Ekonomi

The study of effective factors in introduction of Ardabil markets as a tourism brand

[a]Robab Naghizadeh

[a]*PhD Student in Geography and Rural Planning, University of Tabriz, Iran*

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ABSTRACT

Destination branding has become one of the most attractive topics in tourism marketing today. Considering the great benefits of branding for tourism and the high potential of the Ardabil market as one of the tourism destinations, this study tries to investigate the branding factors of the historical market in Ardabil. Therefore, in this research, we used SPSS software to study the effects of factors in the introduction of Ardabil markets as a tourism brand. This research used a questionnaire for data collection and analyzed the obtained data. The statistical society consists of the residents aged 15 and above in Ardabil. The validity and reliability of the survey were studied based on content validity and Cronbach´s Alpha value in SPSS program. According to the obtained results, the coefficient beta of tourism facilities is 0.351, the destination image is 0.225, brand identity is equal to 0.213, the destination image is 0.225 and differentiation is 0.180. These factors have the maximum or minimum impacts on the brand constructing of Ardabil markets.

1.Introduction

A brand is the perception in a customer's mind regarding a product or service and includes a set of tangible and intangible elements that make the choice unique (Moilannen & Rainisto, 2009). The purpose of a marketing tourism destination is to increase awareness about a destination by creating unique branding. Branding tourism destination involves a set of marketing activities: 1. supporting the name or trademark or the other graphic design that characterizes and distinguishes it for tourism purposes 2. transmitting positive experiences exclusively related to the destination of tourism 3. strengthening the emotional connection between the visitor and tourist destination and 4. reducing the costs of researching consumer perceptual risk (Blain et al, 2005). Although branding is one of the new fields of research in tourism destinations, it is closely related to some terms such as the study of tourism destination image which has been researched for about 30 years. However, it is necessary to develop a general plan for applying the theory of branding in tourism disciplines.

Aaker (1991) claimed that brand awareness is known as a potential buyer in read-through and diagnostics that places the brand in a particular class of products. He introduces several levels of brand awareness, starting with brand recognition and ending with the dominant brand. The dominant brand is called the condition.

Placing a brand, according to Yourgen Goth, requires the development a set of shared values, quality standards, pricing symbols in forms of national, regional and local competition among the participants of the tourism industry (Khoshkhoo &Yazdi, 2009).

In Keller's view, urban branding differs according to the application of responsibility and the intelligence of specialized areas. Developing a new image of a place deals with charm, which adds importance to this phenomenon Keller also sees cities as commodities to design their identity in the market (Riza et al., 2012).

The biggest drawback of past studies on mental imagery is the lack of distinction between the studies on mental imagery and branding. Image formation is not the same as branding, though the former involves the second in the core. Creating an image is a step forward. However, there is still a missing core loop, and that is the brand identity that must be added to develop the brand image studies to the branding level (Khoshkhoo &Yazdi, 2009).

Countries often brand for similar reasons. Most importantly, they create a distinctive destination to encourage tourists to spend more and raise living standards in the destination. They attempt to increase the economic well-being of residents through the development of tourism, destination management and tourism attraction, through the creation of a favourable image for the destination. The brand of a country is very influential in the decision to buy for a consumer when choosing a destination (Blain et al., 2005). The fact is that the successful and sustainable economic development of an area is entirely dependent on building a strong and distinctive brand using the features of that region. Since the brand is a particular value in tourism, brand placement in various institutions in our country has not received enough attention, so more attention should be paid to this issue (Dogru et al., 2019; Isik et al., 2019a,b;Isik et al., 2018).

Iran also has the benefit of being one of the most spectacular countries in the world. Therefore, our country is one of the top 10 countries in terms of tourism attractions (cultural), one of the first five countries in the world in terms of tourism diversity (regarding the natural environment), and it is one of the first three countries in the world in terms of handicrafts (Zangi Abadi et al., 2006). Iran has a great potential for tourism because it is the eighteenth largest country in the world in terms of geographic area. It is located in the southwestern area of Asia and covers a land area of more than1,648,000 km². Moreover, a review of 3167 tourist attractions found in Iran is rich in cultural and natural tourism resources, many of which are unique in the world (Zeinali et al. 2014). Tourism has become one of the important sectors in the global economy accounting for 11% of global gross domestic product (GDP) and employing 200 million people. In Iran, tourism is estimated to account for 5.6% of the country's total GDP, 5.1% of the country's total employment, 2.9% of the country's total capital investments, and 2.8% of the country's total exports (WTTC 2013).

Ardabil city, one of the most important tourist areas in the northwest of Iran, has rich and important historical, natural and cultural attractions that can meet the taste and needs of any type of domestic or foreign tourist. The city has a variety of tourism capacities such as cultural tourism, health, religious, rural, winter, recreational, tourism ecotourism (ecotourism) and tourism (geotourism). Ardabil's history is one of the most important tourist attractions in Ardabil. This market is important among the people as well as trading and historical and architectural value, and it also has a high social status. Therefore, considering the different tourism potentials in the country, it is necessary to pay attention to them and their branding. The reason for choosing historical market from Ardabil tourist attractions for this research is that it is one of the historical places of business in Iran which has many potentials to become a place for tourism at a national level. It is only a place where business, religion, culture and social factors are intertwined. A monument becomes important when it preserves its use, and one of the reasons why Ardabil's historical market is attracting tourists is what makes this issue important. Also, considering that this monument is the central and early core of the city, it can be described as unique and handmade tourism symbol. Various factors influence the selection of a tourism brand, the most important of which is a brand identity and destination image. The core of the identity of a brand is successful and the other purposes, mainly based on the perceived image to compete in a competitive market. In addition to the factors

mentioned, the role of restaurants and residences in and around the market and the differentiation in branding of this place are among the factors that this study has investigated. Considering the importance of these centres, this study examined the historical complex of Ardabil Indoor Market, located in the centre of the city with traditional and authentic architecture and derived from Iranian-Islamic artistic delicacies, in terms of brand building components.

Several studies have been conducted in this research field that this study refers to like one part of it. Boroujeni and Barzani (2013) examined the pathology of Iranian tourism brand in a study. The results showed that the Iranian brand core is weak and the attention to branding in the country is very weak. Bordea (2014) examined brand equity, brand awareness, target brand image, and brand perceived value in a study. A qualitative interview was used in the study as the research method. The results suggested the current brand equity gap from the customer's point of view. Költringer and Dickiger (2015) conducted a study examining the brand location, destination image, media monitoring using CATA. The results showed that different online sources represent the relationship of the image according to different intentions. Chineh and Saadlonia (2017) conducted a case study using an analytical process regarding the image management of urban tourism destination in Tabriz metropolitan area using the SWOT-AHP Model. The results highlight the emphasis on identity as a brand and present a favourable image of Tabriz through mass and virtual media. Jafari et al., (2017) investigated the factors affecting the brand equity of tourism destination brand (Case Study: Sawad Kouh City) using Structural Equation Modeling. The results show that brand awareness has the greatest impact on brand equity. Nasab et a., (2017) researched the modelling of top of the brand equity-based antitrust requirements based on employees and employees' commitment to the brand in the hotel industry. Research findings show that employee perception of brand importance, dissemination of knowledge and transparency of brand goals have a positive and significant effect on employee commitment to brand as well as on employee brand equity. Saraniemi and Komppula (2017) conducted a study entitled Destination Brand Identity Development: A Story of Stakeholder Participation exploring how different types of stakeholder actions can be taken to create a brand identity for a ski tourism destination using the DMO method. Our findings suggest that informal shareholders can take the lead in brand development and that the role of the destination marketing organization in destination marketing and management are addressed. Yousaf et al., (2017) conducted a study on brand-based investment in tourism. The results showed that the first step to creating a brand with superior brand value is identifying the importance of the destination by looking at the destination's performance and destination images, decisions and feelings of the destination. The implications of having a high salary are also discussed. Parlov et al., (2017) researched the creation of a new tourism brand with digital marketing for Croatian tourism purposes using a communication strategy. The results show that there is still a high potential for improving digital marketing strategies by providing integrated market communication strategies. Analysis of tourism marketing activities in the developed countries shows that the digital marketing process can serve as a model for developing the Croatian tourism brand in global digital environments.

Given the background of research and studies on branding in Iran and abroad regarding the factors that lead to brand recognition in a tourist location, this study aimed to investigate the factors affecting market introduction. Ardabil has paid as a tourism brand. The present research answers the question: What is the relationship between destination image, identity, tourism facilities and the distinctiveness and uniqueness of the Ardabil market with market branding?

2. Research method

The present study investigates the effective factors in introducing Ardabil historical market as a tourism brand. The purpose of this research is to investigate the factors influencing the introduction of Ardabil markets as a tourism brand. Data collection was done through documents and survey (questionnaire distribution). Therefore, the questionnaire was used in line with the experts' opinion. This study was conducted based on five dimensions of brand, brand identity, destination facilities, destination mental image and Likert scale differentiation ranging from strongly agree to strongly disagree. The first part of the questionnaire includes gathering information on tourist profiles. The population of this study is the residents aged over 15 years old in the city and 200 questionnaires were distributed among the tourists. 188 questionnaires were used to measure the opinions using SPSS 24 software. In this study, the content validity of the questionnaire was confirmed by experts, and Cronbach's alpha method was used to determine the reliability of the results. The test was performed using SPSS 24 software. Cronbach's alpha for the whole questionnaire was .89, which is acceptable. Following the collection of the questionnaires, empirical data were analyzed to test the research hypot-

heses using SPSS 24 software with t-test, one-way ANOVA, Pearson correlation coefficient, multiple regression coefficients.

2.1. Study area

Ardabil is one of the major strategic cities of northwestern Iran and is the centre of Ardabil province. Ardabil Bazaar Historical Complex is located in the middle of the city and on the side of Imam Khomeini Street and is considered to be one of the most interesting historical markets in Iran due to its traditional architecture. Mogadasi and Astakhri (4th century AH), describe the Ardabil market as a cross in the middle of the mosque. Ardabil's market was flourished in the 7th and 8th centuries AH, but its main prosperity dates back to the Safavid period. The current market building is one of the works of the Safavid and Zandieh period that was built on the original market. Much of Ardabil's market in urban change was destroyed in the last half-century, and some of its segments with the market centre have been lost (Yaghfouri &Aghaei, 2011). The general segmentation of Ardabil market can be mentioned in the market of Bagalan, Gasaban, Kharatan, Sarajan, Qaisariyeh, Chago Fouroushan, Kolah Dozan and many others. Ardabil market with side arches, arches and ornaments and simple domes represent works from the Safavid and Qajar periods. In-market lighting is provided through the openings in dome coverings. Ardabil Bazaar Historical Collection has been repaired and renovated in recent years by the Cultural Heritage Organization and was numbered 1690 on the list of national monuments of the country (The Heritage, Handicrafts and Tourism Organization of Ardabil, 2017).

2.2. Findings and Discussion
2.2.1.Responsive General Features

Frequency distribution and percentage of respondents are presented in Table 1.

Table 1. Frequency distribution based on respondents' gender

Gender	Frequency	Per cent	Cumulative per cent
Men	100	53/2	53/2
Women	88	46/8	100/0
Total	188	100/0	
Marital status	Frequency	Per cent	Cumulative per cent
Single	69	36/7	36/7
Married	119	63/3	100/0
Total	188	100/0	
Level of Education	Frequency	Per cent	Cumulative per cent
Illiterate	1	0/5	0/5
primary	7	3/7	¾
middle school	18	9/6	13/8
diploma	45	23/9	37/8
Above degree	26	13/8	51/6
University Courses	62	33/0	84/6
Master's	27	14/4	98/9
PhD.	2	1/1	**100**
Total	188	100/0	
Employment	Frequency	Per cent	Cumulative per cent
private-sector employees	31	16/5	16/5
public sector employees	65	34/6	51/1
Housewives	19	10/1	61/2
Students	39	20/7	81/9
self-employed	23	12/2	94/1
Unemployed	9	4/8	98/9
Retired	2	1/1	100/0
Total	188	100/0	
Average monthly income	Frequency	Per cent	Cumulative per cent
<600000	13	6/9	6/9
− 1601000 Tomans 1200000	66	35/1	42/0
1800000 -1201000 Tomans	61	32/4	74/5
2400000 -1801000 Tomans	31	16/5	91/0
− 2401000 Tomans 3000000	7	3/7	94/7
>3000000	10	5/3	100/0
Total	188	100/0	
Visiting Ardabil Market	Frequency	Percent	Cumulative per cent
Very little	37	19/7	19/7
Little	17	9/0	28/7
Average	26	13/8	42/6
Much	65	34/6	77/1
Very Much	43	22/9	100/0
Total	188	100/0	

According to the results shown in the table below, out of 188 citizens aged over 15 years old in Ardabil city, 100 (53.2%) are male and 88 (46.8%) are female, of these, 69 (36.7%) are single and 119 (63.3%) are married. Based on the results, educational level of 1 (0.5) out of the citizens of Ardabil city are illiterate, 7 (3.7%) are graduates of primary school,18 (9.6%) are graduates of middle school, 45 (23.9%) are found to have a degree, 26 (13.8 %) of them are found to have degree, 62 people (33.0%) are found to be graduates of the university, 27 (14.4%) are found to have a master's degree, 2 (1.1%) are found to have PhDs. When their occupation was considered, 31 (16.5%) of the surveyed citizens are private sectors employees, 65 (34.6%) of them are from public sector employees, 19 (10.1%) of them are housewives, 23 (12.2%) of them are self-employed and 2 people (1.1%) are retired, 39 (20.7%) are students, 9 (4.8%) of the respondents are unemployed and looking for a job.

According to the data obtained in the present study, out of 188 citizens aged over 15 years of age, the monthly income of 13 people (6.9%) is less than 600,000 Tomans, 66 (35.1%) of the respondents are 601000 Tomans to 1200000 Tomans, 61 people (32.4%) are 1200000 to 1800000 Tomans, 31 people (16.5%) are 1801000 to 2400000 Tomans, and 7 (3.7%) are 2401000 to 3000000 Tomans, and 10 people (5.3%) are above 3000000 Tomans. The market hits based on the results in the table show that 37 (19.7%) of the surveyed citizens stated that they had visited the Ardabil market much less, 17 people (0.9%) less, 26 people (13.8%) said they had an average visit to the market, 65 people said they had visited Ardabil market so far, and 43 (22.9%) also visited the market. Therefore, according to the data in Table 1, it can be concluded that out of 188 people, most of them are male, married and had a bachelor's degree and of these, most of them are public sector employees earning between 1,200000 to 1,800,000 Tomans.

2.2.2. Descriptive statistics of independent variables

Based on the information in Table 2, the average age of the 188 citizens aged 15 and above in Ardabil city is 34.05, Minimum age of respondents 15, their maximum age is 80, the range of changes is 65. The average number of members is 3.71, the minimum number of family members is 1 and maximum of 11 people, and the range of changes is 10. Descriptive statistics related to the brand identity variable show that the average brand identity of the 188 citizens aged over 15 years old in the city was 50.69, The minimum brand identity among the 30 respondents are maximum 64, and the range of changes is 34, Therefore, the average brand identity among respondents is medium to high.

Table 2. Descriptive statistics related to age variable, number of family members, brand identity

Statistics value	Variable observations	Average	Standard deviation	Middle	Mod	Variance	Scope of Changes	Skewness	Elongation	minimum	Maximum
Age	188	34/05	11/78	33	28	138/79	65	0/777	0/177	15	80
Family members	188	3/71	1/42	4	4	2/035	10	0/865	3/72	1	11
Brand Identity	188	50/69	6/12	51	55	37/539	34	-0/260	0/48	30	64
Target image	188	47/30	6/87	47	52	46/05	29	-0/233	-0/855	31	60
Facilities	188	34/78	5/03	35	37	25/39	30	0/604	1/232	15	45
Differentiation	188	26/75	3/842	27	28	14/766	18	-0/164	-0/286	17	36
Average brand	188	32/50	4/42	33	35	19/58	24	-0/750	0/472	16	40

Descriptive statistics related to the target image variable among respondents indicate that the average target images of 188 citizens surveyed in the city are 47.03, The minimum target images among the 31 respondents is 60. Also, the range of changes is 29. The data shows that the average target image among the respondents is above average. The mean of the descriptive statistic related to the facility variable is 34/78 among the 15 respondents, the maximum is 45 and the range of changes is 30. According to the information obtained, the average facility among respondents is above average. Descriptive statistics for the mean difference variable of 26.75 show for at least 17 respondents, the maximum is 36 and the range of changes is 18. Therefore, the average difference between respondents is high. Descriptive statistics on the variables of the tourism brand among respondents indicate that the average tourism brand is 188 citizens surveyed in the city of 32.50, the minimum tourism brands among the 16 respondents are maximum 40. Also, the range of tourism brand changes among respondents is 24. The results show that the tendency to brand Ardabil market among Ardabil citizens is high.

2.2.3. Results of inferential tests

Gender is one of the underlying and independent variables in this study. T-test was used to measure the significance of the mean difference of tourism brand variables based on gender because the level of measurement of the Gender is one of the underlying and independent variables in this study. T-test

was used to measure the significance of the mean difference of tourism brand variables based on gender because the level of measurement of the dependent variable (tourism brand) is distance and the level of measurement of the independent variable (gender) is a two-state nominal. The results in Table 3 showed that the average tourism brand among male (32.42) was relatively lower than female (32.59), and concerning the degree of freedom 186 and -0.264 t on the significant level of 0.740, the difference was not statistically significant.

Table 3. Testing the mean difference of the tourism brand by gender

Variables	Gender	Number of views	Average	Degrees of freedom	T	Significance level	Test result
Tourism brand	Man	100	32/42	186	-0/264	0/740	Reject hypothesis
	Female	188	32/59				

2.2.3.1. Testing the mean difference of the tourism brand by marital status

Marital status is one of the underlying and independent variables in this study. T-test was used to assess the significance of the difference between the mean of tourism brand variables by marital status because the dependent variable measurement level (tourism brand) is distance and the independent variable measurement level (marital status) is a two-state nominal. The results according to Table 4 show that the average tourism brand among married people (32.27) is relatively lower than single people (32.88), and considering the degree of freedom of 186 and 0.906 t on the significant level of 0.366, the difference obtained is not statistically significant, so the main hypothesis was rejected.

Table 4. Testing the mean difference of the tourism brand by marital status

Variables	Gender	Number of views	Average	Degrees of freedom	T	Significance level	Test result
Tourism brand	Single	69	32/88	186	-0/906	0/366	Reject hypothesis
	Married	119	32/27				

2.2.3.2. Testing the mean difference of tourism brand by education level, the field of study, job, monthly income, market visit

One-way analysis of variance f was used to examine the significance of the difference between the mean tourism brand by education level because the dependent variable (tourism brand) is measured at a distance level and the independent variable (education level) at the multilevel rank order. The results as seen in Table 5 show that concerning the level of significance (0.430), the average tourism brand did not differ significantly by the level of education of the respondents. The average tourism brand was the highest among the non-educated citizens and the lowest among the PhD One-way analysis of variance (ANOVA) was used to examine the significance of the mean difference of tourism brand in the field of study because the dependent variable (tourism brand) is measured at the distance level and the independent variable (field of study) is at the multi-state nominal level. The results as seen in Table 5 show the significance level (0.098) which is greater than (0.05), Therefore, the mean of tourism brand did not differ significantly by respondents' field of study. The average tourism brand was the highest among the non-educated citizens and the lowest among the citizens with a basic science degree.

Table 5: One-way analysis of variance between tourism brand and education level, the field of study, job, monthly income, market

Variables	Source of Changes	sum of squares	Degree of freedom	average of squares	F	Significance level	Test result
Tourism brand and education level	Intergroup	42/008	20	2/100	1/03	0/430	Reject hypothesis
	Within the group	340/630	167				
	Total	340/630	187	2/040			
Variables	Source of Changes	sum of squares	Degree of freedom	average of squares	F	Significance level	Test result
Tourism brand and field of study	Intergroup	81/568	20	4/07	1/470	0/098	Reject hypothesis
	Within the group	463/384	167				
	Total			2/77			
		544/952	187				
Variables	Source of Changes	sum of squares	Degree of freedom	average of squares	F	Significance level	Test result
Tourism brand and job	Intergroup	71/202	20	3/56	1/64	0/048	Confirmation hypothesis
	Within the group	361/537	167				
	Total	432/739	187	2/16			
Variables	Source of Changes	sum of squares	Degree of freedom	average of squares	F	Significance level	Test result
Tourism brand and monthly income	Intergroup	29/468	20	1/473	1/043	0/416	Reject hypothesis
	Within the group	235/995	167				
	Total	265/463	187	1/413			
Variables	Source of Changes	sum of squares	Degree of freedom	average of squares	F	Significance level	Test result
Tourism brand and market visit	Intergroup	62/168	20	3/108	1/619	0/053	Reject hypothesis
	Within the group	320/683	167				
	Total	382/851	187	1/920			

One-way analysis of variance f was used to examine the significance of the mean difference of tourism brand the job because the dependent variable (tourism brand) at the distance level and the independent variable (job) on the nominal level are multivariate as seen in Table 5. The results showed that considering the significance level (0.048) which is less than 0.05, the mean of brand tourism was significantly different from the respondents' job. The average tourism brand was the highest among the citizens with public and household employment and the lowest among the unemployed and job seekers. One-way ANOVA was used to examine the significance of tourism brand mean difference by monthly income because the dependent variable (tourism brand) is measured at a distance level and the independent variable (monthly income) at the multilevel rank order. The results as seen in Table 5 showed that concerning the significant level (0.416), the average tourism brand in terms of respondents' monthly income was not significantly different. The average tourist brand has the highest monthly income, which is less than 600,000 Tomans and the lowest monthly income of 2401000 to 3 000000 Tomans. One-way analysis of variance f was used to examine the significance of the difference between the average tourism brand and the number of market visits. Because the dependent variable (tourism brand) is measured at an interval level and the independent variable (market visit rate) at multilevel rank. The results as seen in Table 5 showed that considering the significant level (0.053), the average tourism brand did not differ significantly by the number of respondents' market visits. The average tourism brands among the citizens with the highest number of visits to Ardabil market was the highest and among the citizens with the lowest number of visits to the Ardabil market.

2.2.3.3. Testing the relationship between independent and dependent variables of research, the relationship between tourism brand and brand identity, destination image, facilities, distinction, number of household members age

Pearson correlation coefficient was used to measure the relationship between tourism brand and brand identity. According to Table 6, both variables are measured at interval level and the correlation coefficient (-0.737) and significance level (0.000) observed in the following table is less than (0.05), then there is a significant and direct relationship between tourism brand and brand identity. Some respondents are, strengthening the brand identity of the market helps to build the tourism brand of this place and the intensity of the relationship between the two is strong. Therefore, the results show a significant relationship between these two variables.

Table 6. Pearson correlation coefficient test results between tourism brand and brand identity destination image, facilities, distinction, number of household members and age

Variables	Number of respondents	Intensity of correlation	Significance level
Brand identity and tourism brand	188	-0/737	0/000
Destination image and tourism brand	188	0/653	0/000
Facilities and tourism brand	188	0/654	0/000
Distinction and brand of tourism	188	0/590	0/000
Age and brand of tourism	188	0/251	0/084
Number of household members and tourism brand	188	0/653	0/033

Pearson correlation coefficient was used to measure the relationship between tourism brand and destination image. Since both variables were measured at the interval level, the correlation coefficient (0.653) and the significance level (0.000) observed in Table 6 were less than (0.05). Therefore, there is a significant and direct relationship between the tourism brand and the destination image among the respondents, with the increase of the destination image between the respondents and the tourist, the tourism brand also improves and the intensity of the relationship is strong. Therefore, the results show a significant relationship between these two variables and enhancing the image of tourists' destination will help to market the brand. Pearson correlation coefficient was used to measure the relationship between tourism brand and facilities. Both variables were measured at the interval level, the correlation coefficient is 0.654 and the significance level is 0.000 as seen in Table 6, which are less than (0.05). Therefore, there is a significant and direct relationship between the tourism brand and the facilities among

the respondents, which means that with the increase in the market facilities provided by the improvement of the quality of the hotels and restaurants around it, it will facilitate the branding of this place.

The intensity of the relationship is strong. Therefore, the results show a significant relationship between the two variables.

Pearson correlation coefficient was used to measure the relationship between tourism brand and differentiation. Because both variables are measured at the interval level, considering the correlation coefficient (0.590) and significance level (0.000) observed in Table 6, which is less than (0.05), there is a significant and direct relationship between tourism brand and there is a distinction between the respondents. In other words, increasing the amount of differentiation and diversity in the market has an important role in branding this historic site, and the intensity of the relationship is moderate. Therefore, the results show a significant relationship between these two variables.

Pearson correlation coefficient was used to measure the relationship between tourism brand and age.

Since both variables were measured at the interval level, the correlation coefficient (0.251) and the significance level (0.084) observed in Table 6, which are greater than (0.05) Thus, there is no significant and direct relationship between tourism brand and age among respondents. Therefore, increasing the age of individuals does not affect the average tourism brand. Pearson correlation coefficient was used to measure the relationship between tourism brand and several household members.

Since both variables were measured at the interval level, considering the correlation coefficient (0.033) and the significance level (0.653) observed in Table 6, which are less than (0.05), there is a significant relationship between the tourism brand and the number of household members among the respondents. Therefore, the results show a significant relationship between the two variables.

2.2.3.4. Results of multivariate inferential analysis
Regression assumptions

Multivariate inferential analyzes used multiple linear regression. The purpose of regression analysis is to determine the contribution of each independent variable in explaining and predicting the dependent variables. To construct the prediction regression equation, variables that were distance-dependent and related to the dependent variable were entered into the model as the dependent variable as the independent variable and tourism brand variable.

Among the independent variables used in regression analysis (brand identity, destination image, facilities, differentiation, age), according to the results in Table 7, a total of 0.451% of the significant changes related to tourism brand explain these five variables, as well as the Watson Camera 509 that shows the independence of the errors.

Table 7: Results of Multiple Regression Coefficients and Tourism Brand Explanations

Model	Multiple correlation coefficient	Coefficient of explanation	Corrected coefficient of explanation	Incorrect benchmark estimate	Durbin Watson
1	0/740	0/548	0/451	20/010	1/509

The results in Table 8 and the significant level indicated that the significant level obtained is 0.000, which is less than (0.05). It indicates that the created regression model is a significant one. In other words, the regression model created by five independent variables and one dependent variable is a good model and the independent variables can explain the dependent variable changes.

Table 8. Multiple regression test results for explanatory variables

Source of Changes	sum of squares	Degree of freedom	Average of squares	F	Significance level
Regression	247/967	6	62/688	62/688	0/000
Remaining	1190/033	181	6/675		

Standard Beta is another important part of Table 9. It is considered by comparing beta coefficients (which allow these values to be standardized and allow relative comparison of each variable).

Among these five variables, the relative importance of facilities with a beta coefficient (0.351) has the most influence and the age variable with a beta coefficient (0.096) has the least impact on research problem namely tourism brand explanation. The intent image with a beta coefficient (0.222), brand iden-

tity with a beta coefficient (0.221) and differentiation with a beta coefficient (0. 180) were entered into the regression equation.

Table 9. Beta coefficients of variables related to tourism brand regression model

Source of Changes	Beta	B	T	Significance level	Tolerance	Variance inflation factor (ViF)
Width of origin		-1/457	-0/779	0/437		
Destination image	0/228	0/149	3/904	0/000	0/525	1/905
Facilities	0/351	0/309	6/762	0/000	0/665	1/504
Brand Identity	0/213	0/247	5/084	0/000	0/532	1/880
Differentiation	0/180	0/151	2/926	0/004	0/626	1/596
Age	0/069	0/026	1/591	0/113	0/966	1/035

3. Conclusion

Branding a tourism destination is related to how consumers' minds perceive a tourism destination. Branding a tourism destination is not just about creating a logo or slogan, but about getting the distinct elements of the destination within the brand and how these elements relate to the brand components. These components include identity, essence, personality, image, characteristic, and culture. The management of these components to create a unique position in the tourism destination brand in the consumer's mind is called brand positioning. The destination brands of tourism can play a leverage role by creating a new product in the same framework that enhances customer-centricity and branding. Cities today have a distinct image and identity and fame that distinguishes them from other cities, given their capacity and background and the future ahead. Today's world is a world of images and imagery; visual and auditory perceptions that send many messages to the mind of the audience. In a glance at the trend that has taken shape worldwide over the last few decades, we see that the discussion of "country and place branding" has been one of the tools that politicians and statesmen have chosen to raise funds for. Location branding is one of the most complex topics in the brand arena and sits far beyond the product or company branding. In today's interconnected, borderless world, the impact of location brands on business, tourism and investment can be seen. "Location branding" is an important factor that shapes and organizes the outlook and behaviour of the outside world and other peoples with the country, and instead it is the people inside the country and the politicians who have played an important role in creating the brand image. They give structure. In this research, first, the characteristics of the respondents were analyzed and their general characteristics were analyzed with SPSS software. Then, using descriptive statistics, dispersion, standard deviation, slowness and elongation indices were calculated, which showed that the mean was above average and normal distribution. In Bivariate Analytics section, the mean difference of tourism brand by contextual variables (gender, marital status, education, occupation, monthly income, the field of study and market visit rate in Ardabil) using T-test and T-test. One-way analysis of variance (F) was measured. The results showed that among the underlying variables, only the difference between the mean of tourism brand was different and significant and in all other cases the difference was not significant and was used to measure the correlation between independent and dependent variables. Pearson correlation coefficient was used for all research (tourism brand), which was significant in all cases except for age variables. Based on the results of multivariate regression analysis, the relative importance of facilities with a beta coefficient (0.351), an objective image with a beta coefficient (0.222) and brand identity with a beta coefficient (0.221), differentiation with a beta coefficient (0.080) and age variable with a beta coefficient (0.096) had the most to the least effect on Ardabil market brand building, respectively. The findings and testing of the present research hypotheses are correlated with several other studies in the literature, which are summarized as follows:

Sonnleitner (2011), in his dissertation entitled "Destination Image and its Impact on Tourism Destination Branding", points out the relevance of destination image concepts and branding. The results indicate that destination image studies are the basis of a successful marketing strategy and that image is one of the few points of distinction from other tourist destinations. In the present study, there is a significant relationship between an image and a brand, which is in agreement with the results of the mentioned research.

Ghanbariand Ahmadian, (2016), in their thesis titled "Investigating the Factors Affecting the Tabriz Market as a Tourism Brand Using Structural Equation Modeling", examined the factors affecting the introduction of the Tabriz Historical Market as a Tourism Brand. LESREL and SPSS 22 software

was used for this purpose. In the present study, there is a significant relationship between facilities and brand, which is in agreement with the results of the mentioned research.

Unfortunately, despite many tourism potentials in our country, we have faced with the weakness of branding for our tourism purposes. One of the most important obstacles in this regard is the lack of suitable tourist infrastructure for the reception and hosting of tourists at a standard level. It is hoped that, with the right application, we will be able to present our most beautiful cultural and natural historical sites with the worthiest and memorable brands. Based on the results of the research and the observations, the solutions that are consistent with the research findings are presented as follows: According to the results of the research analysis, there is a significant relationship between the provision of appropriate facilities and services in Ardabil market and the branding of the market. As a result, the increase in the number of traditional restaurants and hotels, along with the market architecture, will add to the popularity of this place and contribute to its branding. Choosing a tourism slogan can be an identity for this place, holding diverse and innovative programs on the market will help to make it distinctive and unique, centralization to treat the tourists who have chosen Ardabil market for tourism. Locals should be trained for the proper treatment of tourists, especially in addressing tourists, which will also increase the motivation of tourists to visit a region and influence the branding of the market;

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Robab Naghizadeh graduated Tourism Management department from the University of Tabriz,. She defended her master's thesis in the Geography and Tourism Planning from same faculty.