

Designing the value creation model of Shahr Sabz branding for the tourism destination of Gilan province

Mehdi Reshad Kochsafhani¹ , Rahmat Ali Saberi haghayegh² , Alireza Farrokh Bakht Fomani³ 

- 1- PhD student, Department of Business Management, UAE.C., Islamic Azad University, Dubai, United Arab Emirates.
2- Department of Management, Bandar Anzali Branch, Islamic Azad University, Bandar Anzali, Iran
3- Department of Management, Bandar Anzali Branch, Islamic Azad University, Bandar Anzali, Iran.

Receive:

16 March 2024

Revise:

27 June 2024

Accept:

28 November 2024

Keywords:

Value creation,
branding,
tourism services,
economic
Development,
Tourism promotion

Abstract

The aim of this research is to design a green city branding value creation model for a tourism destination in Gilan Province (Case Study of Kalachay City). The research method is applicable in terms of its purpose, and qualitative in terms of its implementation method, based on the content analysis method. The statistical population of the research includes 12 senior managers of Kalachay City. The sample size was determined by purposive sampling, and the interviews continued until theoretical saturation was achieved. Semi-structured interviews were used to collect information. The data-driven technique and MAXQDA 20 software were used to analyze the data. The research findings show the effectiveness of seven dimensions: causal factors including the promotion of tourism services (unique features, cultural and artistic diversity, environmental protection, quality tourism services, participation of local communities), pivotal factors including local economic development and preservation of natural resources (promotion of sustainable tourism, cultural development of local art, creating a lasting experience for tourists), intervening factors including the sustainable development of the tourism industry and environmental protection (local and national government, tourism industry, local communities, environment and related organizations), contextual factors including the tourism destination (beautiful nature and tourist attractions, local culture and customs, sustainable and environmental development), consequential factors including the tourism destination (increasing the number of tourists, local economic development, preservation of natural resources, promotion of the city as a tourist destination).

Please cite this article as (APA): Reshad Kochsafhani, M., Saberi Haghayegh, R. A. and Farrokh Bakht Fomani, A. (2025). Designing the value creation model of Shahr Sabz branding for the tourism destination of Gilan province. *Journal of value creating in Business Management*, 5(2), 370-390.



<https://doi.org/10.22034/jvcbm.2024.448851.1342>



Authors retain the copyright and full publishing rights.

Published by Research Center of Resource Management Studies and Knowledge-Based Business. This article is an open access article licensed under the Creative Commons Attribution 4.0 International (CC BY 4.0)

Publisher: Research Center of Resource Management Studies and Knowledge-Based Business

Corresponding Author: Rahmat Ali Saberi haghayegh

Email: saberil18@ut.ac.ir

Extended Abstract

Introduction

In a world that is moving towards globalization, cities are increasingly competing to attract businessmen, investors, tourists and new citizens to their region; and many of these regions use branding techniques to distinguish their identity from others, or to use methods to make what they offer unique (Ghorbani et al, 2022). In recent decades, with the unprecedented expansion of urbanization, urban ecosystems have been destroyed and serious environmental problems threaten human health (Yang et al, 2020), so that in recent years, public concerns about environmental issues, deforestation, and ecosystem destruction in cities have increased the loss of environmental features in the urban environment, and this has caused people to try and care for the environment and understand and pay attention to their environment and society, which will lead to the emergence of concepts of green marketing and branding in expanding interest in tourism in cities (Salehzadeh et al, 2023). While cities are centers of change around the world and have different impacts on different areas of residence of people with different incomes; on the other hand, high urbanization rates have led to an increase in unplanned cities, which have led to a deterioration of the urban environment through reduced environmental performance, reduced quality and destruction of urban natural resources, and traffic congestion. However, it can be stated as follows (Debrah et al, 2022): One of the fundamental challenges of urban green growth policies is the restoration of environmental quality; and many cities, especially in developing countries, have experienced rapid economic and population growth and have created issues related to land degradation and noise pollution (Zain et al, 2022). Accordingly, the present study seeks to answer this question: How design a green city branding value creation model for the tourism destination of Guilan Province can be designed?

Theoretical Framework

Application of Branding

Branding is a smart style and context for the growth and development of any business and wealth generation (Mokhtari Malekabadi et al, 2022) that helps all stakeholders, including buyers and sellers. One of its important applications is to help buyers identify products and build trust in the quality and consistency of the product. Brands allow the transfer of responsibilities for its performance to a specific manufacturer. Another application of branding is that it can facilitate the decision-making process and reduce the risk perceived by consumers (Almeyda-Ibáñez & George, 2017).

The concept of place branding

Places, regardless of scale (country, city or smaller place) or perspective (as a tourist destination or a broader perspective), are very complex in nature. Therefore, any discussion about the application of branding to places is also very complex and must go beyond product or company branding theories. The development of approaches, terminology and methods from the commercial world to the world of places is not simple. This explains why, to date, place branding has been paid attention from different perspectives and with different goals and objectives (Kladou et al, 2017).

Mohammadnezhad Ali Zamini et al, (2024) examined the digital branding model of healthy agricultural products. The results showed that the digital branding of healthy agricultural products revolves around creating brand meaning and brand power, which begins under the influence of causal conditions and is achieved with different strategies for creating digital brand and brand power; and by formulating and implementing a marketing mix aligned with the brand and integrated communication marketing, it strengthens the brand culture in the target community and visualizes the identity and personality of the digital brand of healthy

agricultural products in the mind of the customer. The strategy influenced by intervening factors seeks to fulfill the rightful desire, food security and health; and by acting on the brand promise and delivering a healthy product at a reasonable price, it gains reputation; and the repeat purchase of agricultural products by loyal customers requires more production and causes employment and rural economic prosperity.

Meysamiazad et al, (2024) studied the identification of the determining factors of green product branding, a model for the Iranian food industry. The results in the qualitative section showed that 214 open codes, 85 concepts and 26 subcategories were identified and extracted from the interviews conducted. The results in the quantitative section showed that the model has a good fit and can be used for branding green products in the country's food industry.

Research Methodology

The research method is applicable in terms of its purpose, and qualitative in terms of its implementation method, based on the content analysis method. The statistical population of the research includes 12 senior managers of Kalachay City. The sample size was determined by purposive sampling, and the interviews continued until theoretical saturation was achieved. Semi-structured interviews were used to collect information.

Research Findings

The data-driven technique and MAXQDA 20 software were used to analyze the data. The research findings show the effectiveness of seven dimensions: causal factors including the promotion of tourism services (unique features, cultural and artistic diversity, environmental protection, quality tourism services, participation of local communities), pivotal factors including local economic development and preservation of natural resources (promotion of sustainable tourism, cultural development of local art, creating a lasting experience for tourists), intervening factors including the sustainable development of the tourism industry and environmental protection (local and national government, tourism industry, local communities, environment and related organizations), contextual factors including the tourism destination (beautiful nature and tourist attractions, local culture and customs, sustainable and environmental development), consequential factors including the tourism destination (increasing the number of tourists, local economic development, preservation of natural resources, promotion of the city as a tourist destination).

Conclusion

The present study was conducted with the aim of designing a value creation model for green city branding for a tourist destination in Gilan province (case study of Kalachay city). The results of this study are consistent with the studies of Mohammadnezhad Ali Zamini et al, (2024), Meysamiazad et al, (2024), Alsayel et al, (2023), Carrizo Moreira et al, (2023), Al Fahmawee & Jawabreh (2023), Poornamdar & Aazami (2023), Zare Mehrjardi (2021), Taleghani & Einy Dlejani (2021), and Jalaliyan et al, (2019). Alsayel et al, (2023) showed that, according to the cases stated in hierarchical administrative systems, central governments have effects on cities for place branding and effectiveness, while the performance of place branding has not been widely studied on multi-level governance on place branding performance in centralized administrative system. This study shows that different models of multi-level governance have different effects on place branding performance in urban development; factors such as direct access to central leadership and resources increase branding performance in cities, and privatization promotes it.

According to the results of the study, the following suggestions were made:

Creating green tourism facilities, eco-lodges and nature tours can help attract tourists and strengthen the regional economy. In addition, preserving and protecting the natural landscapes and beauties of the city, as part of branding, can help preserve the environment and cultural values of the region. Offering cultural and traditional activities, as well as attractive advertisements and unique attractions of the city, can help promote tourism in the region and turn the city into a popular tourist destination.