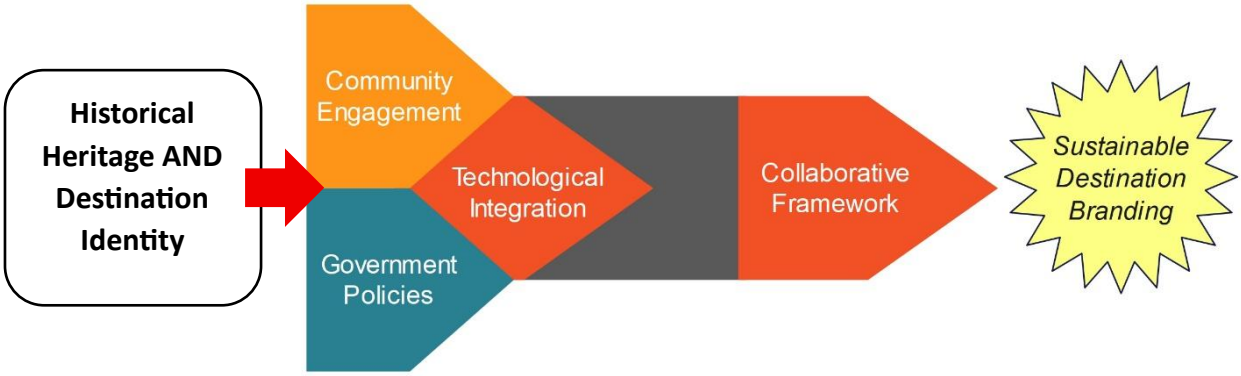


Figure 5: Integrated Heritage Modern Tourism Branding Framework (IHMTBF)

Source: Author's Analysis (2026)

The framework should be read as a relationship rather than a sequence. Technology without heritage content risks producing a generic visitor experience; storytelling without stakeholder coordination may privilege only one version of the place; and heritage without accessible interpretation may remain meaningful locally while being difficult for visitors to understand.

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

The framework therefore positions collaboration as the means by which authenticity and innovation are negotiated rather than assuming that they are naturally compatible.

The IHMTBF offers an initial extension of two established lines of destination-branding thought. Kavaratzis and Hatch (2013) explain place brands as dynamically co-constructed through stakeholder interaction, but their model does not specify in detail how that interaction is translated into heritage-facing visitor experiences. The present study identifies community-based storytelling and technology-driven engagement as two concrete mechanisms through which such co-construction can occur in a heritage-city setting.

The framework also develops the stakeholder-participation perspective associated with Zenker and Braun (2017) by treating digital technology as more than a promotional channel. In this case, technology affects the structure of the encounter between visitor and heritage: it can alter access to information, interpretation, participation, and post-visit sharing. At the same time, the Bukittinggi evidence shows that technology requires cultural legitimacy. The contribution is therefore deliberately bounded. IHMTBF is an empirically informed conceptual proposition from a single case, not yet a validated general theory.

The IHMTBF extends Kavaratzis and Hatch's (2013) dynamic place brand model, which conceptualises destination brands as continuously co-constructed through stakeholder interaction but does not specify which interaction mechanisms drive that co-construction. This study identifies two concrete mechanisms, community-based storytelling and technology-driven engagement, through which such co-construction occurs in a heritage-city context. It also extends Zenker and Braun's (2017) stakeholder-participation perspective by positioning digital technology not as a peripheral promotional tool but as a structural component of the branding process itself. In doing so, the framework offers a more operational account of heritage-modern integration than existing models developed primarily in Western or East Asian urban settings, though this contribution should be read as an initial conceptual step rather than a fully validated theoretical extension.

Several questions arising from this study require further testing. First, because the analysis is based on a single heritage city, comparative research is needed before the IHMTBF can be treated as transferable across destinations. Studies involving other Southeast Asian heritage cities could examine whether community-based storytelling and technology-driven engagement operate in similar ways under different governance and cultural conditions. Second, quantitative work could test relationships among perceived authenticity, digital interpretation, satisfaction, attachment, loyalty, and destination competitiveness. Third, longitudinal research would help determine whether stakeholder attitudes toward modernisation change as technologies become more familiar.

Future work should also distinguish among technologies rather than treating digitalisation as a single category. Artificial intelligence, augmented reality, virtual reality, mobile applications, and social media create different forms of visitor engagement and different cultural risks. Finally, the environmental consequences of branding-led visitor growth deserve closer attention. A framework intended to support sustainable heritage branding must eventually account not only for cultural legitimacy and visitor experience but also for the ecological and spatial pressures created by successful destination promotion.

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

Bukittinggi's destination brand remains strongest where it is most specific: in the historical landmarks, Minangkabau traditions, and cultural meanings that distinguish the city from competing destinations. The study found broad agreement on the value of this heritage, but less agreement on how far tourism modernisation should go. Tourists tended to identify shortcomings in digital information, multilingual interpretation, connectivity, and smart-tourism facilities, while community participants placed greater emphasis on protecting cultural authenticity and avoiding excessive commercialisation.

These perspectives do not require a choice between preservation and innovation. They indicate that the quality of integration matters more than the presence of technology itself. Modern tourism tools can strengthen the brand when they make heritage easier to understand and experience; they can weaken it when they detach the visitor experience from local meaning. This is the central logic of the IHMTBF: historical heritage anchors identity, stakeholder collaboration negotiates how that identity is used, community storytelling maintains cultural depth, and technology expands how visitors can engage with the destination.

For Bukittinggi, the practical implication is to modernise the interpretation and delivery of heritage rather than to modernise away from heritage. For destination-branding research, the case suggests that authenticity and innovation are better understood as negotiated relationships among stakeholders than as opposing strategic choices. Because the framework is derived from one case, its wider value will depend on comparative and quantitative validation.

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

Acknowledgements: The author expresses gratitude to Universiti Malaysia Kelantan for the resources and support provided during the research. Appreciation is also extended to the local government, tourism stakeholders, community members, and participants in Bukittinggi who contributed to the fieldwork.

Funding Statement: This research was self-funded.

Conflict of Interest Statement: The author declares no conflict of interest in relation to this manuscript.

Ethics Statement: This research was conducted in accordance with applicable ethical research standards. Procedures involving human participants were reviewed and approved by the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan. Informed consent was obtained before data collection; participation was voluntary; and confidentiality and anonymity were maintained.

Author Contribution Statement: Eddi Novra was responsible for the conceptualisation, methodology, data collection, analysis, interpretation of results, manuscript preparation, and approval of the final version.

Declaration of AI-Generated Content During the preparation and revision of this manuscript, the authors used ChatGPT (OpenAI) as an AI-assisted tool for language refinement, improving readability, and enhancing the clarity and organisation of the manuscript. The AI tool was not used to generate, fabricate, or manipulate research data, nor did it replace the authors' scholarly analysis and interpretation. All AI-assisted content was carefully reviewed, verified, and revised by the authors. The authors take full responsibility for the accuracy, originality, integrity, and final content of the manuscript.

Journal of Tourism, Hospitality and Environment Management
JTHEM
EISSN: 0128-178X
Volume 11 Issue 45 (September 2026) PP. 889-901

References

Alamineh, G. A., Hussein, J. W., Mulu, Y. E., & Taddesse, B. (2023). The negative cultural impact of tourism and its implications on sustainable development in Amhara Regional State. *Cogent Arts & Humanities*, 10(1). https://doi.org/10.1080/23311983.2023.2224597

Azpeitia Santander, A., Azkarate Garai-Olaun, A., & De la Fuente Arana, A. (2018). Historic urban landscapes: A review on trends and methodologies in the urban context of the 21st century. *Sustainability*, 10(8), 2603. https://doi.org/10.3390/su10082603

Babu, C. V. S., & Jeyavasan, T. (2023). *Tourism is an essential trade* (pp. 79–96). https://doi.org/10.4018/978-1-6684-8810-2.ch005

Chan, C.-S., & Marafa, L. M. (2018). Branding places and tourist destinations: A conceptualisation and review. In *The branding of tourist destinations: Theoretical and empirical insights* (pp. 15–42). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78769-373-920181002

Chen, C.-F., & Tsai, D. (2007). How do destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. https://doi.org/10.1016/j.tourman.2006.07.007

Ciuculescu, E.-L., & Luca, F.-A. (2024). How can cities build their brand through arts and culture? An analysis of ECoC bidbooks from 2020 to 2026. *Sustainability*, 16(8), 3377. https://doi.org/10.3390/su16083377

Ginting, N., Rahman, N. V., & Nasution, A. D. (2022). Comparison of landmarks in Medan, Bukittinggi, and Siak as heritage tourism. *Asian Journal of Environment-Behaviour Studies*, 7(21), 29–39. https://doi.org/10.21834/aje-bs.v7i21.405

Govers, R., & Go, F. (2009). *Place branding*. Palgrave Macmillan UK. https://doi.org/10.1007/978-0-230-24702-4

Henderson, S. (2011). The development of competitive advantage through sustainable event management. *Worldwide Hospitality and Tourism Themes*, 3(3), 245–257. https://doi.org/10.1108/17554211111142202

Kasemsarn, K., Sawadsri, A., & Kritsanaphan, A. (2024). Employing creative tourism to produce city branding derived from vernacular settlements: A review. *International Society for the Study of Vernacular Settlements*, 11(6), 111–133. https://doi.org/10.61275/ISVSej-2024-11-06-07

Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands. *Marketing Theory*, 13(1), 69–86. https://doi.org/10.1177/1470593112467268

Khanal, K. (2024). Leveraging virtual reality (VR) and augmented reality (AR) for enhanced tourism and event marketing (pp. 99–113). https://doi.org/10.4018/979-8-3693-3310-5.ch006

Kim, E. G., Chhabra, D., & Timothy, D. J. (2022). Towards a creative MICE tourism destination branding model: Integrating heritage tourism in New Orleans, USA. *Sustainability*, 14(24), 16411. https://doi.org/10.3390/su142416411

Pike, A. (2009). Geographies of brands and branding. *Progress in Human Geography*, 33(5), 619–645. https://doi.org/10.1177/0309132508101601

Prentice, R. (1993). Tourism and heritage attractions. *Choice Reviews Online*, 31(02), 31-1076–31-1076. https://doi.org/10.5860/CHOICE.31-1076

Ritchie, J. R. B., & Crouch, G. I. (Eds.). (2003). *The competitive destination: A sustainable tourism perspective*. CABI. https://doi.org/10.1079/9780851996646.0000

Ruiz-Real, J. L., Uribe-Toril, J., & Gázquez-Abad, J. C. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing & Management*, 17, 100453. https://doi.org/10.1016/j.jdmm.2020.100453

Salazar, N. B., Bryon, J., & Branden, E. (2009). *Cultural tourism storytelling in "Flanders": The story behind the stories.*

Timothy, D. J., & Nyaupane, G. P. (Eds.). (2009). *Cultural heritage and tourism in the developing world*. Routledge.

UN Tourism. (2023). *Tourism highlights 2023 edition*. UN Tourism.

Yin, R. K. (2018). *Case study research and applications: Design and methods* (6th ed.). Sage.

Zenker, S., & Braun, E. (2017). Questioning a "one size fits all" city brand: Developing a branded house strategy for place brand management. *Journal of Place Management and Development, 10*(3), 270–287.

Zhao, W., Ritchie, B. W., & Echtner, C. M. (2024). Community participation and sustainable destination branding: A stakeholder perspective. *Journal of Sustainable Tourism*. Advance online publication.