

Tourism at Coastal Destinations: Marketing the Tourist Experience at the English Riviera

Claire Rosslee and Anya Chapman
Bournemouth University
Talbot Campus
Poole
Dorset, UK
BH12 5BB

ABSTRACT

This chapter examines the relationships between the branding and marketing of coastal destinations in England with the experiences and behaviour of tourists visiting those destinations. It does so using a case study of 'The English Riviera', an umbrella brand for the resorts of Torquay, Paignton and Brixham in Devon, southwest England, which is widely considered to be at the forefront of destination branding in the UK. A mixed-methods approach was used to explore these issues. Firstly in-depth interviews were undertaken with destination branding professionals to explore the distinct brand personalities that have been created for each resort. Secondly, interviews were undertaken with tourists in the three resorts to explore the congruence between the destination personality and the tourist's self-concept. Effective destination branding resulted in higher levels of congruence and more positive experiences among tourists (particularly an increased likelihood to make repeat visits and recommend the destination to others). Conversely where the resort's brand personality was not congruent with visitors' self-concept experiences were less positive and visitors were not as likely to recommend the resort. The findings underline the need for effective destination branding to carefully align with the needs, expectations and personalities of potential visitors.

KEYWORDS: Coastal resorts; marketing; brand personalities; self-congruence; tourist behaviour; English Riviera.

INTRODUCTION

Britain's coastal resorts are among the first settlements in the world devoted to tourism (and pleasure more generally) and they enjoyed almost a century of popularity and prosperity. However, from the 1970s onwards many experienced a dramatic loss of patronage. The rapid growth of the Mediterranean package holiday (along with the increasing popularity of a sun tan) resulted in a substantial shift in demand away from domestic resorts towards international destinations in southern Europe. Most resorts were poorly prepared for this development and were unable to devise an appropriate response, with the result that many entered into a long period of decline and stagnation.

Over the past decade, many of Britain's resorts have experienced an upturn in their fortunes as domestic interest in (and demand for) seaside holidays have increased again. Individual resorts have responded in different ways. Some have largely turned their back on their traditional 'seaside' product and have developed new products and experiences (such as water sports, adventure and events) intended for new markets. Others have retained their traditional product but have sought to enhance it through promoting new forms of tourism (such as conference tourism or heritage tourism). Whichever strategy they have adopted, many resorts have worked hard to create and maintain a coherent destination brand that enables them to promote themselves to potential visitors. Such branding is considered essential in creating clear place identities for resorts in a way that will appeal to key target markets. Place branding is now a core component of broader strategies to revitalise and regenerate fading resorts.

This chapter looks at one such place branding strategy adopted by three resorts (Torquay, Paignton and Brixham) in Devon, a county in the southwest of England. During the 1980s these resorts collectively adopted the 'umbrella' brand of *The English Riviera* but branding strategies also sought to give each resort a clear place identity. By all accounts the *English Riviera* brand has been successful in creating a clear destination image for the region as a whole and it is a brand which now enjoys high recognition. However an important (and under-researched) issue concerns not the production of the brand by tourism professionals, but instead, the consumption of

it by visitors to the region. In particular, there is a need to understand how tourists engage with the *English Riviera* brand and whether they feel a sense of allegiance to (and identification with) this brand. Such allegiances can significantly influence tourist behaviour and experience of these destinations. This chapter explores these issues with particular reference to the experiences and behaviour of tourists at the three resorts which constitute the English Riviera.

TOURIST EXPERIENCE AND BEHAVIOUR AT COASTAL DESTINATIONS

Tourism at British Coastal Resorts

The coastal resorts of Britain are generally considered to be the first sites of mass tourism and for this reason are often referred to as 'first-generation resorts' (Knowles and Curtis, 1999; Knowles *et al*, 2004). The earliest resorts (Scarborough, Margate and Brighton) had developed from the 1730s onwards and catered for medical tourism (based on sea bathing and sea air) among a social elite (Brodie, 2011). However, most resorts developed during the second half of the 19th century and were inseparably linked to the industrial revolution. There is a substantial body of research that considers the historical development of British seaside resorts, with authors such as Walton, (1983; 1992; 2000) and Walvin, (1978) detailing the social and economic conditions that gave rise to mass tourism at coastal towns. Urry (2002: 18) claims that a “complex of conditions produced the rapid growth of this new form of mass leisure activity” at British seaside resorts. Increased income and holiday entitlement amongst the industrial working classes led to a greater demand for holidays, with the seaside being the first-choice destination. At the same time the railway companies were quick to recognise the demand for coastal visits among industrial workers and there was rapid development of railway routes which connected the major industrial centres with coastal towns.

Thus, during the second half of the 19th century the mass working class market began to dominate at most British seaside resorts. Walton (2000: 28) notes that these “had become places which both brought the classes together and threatened to emphasise their differences; but, after a good deal of cultural conflict in

(especially) the 1870s and 1880s, the former set of attributes was beginning to prevail over the latter". In order to cater for the working classes the resorts developed novel and extraordinary forms of entertainment, from winter gardens to piers, pavilions and towers. The popularity of the British seaside resort continued until the 1960s with Parry (1983) claiming that "if the 1920s and 1930s were the heyday of the resorts then the 1950s and early 1960s were a kind of Indian summer: rationing ended, "austerity" ceased and business boomed; the holiday abroad was still the preserve of the few and package tours were non-existent" (cited in Urry, 2002: 31).

Despite considerable academic attention to the historical development of coastal resorts in Britain, very little has been written about the tourist experience of these destinations during this period. Only the Mass Observation studies from the late 1930s onwards provide a glimpse of what tourists did whilst on holiday at the seaside. The studies show that tourists to seaside resorts such as Blackpool took part in a variety of entertainments including visits to the cinema; shows at the resorts' theatres, music halls and pier pavilions; dancing; passing the time by strolling along the promenade or sitting in deckchairs; visiting the funfair and enjoying thrill rides; a fascination with waxwork displays and side-stalls (which included gaming and 'freak shows'); and visiting the beach to paddle in the sea (Walton, 2000; Cross and Walton; 2005).

British seaside resorts experienced over 100 years of prosperity before entering a period of stagnation and decline from the 1970s onwards. Considerable analysis has been given to the decline of the British seaside resort (Shaw and Williams, 1997; Urry, 2002; Morgan and Prichard, 1999; Walton, 2000). Whilst the rise of the low-cost overseas package holiday certainly reduced demand for the British seaside resort, it was not the only factor. As Gale (2005) notes, in addition to the development of inexpensive package holidays which could guarantee sunshine, increasing car ownership in Britain gave people the option to visit alternative domestic destinations (such as rural locations, heritage sites and holiday villages) thereby diverting domestic demand away from the seaside. Furthermore, Gale (2005) claims that the resorts' facilities and attractions, which had often been developed in the late 19th Century, were showing signs of deterioration and the

resorts were increasingly suffering from negative place image. The decline in demand led to a loss of tourism function with the closure of many attractions, tourist infrastructure and accommodation from the 1970s onwards. In addition, Urry argues that during the late 20th century there was a change in tastes amongst what he terms “post (mass) tourists”, and claims that such tourists would consider seaside resorts as “the very embodiment of a particular construction of nature, ‘vulgar’ and ‘basic’, and the negation of culture” (1988: 41).

Again, there is little academic literature about the experiences of tourists visiting British seaside resorts during the 1970s and 1980s when these destinations were at their nadir. Nevertheless, popular accounts at the time painted a rather bleak picture, with Theroux (1983: 149) describing the resort of Weston-Super-Mare as “funless”, and Rhyl as “truly terrible” (196). Both Theroux and Somerville (1989) describe scenes of desolation, inactivity, and eeriness at the resorts that they visited. Somerville (1989: 205) describes former attractions at the resort of New Brighton on the north-west coast of England as “rusting away”, “shabby” and “empty”. Theroux (1983: 47) observed tourists in the resorts he visited as spending their days playing bingo; drinking to excess; belching; mindlessly and ‘hopelessly’ playing slot machines in amusement arcades; violent and aggressive behaviour; sitting in ‘sun lounges’ in cold and wet weather; and numerous, mainly elderly, couples staring out to sea, which he described as “sombre enough to be an English recreation”.

If British seaside resorts were at their lowest ebb in terms of the attractions and experiences they could offer tourists during the 1980s, there is now agreement that these destinations are experiencing a revival. Recent literature has considered ways of regenerating seaside resorts, from both academic (Agarwal, 1999, 2002; Smith, 2004) and practitioner perspectives (Walton and Browne, 2010). The revival of British seaside resorts can be explained by a number of factors. First, the global economic crisis of the late 2000s has depressed demand for foreign holidays which, in turn, has resulted in something of a rediscovery of the British seaside and the rise of the ‘staycation’ (Wallop, 2009; Bletchley, 2014). The UK’s tourism policy launched by the coalition government in 2011 focuses on the encouragement of domestic tourism, with the introduction of the annual ‘English Tourism Week’ and the development of the ‘Holidays at Home’ campaign. There also appears to be growing

nostalgia for the British seaside holiday, with Visit England launching a domestic tourism campaign in 2013 focussing on England's 'iconic seaside destinations', and recent awards made by the Government's Coastal Communities Fund going to 'traditional' seaside attractions such as heritage railways, piers, theatres, lidos, promenades, and pleasure gardens.

Recent accounts of the tourists' experience of the newly-revived British seaside resorts have been mostly optimistic and enthusiastic, in stark contrast to those from 30 years earlier. Bletchley (2014) writes of the 'happy faces of the holidaymakers' watching a 'Seaside Special' variety show at Cromer pier, and the growing nostalgia for 'traditional bucket and spade' seaside holiday. Elborough (2010) notes that it is not only the traditional working class markets that are being tempted to revisit British seaside resorts, with their appeal widening to include 'hipsters', the middle classes, and political figures. With such patronage, Elborough (2010:17) goes on to state that (some) British seaside resorts have "acquired the imprimatur of cool".

The three seaside resorts that feature in this chapter have undergone a similar trajectory of development-decline-revival as other British coastal destinations. The English Riviera resorts attract approximately 2.5 million day visitors and a further 1.2 million staying tourists (The South-West Research Company, 2011). Indeed, Torquay, the largest of the English Riviera resorts, is recognised as being one of the 'six major' British seaside resorts (the others being Blackpool, Scarborough, Brighton, Great Yarmouth, and Bournemouth) that have been able to retain their popularity and refocus their appeal to new tourist markets such as conferencing, retail, sports tourists and special events (Williams and Shaw, 1997). However, smaller resorts such as Paignton and Brixham lacked unique attractions, the capital to invest in new attractions and facilities, and the critical mass of loyal visitors to ensure their continued survival. Therefore, the marketing of these resorts as the 'English Riviera' was key to their continued success and, to some extent, the English Riviera has become a destination in its own right in the minds of its visitors. The marketing of tourism destinations and the impact of such marketing on tourist experiences and behaviour has been relatively well-researched, and it is in this context that this study will explore the effects of the English Riviera brand on the experience of tourists visiting Torquay, Paignton and Brixham.

Marketing and Tourist Experience & Behaviour

As Britain's seaside resorts have progressed through their lifecycles their reliance on loyal repeat visitors is no longer certain. Therefore, the marketing of British coastal destinations has become increasingly important as the resorts seek to revive their fortunes and appeal to new visitors in the 21st century. Many resorts have developed their own Destination Management Organisations (DMOs) in order to enhance their product offering and increase awareness of the destination. The English Riviera is a regional destination brand that was developed during the 1980s (English Riviera Tourism Company 2010). However this brand has historical antecedents: Torquay had been referred to as the 'English Riviera' from the 1930s onwards as close parallels were drawn with the French Riviera, and specifically the resort of Cannes (Morgan and Pritchard, 1999).

Nevertheless, the English Riviera brand that was developed during the 1980s encapsulated more than just the resort of Torquay, and was used to represent a 22 mile stretch of the South Devon coast. Recent research has shown a continued high level of tourist confidence in the English Riviera destination brand (RH 2011; Close Focus Tourism Consultancy 2009). In 2010 the management of the English Riviera brand was passed to the English Riviera Tourism Company DMO which is a private-public partnership in conjunction with Torbay Council.

The role of a DMO is a contentious subject; some argue it is solely destination marketing (The Destination Marketing Association International 2013), whilst others recognise the DMO's expanding role with an overall destination management focus, retaining marketing as its forefront activity (Pike 2008; Presenza et al. 2005; Ritchie and Crouch 2003). Despite disagreements between academics of the role of DMOs, there is consensus that marketing is the fundamental focus of these organisations.

Destination marketing has seen a variation of attributes applied to not only develop their products and services, but promote a desirable image enabling them to reach particular target markets. Gunn (1972) pioneered destination image, and claimed that images could be gauged in two ways; organic and induced. Organic images are

created in the minds of the consumer, from friends, family, news articles and education whilst induced images are a result the processed thoughts created by the glossy brochures, leaflets, marketing campaigns, advertisements, and public relations. Combined, these images create an overall view of a destination, both influencing the consumer, therefore making application of image and personality much more simple. In a similar study Ekinci and Hosany (2006) drew attention to the direct and indirect contact between a consumer and the destination, claiming that direct contact with hotel staff, restaurants and attractions alongside the indirect influences of the media, celebrities and marketing paraphernalia creates an inclusive image of a destination. The significance of induced and indirect attributes highlight the importance of destination marketing and its potential impact on consumer decision making (Gunn 1972; Sirgy 1982; Chon 1992; Ekinci and Hosany 2006).

Destination branding has become an increasingly contested research area over recent years as a result of many homogenous destinations offering a similar product (Ekinci et al. 2007). It has been suggested that in order to differentiate a destination from others, there is a strong need for brand saliency and communications that develop an emotional relationship with the consumer (Morgan et al. 2002; Morgan and Pritchard 1998). Whilst several academics suggest there is no agreed definition of branding (Keller and Lehmann 2006; Hankinson 2005), Davis (2009, p.12) claims brands are "much more than a logo or a name. A brand represents the full 'personality' of the company and is the interface between a company and its audience."

Brands encapsulate both tangible and intangible assets, which is why they are so easily adaptable to locations (Usakli and Baloglu 2011; Ekinci and Hosany 2006; Ekinci et al. 2007). However, it has been argued that the application of brands to places is much more difficult than consumer goods and services. Hankinson (2001) claims that the nature of varying geographical scales, often with a complex assortment of sites complicates the adaptation, whilst Morgan and Pritchard (1998) highlight three possible issues; difficult political considerations, a restrictive budget and limited control of the marketing mix. Nevertheless, when used effectively, logo and symbols can lead to the transformation of many locations into differentiated destinations (Hankinson 2005; Hankinson 2001). Aaker (1992) suggests brands add

value by boosting consumer confidence and can create consumer satisfaction and happiness. It is therefore understandable that at a time of vastly increased competition and restricted budgets from the UK government, a valuable and lucrative brand is created in order to increase destination value (Keller and Lehmann 2006; Pritchard et al. 2002).

In terms of destination branding, King (2002) recommends that marketing teams focus on the creation of brands that are centred on lifestyle and personal enhancement, essentially based around the concept of ideal self, appreciating that consumers purchase goods and services with a view to be seen as a better person (King 2002). On a similar note, Ekinci's (2003) model of destination image and destination branding (see Figure 1) highlights the importance of brand image, and suggests that DMOs allocate generous budget resources to creating and positioning an effective destination brand image since this will heavily influence tourists' consumption choices.

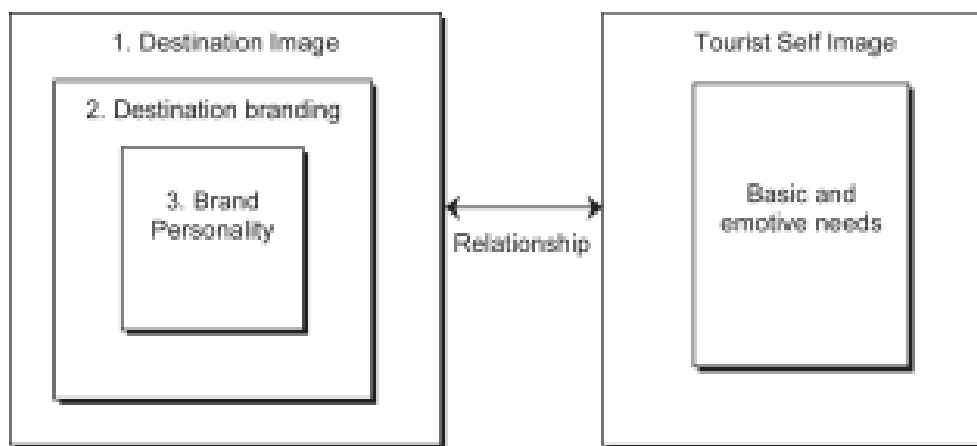


Figure1: Destination Image and Destination Branding (Ekinci 2003, p.21)

However, the English Riviera brand does not only represent one coastal destination. Pike (2008) suggests there are numerous types of DMO prominent in different destinations, and that the English Riviera Company are responsible for 'umbrella destination branding'. Pike (2004: 15) suggests that this involves "marketing a concentrated tourism area as a tourism destination" and Miklos-Thal (2012: 335) labels umbrella branding as the "common practice of selling several products under

the same brand name". This helps to convince consumers that new introductions to the brand are of homogenous quality, thus gaining loyalty for the product at an early stage of its life-cycle. It allows DMOs to introduce unique sub-brands as products of a similar quality taking advantage of the reputation of a recognised brand (Erdem 1998).

This is effectively what the umbrella branding campaign of the English Riviera attempted to do from the 1980s onwards, by drawing on the 'exclusivity' of Torquay as a destination and incorporating images that mixed the exotic and the traditional elements of the British seaside resort (Morgan and Pritchard, 1999). Additionally, the English Riviera umbrella branding utilised elements of the British resort's 1930s heyday through using elements of Art Deco design and lettering (see Figures 2 below). The English Riviera branding was developed as an umbrella brand and included not only Torquay (with which the brand was originally associated), but also the resorts of Paignton and Brixham.

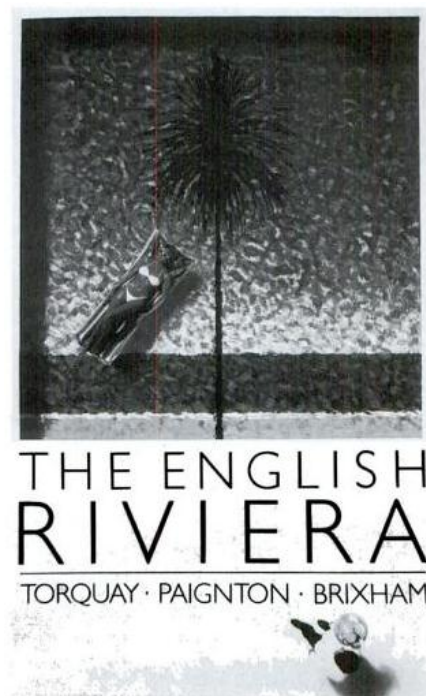


Figure 2: The English Riviera Guide Cover, 1985 (Morgan and Pritchard, 1999:139)

Whilst it is evident there has been research into place umbrella branding on a national scale including work on Visit Wales (Morgan and Pritchard 1998; Morgan and Pritchard 2001), and the '100% Pure New Zealand' brand (Morgan et al. 2002; Pritchard et al. 2002; Pritchard et al. 2003; Ryan and Zahra 2002), there is very little research on a regional level, such as that implemented on the English Riviera. Furthermore, research undertaken by Close Focus Tourism Consultancy (2009) revealed that visitors to the area are very unlikely to refer to the English Riviera as their destination; emphasising the importance of individual town branding. Therefore, whilst the English Riviera umbrella brand is important in raising awareness of the destinations to potential tourists, we seek to explore how the branding of individual resorts within the English Riviera can influence tourist experience and behaviour. In order to do this we have to understand the brand personality of each of the three resorts within the English Riviera brand.

Brand Personality is defined as 'a set of human characteristics associated with a brand' (Aaker 1997, p.347) and whilst brands are inanimate, Ekinci and Hosany (2006) argue that their tangible and intangible assets enable the ability to provide them with human personality characteristics. Similarly, other studies highlight the comforting nature of personalising brands and places (Guthrie 1997).

Brand personality studies have shown that consumers choose brands that are an extension of themselves (Ekinci and Hosany 2006) enhancing their self-esteem and self-consistency as depicted by Sirgy (1982) as the two primary motives for consumption. Therefore it is crucial for a DMO such as the English Riviera Company to understand its visitors and therefore create an effective umbrella brand (and sub-brands) if it is to maintain successful destinations.

Brand personality has been widely researched and applied to goods and products with a popular study by Aaker (1997) showing that Levi and Marlboro brands are "rugged" whilst Revlon and Mercedes are "sophisticated", altering their appeal to different markets of consumers. Until recently, studies related to the service sector have been weak, but more recent studies have been applied to tourism, and in particular destinations to guide not only academics, but DMOs to create a

differentiated destination (Ekinici and Hosany 2006; Murphy et al. 2007a; Murphy et al. 2007b; Boksberger et al. 2011; Usalki and Baloglu 2011).

An influx of studies came following the development of a framework for brand personality enabling accurate research into varying brand personalities to commence. Aaker (1997) determined the vital Brand Personality Scale (BPS, see figure 3) which can be used to measure brand personality and has been used regularly in studies since being established (Ekinici and Hosany 2006; Usalki and Baloglu 2011; Klabi 2012).

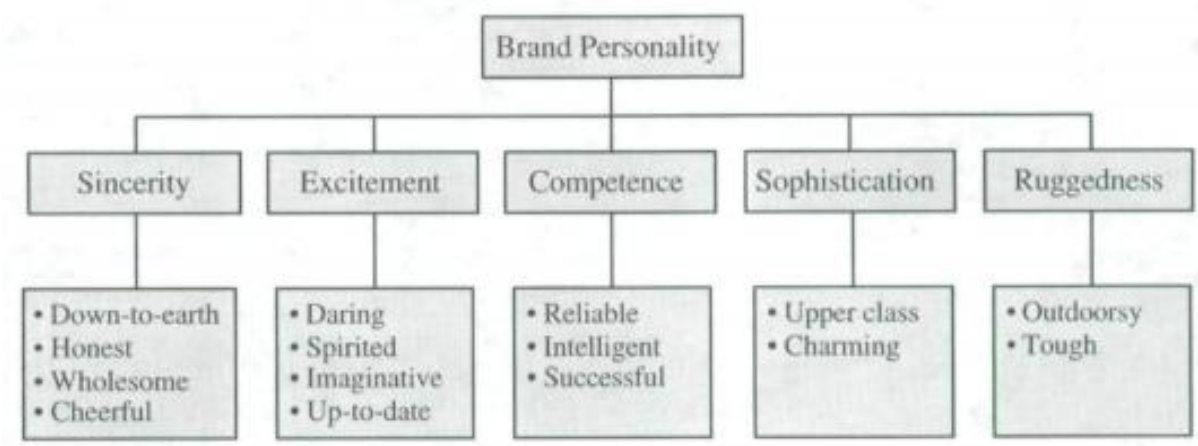


Figure 3: Aaker's Brand Personality Scale. (Aaker 1997, p.352).

The application of brand personality to tourism destinations is a relatively new concept. Despite Aaker's (1997) claim that the BPS was generic and could be used across a range of products, Ekinici and Hosany's (2006) analysed the validity of Aaker's BPS big five dimensions within a tourism destinations study, and found that only three of Aaker's five dimensions were applicable to tourism destinations. Moreover, a study by Murphy et al. (2007a) compacted Aaker's (1997) lengthy BPS into 20 destination-applicable characteristics (see Table 1) whilst retaining representation across all five of the categories rather than excluding any as previous studies have done (Ye 2012; Ekinici and Hosany 2006; Caprara et al. 2001).

Table 1: Destination branding personality traits used by Murphy et al. (2007a)

Category	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Personality Traits	Sincere Down-to-earth Honest Wholesome Cheerful	Exciting Daring Spirited Imaginative Up-to-date	Reliable Competent Intelligent Successful	Upper-class Sophisticated Charming	Tough Rugged Outdoorsy

Adapted from Murphy et al. (2007a, p.10)

Destination Marketing Organisations attempt to influence tourist behaviour and experience through costly marketing campaigns, umbrella branding and the implementation of destination personalities in order to differentiate their resorts (Pritchard et al. 2004; Ekinci and Hosany 2006; Beerli et al. 2007). The English Riviera's high visitor return rate, exposed in research by Close Focus Tourism Consultancy (2009) evokes questions about the influences of visitors to recommend and return.

Hsueh et al. (2013) stress the importance of behavioural intention as an assessable factor in measuring the success of a tourist brand or destination. Conversely Kozak and Rimmington (2000) argue intention to return is not an accurate measurement of destination personality congruity due to the needs of tourists to explore and experience new destinations. Nevertheless, it has been highlighted that intention to return is usually a reflection of a visitor's enjoyment and appreciation of a destination personality (Klabi 2012; Ekinci et al. 2007). How brand personalities can influence tourist behaviour has been well developed through the concept of 'self-congruence': that the image that the tourist has of him or herself (self-concept) is closely matched by the perception they have of the destination personality (Chon, 1992). Therefore, the degree of congruity between the self-concept and brand personality image represents the similarities or differences between the two images, playing an influential role in consumer behaviour (Sirgy 1982; Beerli et al. 2007; Boksberger et al. 2011). Findings from previous studies indicate that the more similar the self-perception and perception of a brand the more preference they will have to that brand (Boksberger et al. 2011) with more loyalty, intention to purchase, intention to return and intention to recommend (Usakli and Baloglu 2011; Klabi 2012).

The application of self-concept to tourist destinations is a relatively new research area. Studies were originally related to goods and products with research on the congruity of self and the personality traits of cars (Birdwell 1968; Grubb and Hupp 1968). Chon (1992) was one of the first academics to explore how the congruence of self-image and destination image influences tourist behaviour. Since then, further empirical studies have not only analysed the validity of the self-congruence theory within the tourism sector (Boksberger et al. 2011) but have also explored the impact of positive and negative self-congruence on tourist behaviour in order to give DMOs an insight into the influential actions of visitors (Klabi 2012; Usakli and Baloglu 2011; Ekinci et al. 2007; Beerli et al. 2007).

Self-congruence theory suggests the more congruent the self and destination personality, the more preference the tourist has for a destination. Many academics highlight the positive impact of self-congruity on tourist behaviour, including destination choice, intention to recommend and intention to return (Klabi 2012; Usakli and Baloglu 2011; Ekinci et al. 2007; Beerli et al. 2007; Ekinci and Hosany 2006). Conversely it is evident there is a gap within the current research that does not explore the effect of destination personality congruence on tourist behaviour in towns that are part of an umbrella brand. Consequently this study aims to apply a similar study of self-congruity to the English Riviera, a brand encapsulating three individual towns, each of which should have their own target market, brand personality, and brand positioning underneath the parent brand (Pritchard et al. 2004).

Therefore, this study has two key research objectives: first to explore the destination personalities of the three towns encompassed in the overarching English Riviera brand; and second, to investigate the extent to which destination personality within an umbrella brand influences tourist behaviour within the English Riviera towns.

In order to achieve the two research objectives a mixed-methods approach was adopted, involving the collection of both qualitative and quantitative data. In order to establish the destination personalities of the English Riviera towns of Torquay, Paignton and Brixham, a series of semi-structured interviews were undertaken with

English Riviera Company senior employees. All interviews were recorded (with permission) and fully transcribed. A theoretical sampling approach was employed in order to reach the most knowledgeable members of marketing staff within the English Riviera Company DMO. Theoretical data saturation was reached after three qualitative interviews.

A quantitative approach to data collection was employed in order to examine the extent to which destination personality influences tourist behaviour within the three English Riviera towns. Tourists in the resorts of Torquay, Paignton and Brixham undertook a self-completion survey which was distributed online via emails and social media sites. Two non-probability sampling techniques were used: snowball sampling, and convenience sampling, and the target response size of the questionnaire was 150 residents of the UK, aged 18 or over. Of the 150 questionnaires, 25 were discounted due to being incomplete, leaving 125 usable questionnaires. Of these 49 responses were by males (39.2%) and 76 by females (60.8%). The age category most represented by respondents was the 18-24 group, with the number of respondents for 55-64 and 65+ categories being somewhat lower. Over half of respondents had most recently stayed in Torquay (56.8%) whilst 20.8% had stayed in Paignton and 22.4% in Brixham. Qualitative data was analysed via thematic analysis, whereas the quantitative data was analysed statistically using SPSS software.

Marketing the English Riviera and the impact on Tourist Experience

The interview data from the senior employees of the English Riviera Company demonstrated the importance of branding to the DMO, with one interviewee stating that "branding is fundamental in absolutely everything we do, from start to finish". In contrast to previous research (Wernerfelt 1988) all the interviewees were in agreement that each of the three resorts are well differentiated from one another. One interviewee claimed that "all of the towns are completely different and offer something completely different for everybody" and went on to say "in those towns you can target several very different markets". Nevertheless, all respondents recognised the importance of the English Riviera umbrella brand to the region, with

one interviewee claiming that "in August last year, businesses were 66% up on visitor numbers and importantly for them profit too, we had an amazing summer and whilst we put it down to the weather, our 300 promotional partners would not have been full over August bank holiday weekend if our marketing wasn't working".

The interviewees outlined in some detail how the English Riviera Company builds the individual brand personality for each of the three resorts. Each destination sub-brand has its own name, colour and logo, which are several of the key brand aspects recommended to transform resorts into differentiated destinations (Hankinson 2005; Hankinson 2001). One interviewee confirmed the colouring of the sub-brands: "Torquay is purple to represent the vibrancy; Paignton is yellow which is all about the beaches, sun, sea and sand idea; and Brixham is blue to bring in the maritime and fishing links". Another respondent stated that the DMO uses destination personalities to "create an accurate representation and image of a place will help people decide where to go".

All of the interviewees could describe the brand personalities attributed to each resort by the English Riviera Company. Torquay is the most prominent of the three towns within the English Riviera umbrella brand, a continuation of the standalone resort that thrived for decades prior to the development of the English Riviera brand in 1982 (Morgan and Pritchard 1999). All three respondents referred to Torquay as having a good offering to its visitors with one interviewee saying "we tend to push Torquay as being the more cosmopolitan, cafe culture type area, it's more artsy and cultured in terms of Torre Abbey, the theatre, Torquay Museum and it also has that warming family nature for young families". Another respondent used the words, "lively, busy, vibrant, cosmopolitan and urban" further emphasising the need to be unique, claiming". The words used to describe Torquay's destination personality by the respondents link most closely with the excitement and sophistication aspects of the traits detailed by Murphy et al. (2007a).

Neighbouring resort Paignton is much more family friendly with its focus being two big sandy beaches and numerous visitor attractions including a zoo, a water-park, a pier, and an extensive special-events programme, as well as family-friendly accommodation. One of the interviewees emphasised that "Paignton is so family

orientated, it's nostalgic, traditional and exciting for young families". Family friendly is emphasised as Paignton's key personality, an aspect of competence or conviviality meaning this category should be well recognised by visitors. Whilst the 'exciting' trait mirrors a trait from Murphy et al.'s list (2007a), some are contradictory, such as 'nostalgic' and 'traditional', suggesting that the town is the opposite to the 'up-to-date' trait.

As a maritime and fishing town, Brixham, is highly regarded in the UK and overseas as home to one of the most valuable catches in the UK. The town's popularity is increasingly resulting from the recent redevelopment of the fish market and the hive of activity in the town that has followed. Brixham is considered by all respondents to be charming and quaint, in keeping with the 'charming' trait used by Murphy et al. (2007a) whereby charming is part of the 'sophisticated' category. These are prominent characteristics of the redeveloped fishing town with one interviewee suggesting that the "fishing industry is their biggest industry and tourism is like second behind fishing and as a result you've got something that's a lot quieter, quaint, more like a Cornwall harbour town I suppose". Additional personality traits mentioned by the interviewees included 'sophisticated' and 'upper-class'.

In terms of the three individual destination personalities, it is evident that the English Riviera Company clearly aims to differentiate the individual sub-brand resorts within the umbrella brand. This differentiation is also evident in the markets that the three resorts target. There was some degree of consensus amongst respondents that brand personalities within the English Riviera umbrella brand are used in an attempt to manipulate visitor choices. One interviewee stated "in terms of influencing day visits whilst visitors are here, I'm certain that the personalities we try and assign to towns create an accurate representation and image of a place that will help people decide where to go". This accords with Ekinci's (2003) destination image and destination branding model which advises that DMOs spend a substantial amount on creating destination brand images in order to try and influence consumption choices. The differentiated brand personalities ensure that the three resorts are not homogeneous or substitutable (Pritchard et al. 2004) and are particularly important as sub-brands of the English Riviera umbrella brand.

From the interview data it is apparent that each of the resorts have unique, individual and differentiated destination personalities in order to create a successful and reputable umbrella brand. The key characteristics for Torquay are seen as 'vibrant', 'lively' and 'cultural' whilst those for Paignton are 'family-orientated', 'exciting', 'nostalgic' and 'traditional'. Brixham is predominantly 'sophisticated' with traits such as 'quaint', 'idyllic', 'quiet' and 'charming'.

Whilst the results from the interviews clearly identified the differentiated destination personalities of the three resorts within the English Riviera umbrella brand, the tourists who visited the region showed slightly less understanding of the branding. Nevertheless, 68.8% of respondents did identify the three resorts within the English Riviera brand, and 44.8% considered the brand to be effective in representing all three towns. This supports the findings of Iversen and Hem (2008) who argue that good awareness of a parent brand enables consumers to relate well to the various sub-brands.

The visitors to the three resorts were then asked to identify the brand personalities of each destination. Figure 4 shows the mean value of each personality trait for the three individual towns based on a scale on 1-5 with one being strongly disagree and five being strongly agree. It is demonstrated that despite being grouped together within an umbrella brand, the three main resorts on the English Riviera have distinctly individual personalities. Significant characteristics include Paignton being the most up-to-date which is contradictory with the 'nostalgic' personality that the DMO employees associated with the town. This suggests that the brand personalities that they are seeking to portray are not being perceived correctly by visitors. Paignton is also the most cheerful and spirited with a mean of 4.15 whilst Brixham is considerably more successful and charming than its neighbouring towns, with a mean of 3.64 which corresponds with the charming nature that the English Riviera Company attempt to personify in its marketing. Despite the trait 'family friendly' not being included in Murphy et al.'s (2007a) traits, in Aaker's original 42 traits, it was considered an aspect of competence, also known as conviviality in Ekinci and Hosany's (2006) study. Paignton's competence traits are not perceived by tourists as being significantly different to its neighbouring towns, despite the fact that it is considered and marketed by the English Riviera Company as the most 'family-

friendly' resort. This is further evidence that the brand personalities used within the English Riviera DMO's marketing publications are not being perceived correctly by visitors.

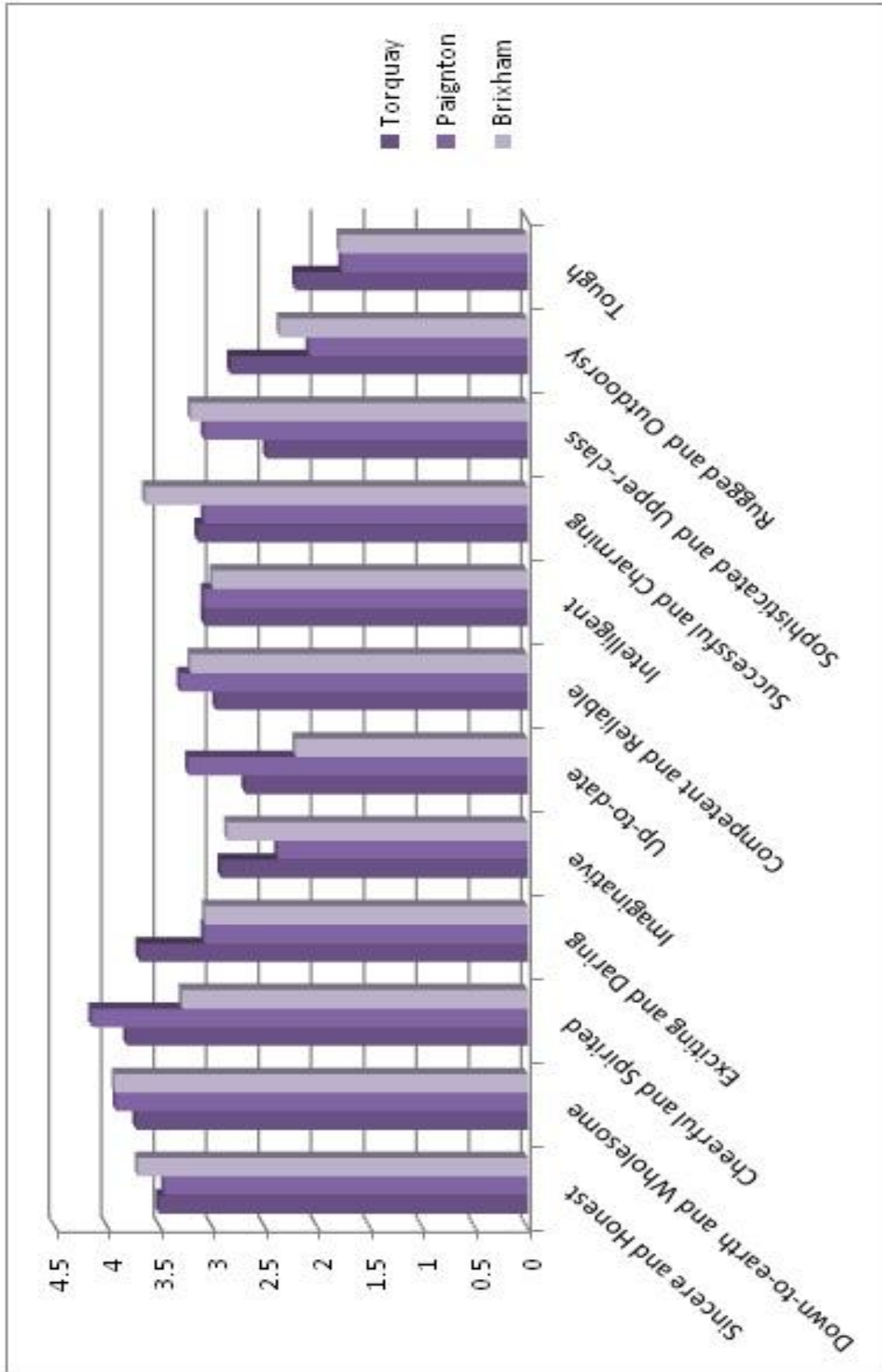


Figure 4: Perceived destination personalities for Torquay, Paignton and Brixham

Whilst tourists' perceptions of the three destination's personalities showed some levels of differentiation between the resorts, the key objective of this study was to examine to what extent self-congruence existed between the tourists' self concept and the perceived destination personality, and whether this had any impact on tourist experience and behaviour. Figure 5 reveals how tourists to each of the resorts see themselves and highlights their differing personalities, emphasising why they stay in different destinations. The results reiterate the assertion that tourists make consumption decisions based on how they see themselves (Sirgy 1982).

The lowest mean for all three destinations applies to Paignton's tourists personalities (with 'rugged' and 'outdoorsy' receiving a mean of 2.08). Torquay's visitors (saying 'sincere' and 'honest') had the highest mean of all options at 4.77. Visitors to Brixham are notably more 'rugged and outdoorsy' than Paignton visitors with means of 3.21 and 2.08 respectively. Many of the results for tourist personality have a greater standard deviation, suggesting that visitors to each destination are heterogeneous and are difficult to categorise. In relation to Murphy et al.'s (2007a) scale, Brixham appears to have most congruence with the 'sincerity' and 'sophistication' groups, whilst the resort's visitors are least associated with the 'ruggedness' category. In contrast, Torquay's visitors consider themselves to have the personality traits of 'sincerity' and 'competence' but much less so for 'sophistication' and 'ruggedness'. Not only does this highlight the importance of having different destination personalities within an umbrella brand to appeal to different markets, it supports to some extent the findings of Milkos-Thal (2012) that diversified products can work well within an umbrella brand.

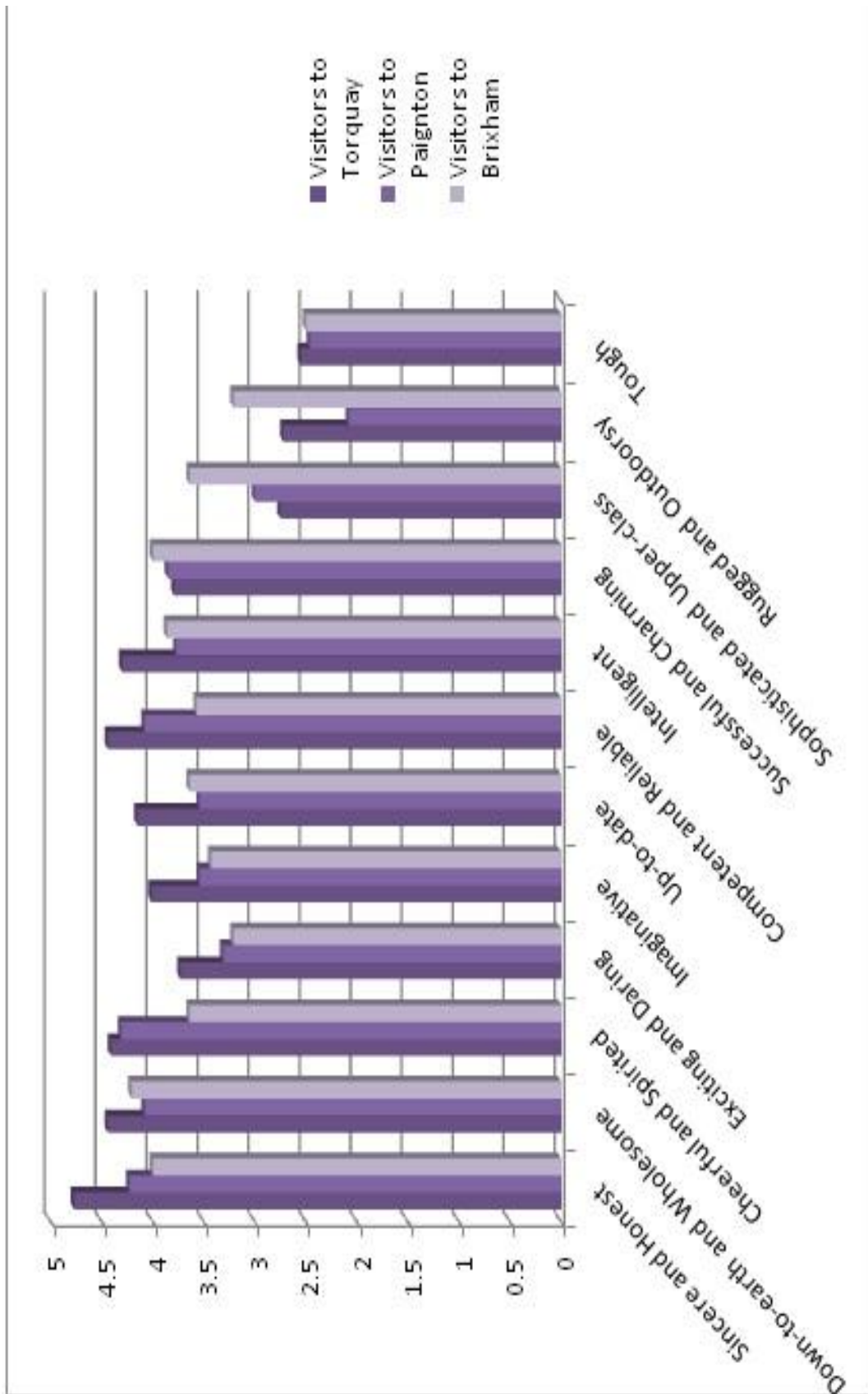


Figure 5: Tourist personalities for Torquay, Paignton and Brixham

Following the revelation of personalities for each of the resorts and their visitors, the following tables reveal the congruity between the two aspects. The 5 point likert scales were merged into three categories (agree, neutral, disagree) in an attempt to make the chi-square tests valid throughout the study and overcome the limitations of a relatively small sample size. Whilst the 95% confidence is not evident in numerous traits within the towns, there are still a large number of respondents who experienced congruency with their resort.

Table 2 outlines the relationships within Torquay, where there are statistically significant relationships for several personality traits including ‘cheerful’ and ‘spirited’, ‘exciting’ and ‘daring’ and ‘sophisticated’ and ‘upper-class’. Whilst there is not 95% confidence in a relationship for traits including ‘imaginative’, ‘intelligent’ and ‘tough’, this does not mean to say that no visitors experience congruence for these traits. The implication of these findings have direct relevance for the English Riviera DMO, which must understand the personalities of its tourists in order to maintain and build a successful destination with effective induced images in marketing campaigns.

Table 2: Torquay destination personality and tourist self-concept congruence

Personality Trait	Asymp. Sig	Congruent?
Sincere and Honest	.011	Yes
Down-to-earth and Wholesome	.091	No
Cheerful and Spirited	.001	Yes
Exciting and Daring	.036	Yes
Imaginative	.064	No
Up-to-date	.274	No
Competent and Reliable	.001	No
Intelligent	.384	No
Successful and Charming	.369	No
Sophisticated and Upper-class	.006	Yes
Rugged and Outdoorsy	.003	Yes
Tough	.181	No

Despite Torquay having five significantly congruent relationships, the chi-square tests performed on Paignton revealed no congruence. This may be due to Paignton having the smallest sample size of the study, perhaps leading to the unreliability of the test. Subsequently further tests were conducted to disclose any congruence within Paignton. Table 3 justifies the need for a further investigation into the congruity by demonstrating that there are very close (and even matching) means for some traits. It is evident that there is no difference between the means of 'rugged' and 'outdoorsy', suggesting there is congruence, and other traits with minimal difference include 'sophisticated', 'upper-class', 'down-to-earth', 'cheerful' and 'spirited', implying that there is a considerable amount of congruence between the self-concept of tourists and the destination personality of Paignton.

Table 3: Paignton Congruence Means

Personality Trait	Mean Resort	Mean Visitor	Difference
Sincere and Honest	3.461538	4.230769	-0.76923
Down-to-earth and Wholesome	3.923077	4.076923	-0.15385
Cheerful and Spirited	4.153846	4.307692	-0.15385
Exciting and Daring	3.076923	3.307692	-0.23077
Imaginative	2.384615	3.538462	-1.15385
Up-to-date	3.230769	3.538462	-0.30769
Competent and Reliable	3.307692	4.076923	-0.76923
Intelligent	3.076923	3.769231	-0.69231
Successful and Charming	3.076923	3.846154	-0.76923
Sophisticated and Upper-class	3.076923	3	0.076923
Rugged and Outdoorsy	2.076923	2.076923	0
Tough	1.769231	2.461538	-0.69231

Having revealed that both Torquay and Paignton have congruent traits, Table 4 displays the congruent personality traits for Brixham. It is apparent that Brixham demonstrates congruence in different characteristics from both Torquay and Paignton, being the only town where 'tough' is a congruent characteristic. Notably, 'up-to-date', 'successful', 'charming', 'rugged' and outdoorsy also show congruence which confirms the emphasis of previous studies on differentiating destinations to

remain successful and appealing to visitors (Morgan and Pritchard 2002, Ekinici and Hosany 2006, Usakli and Baloglu 2011). Brixham's charm is well recognised by the DMO and is emphasised in the brand personalities used within marketing publications, so it is evident that this trait is perceived well. Similarly the DMO recognise that visitors to Brixham see themselves as 'successful', appealing to the new markets rather than the traditional mass market. Brixham is marketed in high-end magazines such as *Country Living* and appeals to young professionals (which further supports the marketing undertaken by the DMO in attempting to match visitors' personalities with that of a particular town).

Table 4: Brixham destination personality and tourist self-concept congruence

Personality Trait	Asymp. Sig	Congruent?
Sincere and Honest	.639	No
Down-to-earth and Wholesome	.064	No
Cheerful and Spirited	.129	No
Exciting and Daring	.057	No
Imaginative	.114	No
Up-to-date	.048	Yes
Competent and Reliable	.258	No
Intelligent	.547	No
Successful and Charming	.020	Yes
Sophisticated and Upper-class	.265	No
Rugged and Outdoorsy	.005	Yes
Tough	.033	Yes

The analysis of the behaviour of individual tourists, their self-concept and perceived destination personality congruity is based on having 6 or more congruent aspects from the above 12 personality traits. Analysis of the results showed that Paignton visitors experienced the most congruence with the destination (57.7%) with Brixham and Torquay visitors displaying almost equal levels of congruity (42.9% and 42.3% respectively).

It is evident (see Table 5) that there are differing levels of tourist behaviour between the resorts, with the congruence of Torquay and Paignton visitors not influencing a statistical relationship with intention to recommend or return. These destinations are therefore supporting a null hypothesis (H0); destination self-congruity with the individual English Riviera resort does not have a positive effect on tourist behaviour. Despite claims that the self-concept theory is the most influential aspect on tourist behaviour (Sirgy and Su 2000), Paignton visitors (over half of whom experienced congruence) have not experienced a positive intention to recommend and return as a result.

Table 6: Congruence levels and impact on tourist behaviour

	Torquay		Paignton		Brixham	
	Asymp. Sig.	Hypothesis	Asymp. Sig.	Hypothesis	Asymp. Sig.	Hypothesis
Intention to Recommend	.603	H0	.096	H0	.017	H1
Intention to Return	.068	H0	.079	H0	.017	H1

In contrast, congruence of Brixham visitors shows a statistically significant relationship with intention to recommend and return, supporting the alternative hypothesis (H1) that destination self-congruity with the individual English Riviera destination has a positive effect on tourist behaviour. It has been established that intention to return is a reflection of not only a visitor's experience and enjoyment of Brixham, but also their recognition and comprehension of a destination's personality (Klabi 2012, Ekinici et al. 2007).

CONCLUSION

While many British seaside resorts struggle to retain or maintain their popularity as tourist destinations, this study has demonstrated the importance of effective marketing and branding in influencing the tourist experience of these destinations.

More importantly, the research findings have shown that branding and the development of distinctive destination personalities can determine tourist behaviour and their intention to return to, or to recommend the destination to others.

Interviews with three senior employees of the English Riviera DMO gave detailed insights into the individual personalities of the three main resorts comprising the English Riviera umbrella brand. Evidence showed that all three of the resorts were assigned unique, differentiating personalities that enabled them to appeal to different markets, thus building a successful umbrella brand.

Overall, it was demonstrated that the personality traits of Torquay are 'vibrant', 'cosmopolitan', 'lively', 'busy', 'urban', 'artsy', 'cultured' with a warm family nature corresponding most effectively with the 'excitement' and 'sophistication' categories of destination personality. The traits of Paignton were found to be 'family orientated', 'nostalgic', 'traditional' and 'exciting' which are somewhat controversial in terms of fitting the traits derived by Murphy et al. (2007a), with 'exciting' fitting in the 'excitement' category but 'nostalgic' and 'traditional' sitting uneasily with the 'up-to-date' category. Brixham's personality traits were revealed as 'charming', 'quaint', 'idyllic', 'quiet', 'upper-class' and 'sophisticated' resulting in a predominantly 'sophisticated' resort in relation to personality categories.

The results from the questionnaires demonstrated that not only do respondents visiting different resorts view themselves differently from each other, they also viewed the corresponding destinations they stayed in differently. Brixham was perceived to be considerably more successful and charming than Torquay and Paignton. Numerous visitors viewed themselves and their towns similarly, which lead to 45.6% of participants experiencing congruence in 6 or more personality traits.

Findings revealed that tourists experiencing congruence with Torquay and Paignton destination personalities had little effect on their behaviour. However, in contrast, visitors to Brixham who experienced congruence with the resort experienced a positive effect on both their intention to recommend and intention to return. These findings showed the ability of visitors to three individual resorts within one umbrella brand to experience differing tourist behaviour.

Whilst some destination personalities perceived by visitors were similar to those assigned by the English Riviera Company in their branding, including Brixham's 'charming' trait, some were contradictory. In Paignton the English Riviera DMO attempted to apply a nostalgic and traditional personality to the destination, but visitors perceived a more up-to-date and modern personality for the resort. These findings could suggest that the destination branding personalities being applied to some of the English Riviera resorts are not being perceived well by tourists, and this is having a detrimental impact on tourists' propensity to recommend or return.

These findings have key management implications for the effective destination marketing and branding of British seaside resorts. Discrepancies in the brand personalities developed by the English Riviera DMO and those perceived by tourists expose the possibilities that the marketing and brand personalities of the resorts need reviewing regularly to ensure that they remain effective. Secondly there is a need to continuously examine the relationships between destination personality and tourist behaviour, monitoring the effects of changes on tourists' intention to return and recommend to destinations as DMOs continually update their branding strategies.

REFERENCES

- Aaker, D. A., 1992. The Value of Brand Equity. *Journal of Business Strategy*, 13 (4), 27-32.
- Aaker, J. L., 1997. Dimensions of Brand Personality. *Journal of Marketing Research*, 36, 347-356.
- Agarwal, S., 1999. Restructuring and local economic development: Implications for seaside resort regeneration in southwest Britain. *Tourism Management*, 20, 511-522.

Agarwal, S., 2002. Restructuring seaside tourism: The resort lifecycle. *Annals of Tourism Research*, 29, 25-55.

Beerli, A., Meueses, G. D. and Gil, S. M., 2007. Self-Congruity and Destination Choice. *Annals of Tourism Research*, 34 (3), 371-387.

Birdwell, A. E., 1968. A Study of the Influence of Image Congruence on Consumer Choice. *The Journal of Business*, 41 (1), 76-88.

Bletchley, R., 2014. 'It's nostalgic heaven!': Cromer's end-of-the-pier show still entertaining masses despite being Europe's last. Retrieved on 25 August 2014 from: <http://www.mirror.co.uk>

Boksberger, P., Dolnicar, S., Laesser, C. and Randle, M., 2011. Self-Congruity Theory: To What Extent Does It Hold in Tourism? *Journal of Travel Research*, 50 (4), 454-464.

Brodie, A., 2011. 'Towns of Health and Mirth: The First Seaside Resorts, 1730-1769', in Borsay, P. & Walton, J.K. (Eds), '*Resorts and Ports: European Seaside Towns since 1700*', 18-32; Bristol: Channel View Publications

Brodie, A. & Winter, G., 2007. *England's Seaside Resorts*. Swindon: English Heritage.

Caprara, G. V., Barbaranelli, C. and Guido, G., 2001. Brand Personality: How to make the metaphor fit? *Journal of Economic Psychology*, 22 (3), 377-395.

Chon, K-S., 1992. Self-Image/Destination Image Congruity. *Annals of Tourism Research*, 19 (2), 360-376.

Close Focus Tourism Consultancy., 2009. *Turning the Tide for Tourism in Torbay: Evidence Base Strategy 2010-2015* [online]. Torquay: Torbay Council. Available from: http://englishrivieratourism.co.uk/documents/452_Evidence_Base.pdf [Accessed 07 December 2013].

Cross, G. & Walton, J.K., 2005. *The Playful Crowd: Pleasure Places in the Twentieth Century*. New York: Columbia University Press.

Davis, M., 2009. *The Fundamentals of Branding*. Switzerland: AVA Publishing.

Destination Management Association International., 2013. *FAQ: What is a Destination Marketing Organization?* [online]. Washington: Destination Management Association International. Available from: <http://www.destinationmarketing.org/faq> [Accessed 12 December 2013].

Ekinci, Y., 2003. From destination image to destination branding: An emerging area of research. *eRTR Review of Tourism Research*, 1 (2), 21-24.

Ekinci, Y. and Hosany, S., 2006. Destination Personality: An Application of Brand Personality to Tourism Destinations. *Journal of Travel Research*, 45 (2), 127-139.

Ekinci, Y., Sirakaya-Turk, E. and Baloglu, S., 2007. Host Image and Destination Personality. *Tourism Analysis*, 12 (5-6), 433-446.

Elborough, T., 2010. *Wish You Were Here: England on Sea*. London: Sceptre

English Riviera Tourism Company, 2010. *Turning the Tide for Tourism in Torbay Strategy 2012-2015* [online]. Torquay: English Riviera Tourism Company. Available from: http://englishrivieratourism.co.uk/documents/turning_the_tide_for_tourism.pdf [Accessed 18 December 2013].

Erdem, T., 1998. An Empirical Analysis of Umbrella Branding. *Journal of Marketing Research*, 35 (3), 339-351.

Gale, T., 2005. Modernism, post-modernism and the decline of British seaside resorts as long holiday destinations: A case study of Rhyl, North Wales. *Tourism Geographies*, 7, 86-112

Grubb, E. L. and Hupp, G., 1968. Perception of Self, Generalized Stereotypes and Brand Selection. *Journal of Marketing Research*, 5 (1), 58-63.

Gunn, C. A., 1972. *Vacationscape: designing tourist regions*. Austin, TX: University of Texas Press.

Guthrie, S. E., 1997. Anthropomorphism: A Definition and a Theory. *In: Mitchell, R. W., Thompson, N. S. and Miles, H. L., eds. Anthropomorphism, Anecdotes and Animals*. Albany, NY: State University of New York Press, 50-58.

Hankinson, G., 2001. Location Branding: A Study of the branding practices of 12 English Cities. *Journal of Brand Management*, 9 (2), 127-142.

Hankinson, G., 2005. Destination brand images: a business tourism perspective. *Journal of Services Marketing*, 19 (1), 24-32.

Hsueh, C., Zhang H. Q. and Ren, L., 2013. Linking Destination Personality, Travel Motivation, And Behavior Intention: A Study of Mainland China As The Tourism Destination. *In: The Proceedings of 1st World Conference on Hospitality, Tourism and Event Research and International Convention and Expo Summit 2013*, Bangkok, Thailand, 25th-28th May 2013. Hong Kong: CABI, 569-575.

Iversen, N. M. and Hem, L. E., 2008. Provenance associations as core values of place umbrella brands. *European Journal of Marketing*, 42 (5-6), 603-626.

Keller, K. L. and Lehmann, D. R., 2006. Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 25 (6), 740-759.

King, J., 2002. Destination marketing organisations - Connecting the experience rather than promoting the place. *Journal of Vacation Marketing*, 8 (2), 105-108.

Klabi, F., 2012. The predictive power of destination-personality-congruity on tourist preference: a global approach to destination image branding. *Leisure/Loisir*, 36 (3-4), 309-331.

Knowles, T., and Curtis, S. 1999. The market viability of European mass tourist destinations. A Post-stagnation life-cycle analysis. *International Journal of Tourism Research*, 1(2), 87-96.

Knowles, T., Diamantis, D., and El-Mourhabi, J. (2004). *The globalisation of tourism and hospitality: A strategic perspective*. London: Thomson Learning.

Kozak, M. and Rimmington. M., 2000. Tourist Satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination. *Journal of Travel Research*, 38 (3), 260-69.

Miklos-Thal, J., 2012. Linking reputations through umbrella branding. *Quantitative Marketing & Economics*, 10 (3), 335-374.

Morgan, N. and Pritchard, A., 1998. 'Mood Marketing' - The new destination branding strategy; A case study of 'Wales' the brand. *Journal of Vacation Marketing*, 4 (3), 215-229.

Morgan, N. and Pritchard, A., 1999. *Power and politics at the seaside*. Exeter: University of Exeter Press.

Morgan, N. and Pritchard, A., 2001. Culture, identity and tourism representation: marketing Cymru or Wales? *Tourism Management*, 22 (2), 167-179.

Morgan, N. and Pritchard, A., 2002. Contextualizing destination branding. *In:* Pritchard, A., Morgan, N. and Pride, R., eds. *Destination Branding: Creating the unique destination proposition*. Oxford: Butterworth-Heinemann, 11-41.

Morgan, N. and Pritchard, A., 2002. Contextualizing destination branding. *In:* Pritchard, A., Morgan, N. and Pride, R., eds. *Destination Branding: Creating the unique destination proposition*. Oxford: Butterworth-Heinemann, 11-41.

Murphy, L., Moscardo, G. and Beckendorff, P., 2007a. Using Brand Personality to Differentiate Regional Tourism Destinations. *Journal of Travel Research*, 46 (5), 5-14.

Murphy, L., Moscardo, G. and Beckendorff, P., 2007b. Linking Travel Motivation, Tourist Self-Image and Destination Brand Personality. *Journal of Travel & Tourism Marketing*, 22 (2), 45-59.

Parry, K., 1983. *Resorts of the Lancashire Coast*. Newton Abbot: David and Charles.

Pike, S., 2008. *Destination Marketing: An Integrated Marketing Communication Approach*. Oxford: Butterworth-Heinemann.

Pritchard, A., Morgan, N. and Piggott, R., 2002. New Zealand, 100% Pure. The creation of a powerful niche destination brand. *The Journal of Brand Management*, 9 (4), 335-354.

Pritchard, A., Morgan, N. and Piggott, R., 2003. Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*, 9 (3), 285-299.

Pritchard, A., Morgan, N. and Pride, R., 2004. *Destination Branding: Creating the unique destination proposition*. 2nd ed. Oxford: Butterworth-Heinemann.

Presenza, A., Sheehan, L. and Brent, J.R.B., 2005. Towards a model of the roles and activities of destination management organizations. *Journal of Hospitality, Tourism and Leisure Science*, 3, 1-16.

Ritchie, J.R.B. and Crouch, G.I., 2003. *The Competitive Destination: A Sustainable Tourism Perspective*. Wallingford, Oxfordshire: CABI.

Ryan, C. and Zahra, A., 2004. The political challenge: the case of New Zealand's tourism organizations. In: Morgan, N., Pritchard, A. and Pride, R., eds. *Destination*

Branding: Creating the unique destination proposition. 2nd ed. Oxford: Butterworth-Heinemann, 79-110.

Shaw, G. & Williams, A.M. (Eds), 1997. *The Rise and Fall of British Coastal Resorts: Cultural and Economic Perspectives*. London: Mansell.

Sirgy, M. J., 1982. Self-Concept in Consumer Behavior: A Critical Review. *Journal of Consumer Research*, 9 (3), 287-300.

Sirgy, M. J. and Su, C., 2000. Destination Image, Self-Congruity and Travel Behavior: Towards an Integrative Model. *Journal of Travel Research*, 38 (4), 340-352.

South-West Research Company., 2011. *English Riviera Tourism Statistics Update*. Retrieved on 25 August 2014 from: <http://www.englishrivieratourism.co.uk>

Smith, M.K., 2004. Seeing a new side to seashores: culturally regenerating the English seaside town. *International Journal of Tourism Research*, 6, 17-28.

Somerville, C., 1989. *Britain Beside the Sea: Travels among the coastal communities of England, Scotland and Wales*. London: Grafton Books

Theroux, P., 1983. *The Kingdom by the Sea*. London: Penguin

Usakli, A. and Baloglu, S., 2011. Brand personality of tourist destinations: An application of self-congruity theory. *Tourism Management*, 32 (1), 114-127.

Urry, J., 1988. Cultural Change and Contemporary Holiday-making. *Theory, Culture and Society*, 5, 35-55.

Urry, J., 2002. *The Tourist Gaze (Second Edition)*. London: Sage.

Visit England, 2012. *Domestic Tourism Statistics*. Retrieved on 29 May 2014 from: <http://www.visitbritain.org/insightsandstatistics/domesticvisitorstatistics/>

Wallop, H., 2009. *Rock, fish & chips and pier shows boom, as seaside towns enjoy revival*. Retrieved on 21 May 2014 from: <http://www.telegraph.co.uk>

Walton, J.K., 1983. *English Seaside Resorts: A Social History 1750-1914*. Manchester: Manchester University Press.

Walton, J.K., 1992. *Wonderlands By The Waves*. Manchester: Manchester: University Press.

Walton, J.K., 2000. *The British Seaside: Holidays and Resorts in the Twentieth Century*. Manchester: Manchester University Press.

Walton, J.K. and Browne, P. (eds), 2010. *Coastal Regeneration in English Resorts*. Lincoln: Coastal Communities Association.

Walvin, J., 1978. *Beside The Seaside: Social History of the Popular Seaside Holiday*. London: Viking.

Wernerfelt, B., 1988. Umbrella Branding as a Signal of New Product Quality: An Example of Signalling by Posting a Bond. *The RAND Journal of Economics*, 19 (3), 458-466.

Williams, A. and Shaw, G., 1997. Riding the big dipper: The rise and decline of the British seaside resort in the twentieth century. In G.Shaw and A. Williams (Eds.) *The Rise and Fall of British Coastal Resorts: Cultural and Economic Perspectives* (1-18). London: Mansell.

Ye, S., 2012. The impact of destination personality dimensions on destination brand awareness and attractiveness: Australia as a case study. *Tourism*, 60 (4), 397-409.