



## Bibliometric Analysis of Brand Slogan in Event Tourism

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### ABSTRACT

**Purpose:** Marketing is a method that focuses on promoting companies' products and services. One of the main elements of promotion is the product or brand slogan. This study aimed to provide a bibliometric analysis of scientific documents on brand slogan research in event tourism.

**Methodology:** This study used social network analysis to investigate co-authorship, co-occurrence of words, and cooperation coefficient. The research population consisted of studies of journals indexed in the Web Science database from 2006 to 2022, and 29 articles about brand slogans in tourism were selected as samples and analyzed using VOSviewer software.

**Findings:** The results showed that research on brand slogans in tourism reached the highest level in 2017, and the United States did the most research in this area. The most frequently repeated words between 2014 and 2016 included destination brand, destination image, slogan, and marketing communications, and after 2016, the words "destination slogan" and "location identity" were repeated. Tourism slogans, logos, slogans, and products were the most frequent in 2020. Most citations were related to Lee's (2006) article. The differences between keywords before and after 2020 indicate the importance of slogan design and appropriate slogans for tourism brand marketing.

**Originality:** It is suggested that tourism managers use the related slogan of their tourism brand to promote and market it. Also, the results of this research will help researchers to consider current issues in the field of event tourism in future studies and to identify authentic publications in the field of brand and tourism and use authentic articles to write their articles.

### Keywords

Competitiveness  
Marketing Communications  
Slogan Recall  
Sport Tourism  
Tourism Marketing

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## 1. Introduction

Now more than ever, human society faces a lack of diverse resources and needs and is trying to use the limited resources available to meet some of its unlimited needs. If economics is the study of how unlimited needs can be met using limited resources, management of skills and assets for optimal use of existing resources, and marketing is defined as identifying and addressing needs through resource exchange, (Ferrand & McCarthy, 2008). Therefore, managers need to develop effective marketing strategies to determine their brand positioning and help their brands communicate positively with current and new customers. The ultimate goal of branding is to differentiate a brand from a competitor, which is the essence of branding strategy (Aaker, 2003).

A brand is a name, phrase, term, sign, symbol, design, or combination of them intended to introduce goods or services by vendors to differentiate their products from competing companies (Lassar et al., 1995). In marketing, it has been argued that providing sensory, emotional, behavioral, and intellectual experiences can influence a brand somehow and thus increase brand credibility (Hwang & Hyun, 2012).

In their research, Choi et al. (2017) found that emotional slogans must be created to evoke customers' emotional experiences, develop strong feelings for the brand, and help build brand credibility. Therefore, brand managers should create slogans for the brand that are attractive to consumers, developing behavioral, sensory, emotional, and cognitive aspects of a brand increases consumers' perception of brand credibility, directly or indirectly affecting the quality and loyalty of customers' relationships with the brand.

Slogans are short phrases that convey descriptive or convincing information about the brand. In other words, they are essential tools for summarizing and translating the claims of a brand marketing plan (Keller, 2003). Slogans are believed to play an important role in advertising (Richardson & Cohen, 2012).

Slogans are widely used in advertising campaigns for various products and interact effectively with other brand elements such as brands, logos, packaging, and designs, as these slogans play a beneficial role in helping customers understand the brand's nature (Lee et al., 2006). Additionally, tourism is also a popular part of leisure experiences in the world (Ritchie & Adair, 2004).

The rapid growth of tourism has led to the formulation and implementation of tourism development plans and policies. As a result, competition between destinations has intensified, leading them to develop and implement various marketing activities to improve understanding of their target brands (Zhang et al., 2016). Tourism campaigns usually have slogans or slogans to unite and emphasize the values and identities of the place advertised; for example, South Australia has the motto "Peace, Joy, Discover," and the Maldives have the slogan "Sunny Side of Life" in their tourism campaigns (Nuttavuthisit, 2007). National tourism organizations should pay attention to the country's brand logo and brand slogan in their advertisements and develop these two components, Paying attention to the brand logo and brand slogan helps to increase the effectiveness of advertising and attracts more visual attention of tourists and effectiveness (Lourenção et al., 2020).

The results show that the more clearly the tourism slogan represents the unique sales of a brand, the more efficient the message is. Furthermore, if tourists can get specific information about the slogan, they will have a more favorable attitude toward it. Compared to vague slogans, specific and tangible slogans can provide more precise information about a destination, which can help tourists reduce the risks associated with travel decisions (Lee et al., 2006).

In the choice of words for designing tourist destination slogans, it is necessary to consider their positive and negative meanings simultaneously. For example, the Thailand Tourism Campaign has been quite successful in choosing the slogan "Amazing Thailand" because its positive meaning has convinced many tourists to enjoy the idea of experimenting with something new, strange, or different from their Thailand tourism and shows the amazing quality of the country, but on the other hand, it can convey a sexual trait and create an impression about the country's brand (Nuttavuthisit, 2007).

Additionally, extremism in slogan design hurts the attitude towards the destination and the intention to travel of tourists since tourism has high empirical characteristics and tourists cannot assess the quality of the destination before experiencing it; they are likely to evaluate high-profile slogans more cautiously to reduce the risks associated with travel decisions. A brand slogan's information may be inconsistent with what tourists think and know about the destination, leading to cognitive dissonance (Zhang et al., 2016). However, the most important thing to note is that brand slogans are generally crucial in branding (Aaker, 2012); for this purpose, slogans are used in football sports. Football is not just a sports game but has become a global business for teams (Hamlin & Peters, 2018). Football slogans aim to achieve two main goals: promoting brand awareness and creating, protecting, or changing brand image and perception (Brown & Katz, 2011). Significant events like the World Cup also use posters and slogans to convey the host country's traditions. These options create feelings of belonging and shape the nation as a concrete community (Malanski & Peña, 2023). Considering the above and the importance of slogans in tourism, Nevertheless, many research gaps remain in the field of research of the motto (Kohli et al., 2007) and specifically the Destination Research Slogan (Pike, 2004). Since scientific development is one of the most important indicators of economic and social development in different countries, it is necessary to investigate scientific production in various fields (Makkizadeh & Hazery, 2017). Scient metrics studies are among the cases that can show the extent of a country's scientific development. The findings of scient metric studies can be counted as the most important policy tools for developing science, technology, and innovation in different countries (Emami et al., 2016).

These studies help managers discover effective marketing methods. Additionally, one of the most important items in today's marketing competition is the creation of methods affecting the audience and customers of products and services by managers of organizations and companies. For this reason, reviewing prior academic research helps to understand knowledge in a particular field (Hart, 1998). In addition, it identifies gaps and suggestions for future research work (Thwaites & Chadwick, 2013). And finally, the results can lead to progress in future research in the field. Therefore 'this research uses existing studies in the field of brand slogans in tourism, doing so 'will provide a range of

concepts, models and frameworks and develop a management understanding of the multidimensional nature and complexities of achieving service quality in a tourism environment.

## 2. Theoretical background

### 2.1. Brand Slogan

One of the important factors that sustain organizations is the retention of customers, and if the organization loses its customers, it should not hope to continue its activities.

To attract customers and his loyalty, one of the most important factors is to create brand value for the company. If the company fails to create a special value for itself, it will lag behind its competitors and lose market share in the current highly competitive environment. The recent emphasis of marketing is on creating global brand names that compete with different countries and cultures. Therefore, to ensure success in building a strong commercial name (high value business name), it is necessary to understand the process of creating brand value and know the factors affecting it. The elements of the classic marketing mix (product, price, distribution, and promotion) have a greater effect on changing the brand name and brand's specific value from the customer's perspective (Yoo et al., 2000). Recently, brands have been emphasized as an important relationship marketing tool to differentiate a company from competitors (Choi et al., 2017).

A brand is a name or phrase whose main purpose is to introduce a product or service to customers. In today's competitive environment, most researchers believe that brands are an important part of business (Lassar et al., 1995). The brand name, along with the brand's slogan and logo, represents one of the three key elements of brand identity. The elements by which the brand communicates with the world around it (Kohli et al., 2007). Although many commentators have argued that logos, slogans and advertising campaigns are relatively ineffective in branding the place, those involved focus on these visual design and advertising tools (de San Eugenio Vela et al., 2017). Although these three components are pieces of a single whole, the way they each build brand identity is distinct and performs a specific function. For example, brand-to-product shows the core brand identity and cannot be easily changed. Logos, whether brand images or more abstract designs, serve as visual cues for faster processing and global recognition of brands in different languages and cultures. Likewise, logos are noticeably rarely changed, but sometimes changed or updated to keep up to date in the competitive world. A brand name, often no more than one or two words, can't say many things literally. The same is true of logos. Finally, slogans play an important supporting role in brand identity. They are a key element of a brand's identity and contribute to the unique value of a brand. In today's market, almost all brands use slogans. Slogans reinforce the brand image, help identify and recall it, and create brand differentiation in consumers' minds (Kohli et al., 2007). Slogans are created to evoke emotional experiences from customers. Emotional experiences in slogan design, using verbs related to logos, symbols, and the brand allows customers to immerse themselves in the brand environment (Choi et al., 2017). However, the important point is that the slogan must be consistent with the brand's characteristics (Nuttavuthisit, 2007).

Brand characteristics positively affect attitude toward slogans, and the relationship between slogan and brand characteristics has positive effects on attitude towards slogans and attitude towards destination brands. When a brand creates an extreme slogan far from its brand characteristics, it will hurt the slogan and attitude towards the target brand (Zhang et al., 2016).

## **2.2. Bibliography**

The first bibliometric analysis was proposed in 1969 (Zancanaro et al., 2015). The term became more common with the publication of *Scientometrics* in 1977, a reference journal in this field (Janssens et al., 2006). In this type of study, one of the most widely used methods of mapping is the visualization of similarities, which has been implemented as a computer program called VOSviewer software (Zancanaro et al., 2015). It draws scientific maps using different methods and techniques, one of which is the co-occurrence of words (Co-occurrence) (Bosanac et al., 2009). The Co-occurrence analysis proposed by Calvin Morse in 1983 is based on the assumption that the presence of concepts or keywords together represents the content of the document (Osareh, 2017). Co-occurrence analysis, also referred to as coincidental, is the an interdisciplinary (Ebadollah Amoughin et al., 2019) analysis of the use of words or terms that occur simultaneously in a literature collection to indicate the relationship between different research themes across. Likewise, measurement of this co-occurrence can lead to the drawing of a network of concepts in a scientific field. This conceptual network is drawn by measuring the number of occurrences of each keyword and its association with other concepts and keywords. Conceptual network creation can be useful in drawing and moving scientific dynamics, structuring scientific works and documents, clustering concepts, understanding hidden relationships, and visibility of scientific networks (Osareh, 2017).

For there more, this method allows the researcher to review the development of a scientific topic, draw up a scientific map, review the research literature in this field, and identify the top countries and researchers in that field. These findings are among the most important policy tools for developing science, technology, and innovation in different countries (Emami et al., 2016). Rapid developments in today's society also consider numerous scientific and research productions to be important criteria for evaluation. In today's society, a country that has the capacity and innovation to produce science will be successful (Yaminfirooz et al., 2018). International bibliometric studies are of special importance since they provide the opportunity to compare and create scientific competition on a large scale. Finally, the coordination of the scientific outputs of the countries towards global standards causes the production of science (Emami et al., 2016).

## **3. Methodology**

This research is part of applied research and in the field of scient metric research ‘scient metrics or bibliometrics specifies the body of research. Citations and outputs measure the units of publication of research and are used in different academic disciplines for quantitative analysis and literature description (Zhang et al., 2021).

To collect the data of the present study, the database<sup>1</sup> available in the Web of Science (WOS) was selected. The reason for choosing this database is that it provides access to the world's leading scientific databases of authoritative articles, which include the Expanded Science Citation Index (SCI-expanded), the Social Science Citation Index (SSCI) and the Arts and Humanities Citation Index (AandHCI) with permanent access (Rodríguez-López et al., 2020). Data from this study were extracted on September 30.

The authors first performed an advanced search using the keyword ("Slogan\*") and found 3,428 documents related to this keyword. Then, by adding the keyword "Brand\*" to the previous search, the search was re-applied, and 232 documents were found. It should be noted that both words were in the Topic field and in the Web of Science categories; by applying the filter, the documents related to Hospitality, Leisure, and Sport Tourism were selected. In this step, the number of documents found was 36 documents. In the next step, the type of document article was selected in the Refine by Document Types section. At this stage, 34 articles were found. Finally, in the next step, the language filter was applied to articles published in English; in this section, 31 articles were found. To enrich the research results, the authors reviewed the articles' abstracts; two articles were removed from the list due to lack of relation to the research subject, and the final analysis was done on 29 articles. Data from this study included studies of journals indexed in the Web of Science categories from 2006 to 2022.

In the next step, the extracted data was entered into the VOSviewer software, noting that the software is compatible with the Web of Science categories database, Scopus and other popular databases and is used to analyze this data.

Details of the search methods used in Web of Science are listed in Table 1 (Appendix):

**Table 1.** Data collection summary.

Document Type	Journals
Period of analysis	1992-2023
Search engines	Web of Science
	("Brand*") And ("Slogan*")
	Index:
Query String	(Science Citation Index Expanded) (Social Sciences Citation Index) (Arts & Humanities Citation Index) (Emerging Sources Citation Index)
Total number of articles	<b>29</b>

In addition, the graph of the stages of searching articles and the final number of articles on which analysis is formed in Figure 1 shown:

<sup>1</sup> <http://apps.webofknowledge.com>

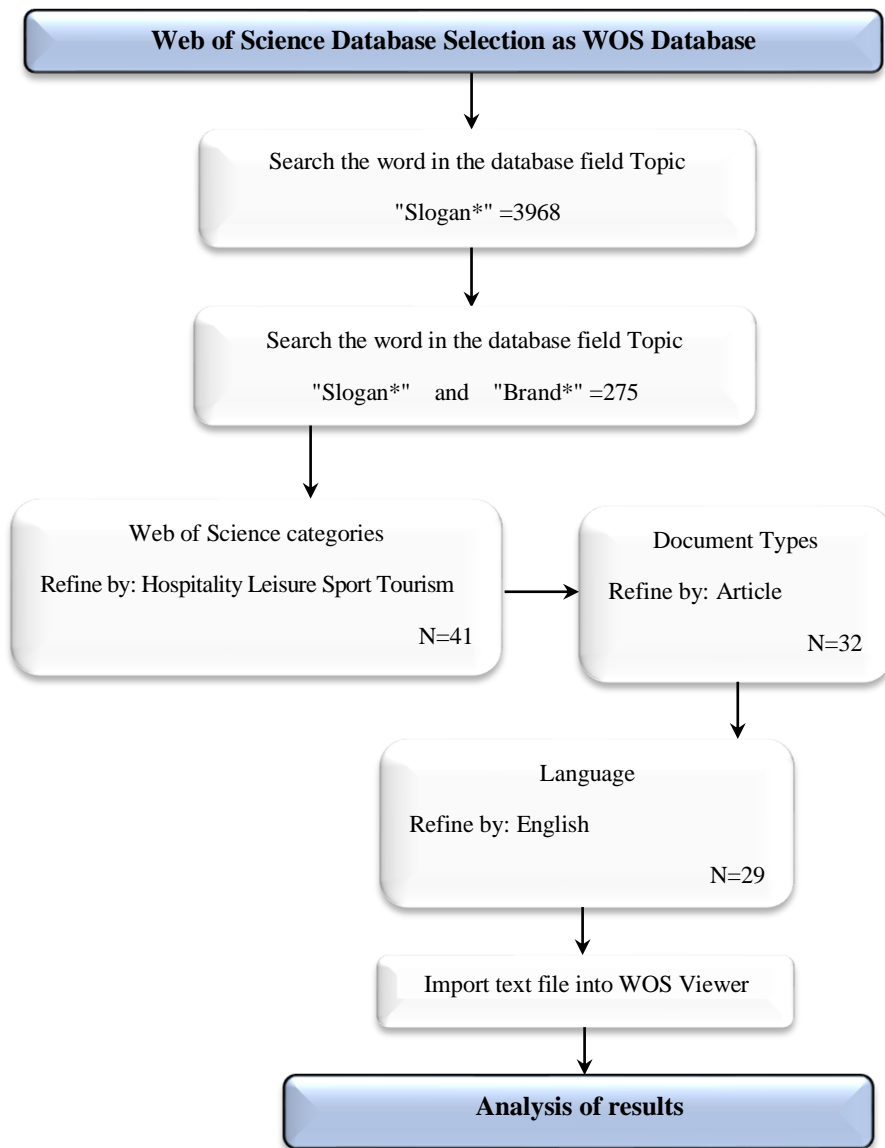
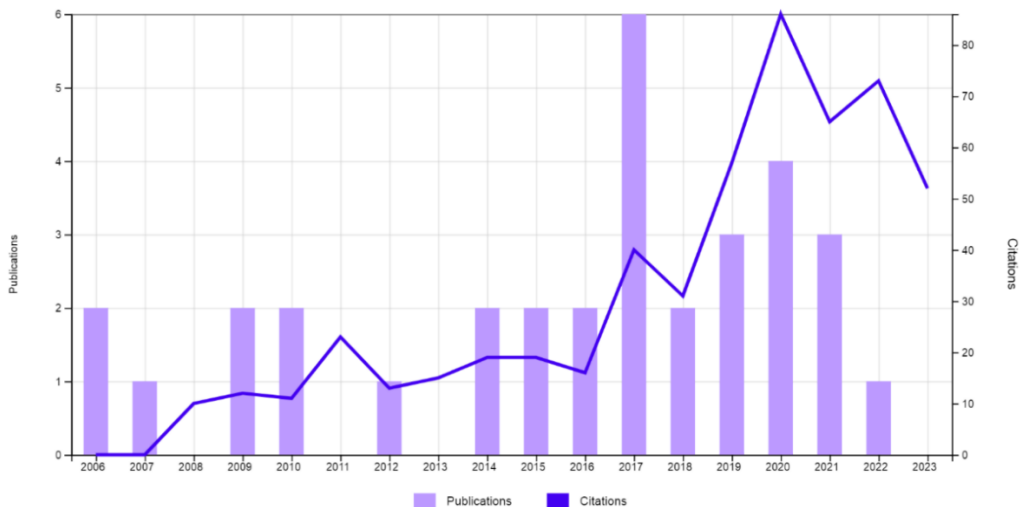


Figure 1. PRISMA flow diagram of the process of identifying and screening existing documents.

## 4. Results

### 4.1. Evolution in the number of publications 2006-2022

Findings show that from 2006 to 2022, studies on brand slogans in tourism have been carried out. This chart shows the growth of studies in the field of brand slogan in tourism in 2017 and shows that the number of citations to articles published in this area has reached its highest level in 2020. Diagram 1 illustrates these findings:



**Figure 1.** Annual and cumulative number of research papers on brand slogans in tourism indexed in Web of Science from 2006 to 2022.

### 4.2. Contribution of countries in the publication of articles

The findings showed that 18 countries published articles on brand slogans in tourism. Of the 29 articles published in this field, the most significant number is related to the United States. It should be noted that the other findings (The number of citations and the strength of communication between countries in the publication of articles) are outlined in this section in [Table 2](#):

**Table 2.** Top 8 countries in number and amount of citations to articles in articles brand slogan in tourism.

Id	Country	Documents	Citations	total link strength
1	USA	7	194	5
2	China	5	40	4
3	England	4	45	2
4	South Korea	3	155	3
5	South Africa	2	56	2
6	Spain	2	40	0
7	Netherlands	2	32	0
8	Taiwan	2	10	0



### 4.3. Co-authorship based on cooperation between countries

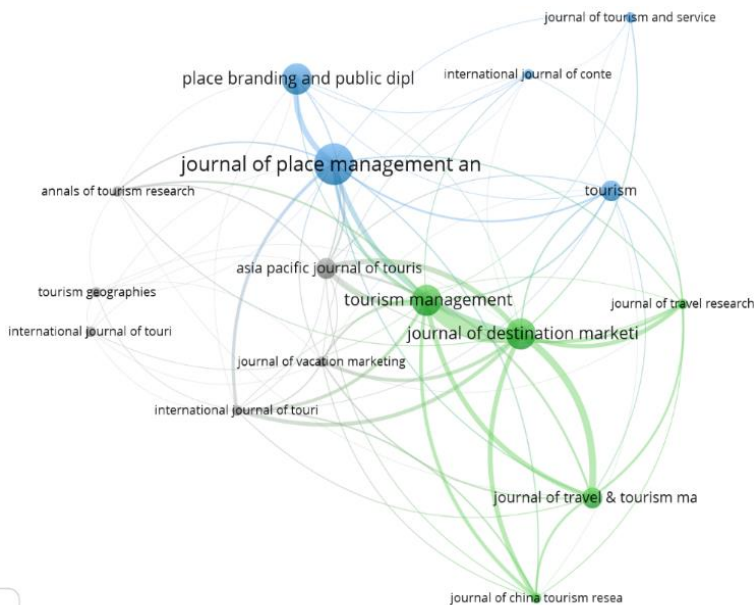
The findings show that among 18 countries, five countries have cooperated in publishing articles on brand slogan in tourism. The United States and China jointly came in first place with three countries. [Figure 3](#) shows the results.



**Figure 3.** Bibliometric map created based on co-authorship in grid visualization mode.

### 4.4. Contribution of journals in publishing articles

Findings show that 17 publications have contributed to the publication of 29 articles in the field of brand slogan in tourism. [Figure 4](#) shows the number of articles published in periodicals.



**Figure 4.** A picture of the bibliometric map created based on the share of journals in network visualization mode.

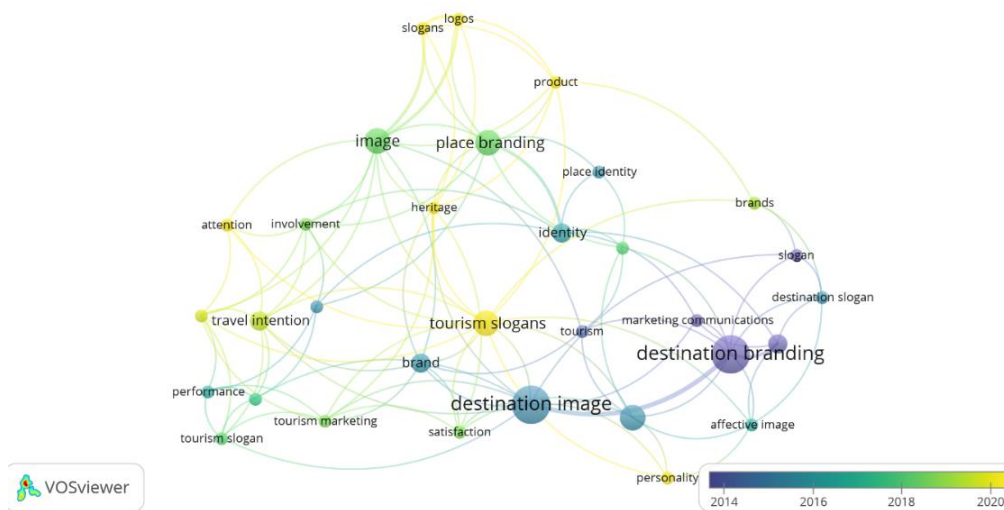
In Table 3 the number of articles published and the citation rate of the articles of these journals are shown separately:

**Table 3.** Top 8 countries in number and amount of citations to articles in articles brand slogan in tourism.

Id	Source	Documents	Citations
1	Journal of place management and development	4	57
2	Journal of destination marketing & management	3	18
3	Place branding and public diplomacy	3	87
4	Tourism management	3	86
5	Asia pacific journal of tourism research	2	10
6	Journal of travel & tourism marketing	2	34
7	Tourism	2	14
8	Annals of Tourism Research	1	26
9	International journal of contemporary hospitality management	1	58
10	International journal of the history of sport	1	1
11	International journal of tourism cities	1	6
12	International journal of tourism research	1	23
13	Journal of China Tourism Research	1	3
14	Journal of tourism and services	1	0
15	Journal of Travel Research	1	30
16	Journal of Vacation Marketing	1	2
17	Tourism geographies	1	26

### 4.5. Co-occurrence of keywords

The results showed that out of 225 keywords used in the articles, 36 words were repeated twice or more than two times. In this section the map shows which words appear or are used together in the articles. It should be noted that the size of the circles indicates the frequency of words in the articles. Figure 5 shows these words.



**Figure 5.** Bibliometric map created based on the co-occurrence of words in network visualization mode

#### 4.6. The number of citations to articles

The findings in this section showed that out of the 29 articles examined, 21 articles were cited more than three times, Lee et al. (2006) was ranked first with 74 citations. In citation maps, each circle corresponds to an article represented by the first author's last name and the year of its publication. The size of the circles corresponds to the number of citations and each cluster represented in different colors is articles that have repeatedly invoked each other. The frequency of citations determines the relationship between items and each other. The relationship between each cluster is specified in Figure 6:

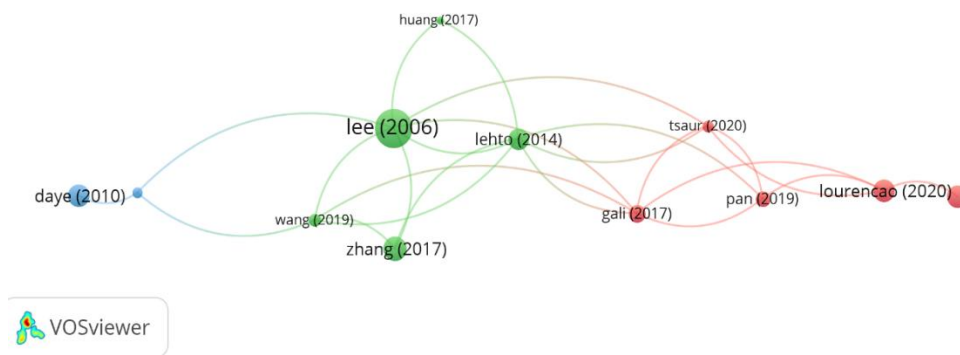


Figure 6. Bibliometric map created based on the number of citations in grid visualization mode.

In Table 4, the number of citations to the articles of the brand slogan is specified as separated:

Table 4. Top 8 countries in number and number of citations to articles in articles brand slogan in tourism.

Id	Documents	Citations
1	Lee et al. (2006)	74
2	Nuttavuthisit (2007)	66
3	Choi et al. (2017)	58
4	Zhang et al. (2016)	30
5	Lourenção et al. (2020)	26
6	Oliveira (2015)	26
7	Daye (2010)	26
8	De Jager (2010)	26
9	de San Eugenio Vela et al. (2017)	24
10	Lehto et al. (2014)	23

#### 4.7. Co-citation-co-occurrence of articles

Co-citation, co-occurrence when a new article cites two articles. When a new article cites two articles, they have a thematic similarity. In a map, each circle or node represents an article, and its size indicates how much it is cited. The link between nodes shows the relationship between two articles cited by the other article. The link between the two articles indicates the coincidence or coincidence of the two articles in the list of references

of the map articles. Generally, indicates the number of repetitions of two articles simultaneously. In Figure 7, these communications are described:

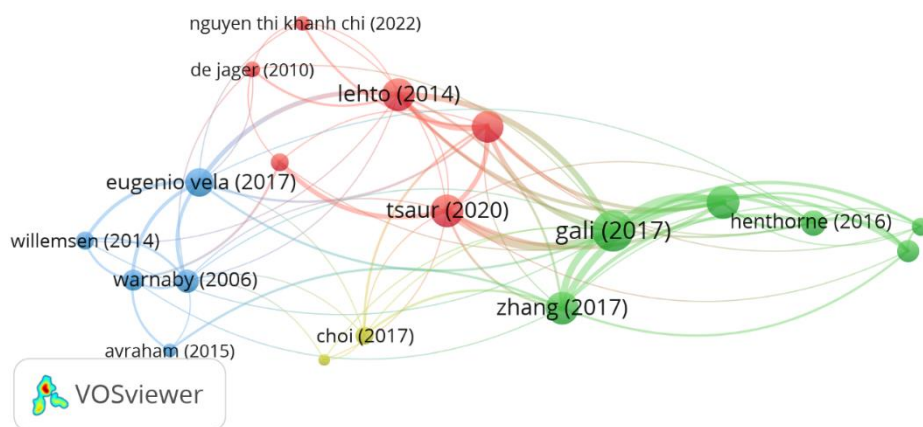


Figure 7. Bibliometric map created based on shared references in grid visualization mode.

## 6. Discussion and conclusion

Bibliometric tools are helpful in understanding the scope and depth of academic research in a discipline. The process involves a systematic approach to evaluating research publications in a selected database over a period and assessing their impact on the body of knowledge.

This method enables researchers to understand the scope of the topic, the development of research in its main and peripheral fields, research collaborations, and the identification of underlying patterns and emerging trends (Rodríguez-López et al., 2020). To master a field, researchers must spend much time searching and reviewing its background. This type of research allows researchers to access articles in their field quickly (Abdollahnezhad et al., 2023). Additionally, slogans are a key element of a brand's identity and contribute to the brand's unique value. In today's market almost all brands use slogans. Slogans reinforce the brand image, help identify and recall it, and make brand differentiators in consumers' minds (Kohli et al., 2007). This research was applied research that analyzed the data using VOSviewer software, which can convert the data into illustrated results. This research sought to analyze the research in brand slogan in tourism Data were extracted using the WOS database. Using keywords ("Slogan\*") and "Brand\*", data search was formed and after filtering the data with the authors' opinions, the final analysis was conducted on 29 published articles in the field of brand slogan in tourism. The present study examined the growth of brand slogan publications in tourism, citation analysis, thematic transformation, Co-occurrence analysis, and co-citation analysis.

The data shows that research in brand slogans began in 1992 and has continued until today. The results showed that (Lee et al., 2006), and (Qu et al., 2022), each with two articles on brand slogans in tourism, were the first authors in terms of the number of articles in this field; the title of the articles of experience and analysis in this research are

in the attachments section in [Table 5](#) is presented. Moreover, analysis of the final data showed that this number of studies was conducted between 2006 and 2022.

In the section on the publication of articles in the field of brand slogan in tourism by year, the results showed that the growth of studies in this area peaked in 2017, and the number of citations to these articles in 2020 was at the highest level. Of the 29 articles analyzed, five were conducted in 2017. These articles further focused on the impact of slogans and awareness of slogans on the attitudes and intentions of travel tourism customers.

Although in other papers, the researchers' main goal was to express the impact of slogans on customer behavior, they initially focused on how slogans were designed and the factors that could make a lasting and effective slogan. In some ways, articles in 2017 addressed the importance of slogans and their impact on profitable marketing and loyalty of tourism customers, which showed the success of slogans in marketing.

Additionally, due to the COVID-19 pandemic in 2019, there were significant changes in research orientations. Perhaps one of the possible reasons for the increase in citations to articles in the field of brand slogans in tourism in 2020 was the focus of researchers on the impact of this disease on the tourism sector, something that was undeniable at the time of the outbreak, its impact on the dramatic reduction of tourism rates. Tourism businesses, for example, were affected by the COVID-19 pandemic in 2020, and this could only be improved with the right business strategies.

The results also showed that the United States, China, and the United Kingdom were among the top countries in publishing articles in brand slogan, with 7, 5, and 4 articles, respectively. Seven articles published in the United States with 194 citations were among the most cited articles in this field.

The results showed that published articles on the brand slogan in tourism have been carried out by 18 countries (among which five countries have cooperated in writing articles). The United States and China were two countries that have worked with other countries. China collaborated with the United States, South Africa, the United Kingdom, South Korea, and South Africa in writing articles on the brand slogan. The advantage of recognizing cooperation between countries is that it improves collaboration with these authors and helps researchers find existing partnerships between countries and identify possible co-workers.

As well as The results showed that 29 studies in this study were published in 17 journals. Additionally, with four articles, the Journal of Management and Development of Place published the highest number of articles on the brand slogan; it should be noted that this publication is located in Emerald Publications.

Moreover, the results showed that tourism management, place branding and public diplomacy journals, and marketing and destination management journals had three articles, each placed in the next position in the field of brand slogan. In the continuation of this discussion, the results showed that the highest citations to articles published in these journals were related to the Journal of Place Branding and Public Diplomacy, with 87 citations, and the articles published in Tourism Management Journal were next with 86 citations.

The results show that reputable publications that have done articles on brand slogan in tourism include tourism management (marketing and destination management, location

management and development (place branding and public diplomacy). The findings in this section help researchers identify reputable publications in the field of brand slogan in tourism and use published articles in these journals to write their next research in this area. As well as researchers can refer to these prestigious journals to publish their articles on the brand slogan in tourism.

In the Co-occurrence part of the keywords, the results showed that out of 225 keywords mentioned in the articles, 36 words were used two or more times in the articles. Keywords are essentially standardized texts or terms chosen from the title and text of articles to indicate the topic of the articles. Co-occurrence keywords provide a logical description of the important points of the research and help the authors to identify the main issues and developments of a topic. It should be noted that the frequent synchronization of the two keywords in the article indicates that they are closely related to other keywords and may reveal a new idea for the area of research.

These findings show which vocabulary has received more attention and which words have been used in previous years. The results in this section showed that words such as destination brand (destination image, with six repetitions, had the highest repetition in articles; words such as brand personality, image, place branding, and tourism slogans, with four repetitions, were the next place of the most repetition.

As well as The results in this section showed that in the years before and after 2014, words such as destination brand, destination slogan, slogan, destination image, tourism, destination marketing, and marketing communications were more commonly used. Over time and in 2016-2018, words such as brand, brand personality, destination image, identity, place identity, competitiveness, and performance were used in articles.

The results showed that from 2018 to 2022, words such as slogan recall, travel intention, attention, slogans, logos, product, personality, heritage, and tourism slogans were more considered by researchers in this field. It is worth mentioning that the term tourism slogan has been a frequent vocabulary of articles from 2020 onwards, indicating its importance for researchers and the special place of slogans in tourism marketing.

As the results show that in 2016 to 2018 (the image of destination, performance, brand, and competitiveness were words that were included in articles in a category or group, in other words, due to the use of these words together, it can be understood their thematic relationship, competitiveness affects the brand location. The placement of the brand location with words such as slogans (logos (products and heritage indicate the thematic relevance of these words. It is certain that competitiveness in the brand location leads to the use of tourism marketing techniques (this marketing can help introduce the products services and heritage of the country by using these two elements (logos and slogans) to marketing its tourism brand.

In citations to the articles, the results showed that out of 29 reviewed articles, 21 articles were cited more than three times by other articles. The results showed that Lee et al. (2006) paper with 74 citations was first place in terms of citation rate. Nuttavuthisit (2007) with 30 citations; (Choi et al., 2017) with 58 citations; (Zhang et al., 2016); with 30 citations ranked second to fourth. As well as; The results also showed that Lourenção et al. (2020)'s articles; Oliveira (2015); Daye (2010) and De Jager (2010) jointly ranked next with 26 citations.

In [Lee et al. \(2006\)](#) the researcher has sought to analyze the elements of branding in tourism websites 'due to changes and developments in new technologies and the special place of the Internet in attracting audiences 'this article has been of great importance. Branding elements include brand name, logo, and slogan, and in this research, the researcher analyzed these elements and their special place in branding in tourism websites, considering the main brand elements and also the advancement of technology. The use of web-based services is perhaps one of the important reasons that researchers have cited this article in their research.

[Nuttavuthisit \(2007\)](#) article also corrects Thailand's negative image using elements of branding 'in which the researcher has shown that slogans can simultaneously create a positive and negative outlook in the mind, this article has addressed the characteristics of the slogan of tourism destination and tries to show that using useful words in slogan design can create a positive view towards tourism brand.

Additionally, considering that the two articles of [Lee et al. \(2006\)](#) and [Nuttavuthisit \(2007\)](#) were among the first articles published in the field of brand slogans in tourism and are somehow considered as one of the basic articles in this field, the high citation rate to them is completely normal. The results in this section also showed that [Lourenção et al. \(2020\)](#)'s article with 26 citations was one of the most cited articles in the area of tourism brand slogan. As mentioned in the results of the process of publishing articles, the citation rate of articles in 2020 was the highest and [Lourenção et al. \(2020\)](#) article is one of the hot articles in this field, which has been able to obtain 26 citations in less time than other cited articles. In general, the results show that the high citation rate to published articles in recent years is promising new research in this field, which may be investigated to examine the impact of brand slogan and how it is designed, this shows the growing importance of the brand's slogan.

As mentioned earlier, one of the most effective tools to attract and facilitate the planning and booking of tourist destinations by customers is the Internet. This method is also used for sports tourists. Therefore. It is suggested that managers and planners of sports tourism brands maximize their branding success by creating a tourism website and introducing their brand features by creating slogans and phrases. If organizations and destinations want to survive in marketing competitions and act successfully, they must understand that unique sales proposals and marketing strategies of destination brands are possible through content analysis of slogans, verbal phrases, and explicit messages.

As mentioned before, one of the building blocks of a brand is the brand slogan, which can express the characteristics of the brand. This is an advantage that the other two elements of the brand (brand name, logo) are almost devoid of. They can rarely show the characteristics of the product and, more importantly, establish a sensory or emotional connection with the audience. However, this is not an indication that these elements are not important 'and of course a successful marketing manager will be able to use these three elements in a specific and correct manner. The tangibility of the slogan and its clarity, rather than its general abstraction, can create a better and clearer image in the mind of the audience.

One of the important issues in slogan design is maintaining consistency among brand elements. Managers should make sure that the brand slogan should reflect the image and summary of the brand's characteristics and personality. Using the brand name and logo along with the slogan can have the maximum effect on the positive view of the customers. Another important point is that the use of exaggeration can be very helpful in remembering slogans. On the other hand, the mismatch between the slogan and the brand's characteristics harms the customers' and the audience's perspective and somehow reverses the marketing process.

Sometimes slogans can have adverse effects on the marketing process, it is suggested that managers do not seek to create a slogan for their brand until they have considered a suitable strategy for their business. Additionally, sometimes recognizing and remembering slogans requires aspects such as rhythm, rhetorical devices, and exaggerated sentences to attract the attention of the audience. However, the owners of new brands should keep in mind that the audience's lack of familiarity with the brand requires accurate, clear, and non-exaggerated design. Since exaggeration can have negative effects on the audience, it is suggested that tourism brand owners do not use such tools to design slogans for unfamiliar and new destinations.

The remarkable thing in these results is that although in 2014 and before, words like destination brand, destination image, destination marketing, and marketing communication were more in the articles somehow researchers and marketers have paid more attention to this issue. However, the repetition of the words competition, character, and identity of the place in the following years and finally reaching the words such as travel intention, attention, slogan, slogan, slogan, logo, product, character, heritage, and tourism slogan are shown. In articles from 2018 onwards. It shows the importance of this topic in tourism marketing for researchers and marketer. According to the results of this research and the importance of brand slogans in tourism, the researcher intends to use these materials for research in the field of brand slogans and sports tourism, Today, the importance of sporting events and their positive effects on the economies of countries have led managers to make double efforts to host these events, The maximum presence of active and inactive tourists in these events increases the economic prosperity of the host country. Additionally, these events are covered through various media. They are a good opportunity to introduce the country, so it is suggested that managers of the host countries of these events, using the aspects above, create slogans tailored to their tourism brand.

The slogan plays an important role in brand marketing and can help increase the sales of brand goods and services by stimulating the consumer's emotional sense and offering products and services. For there more, the repetition of the word tourism slogans in 2020 and beyond shows the importance of this word in new research that researchers can use in their articles. Most of the research in this research has been done qualitatively, it is suggested that the researchers examine and analyze some of the brand slogans quantitatively, in this research, the Web Science database has been used to collect data, which is used to other Researchers suggest using other reliable databases.

Additionally, this research examines tourism brand slogans, researchers can analyze slogans and their impact on the audience's view of other organizations and brands.



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## Attachments

**Table 1.** List of 29 extracted articles Brand motto in tourism for final analysis.

29 Publications	Publisher	Journal
1. The convergence or divergence of design characteristics in determining the recall and persuasiveness of seaside destination slogans.	Elsevier	Tourism Management
2. Studying tourist intention on city tourism: The role of travel motivation.	Emerald	International Journal of Tourism Cities
3. Design of an attention-grabbing destination slogan using the attenuation model.	Elsevier	Journal of Destination Marketing & Management
4. The neural basis of the unattended processing of destination-slogan consistency.	Elsevier	Journal of Destination Marketing & Management
5. Slogans and logos as brand signals within investment promotion.	Emerald	Journal of Place Management and Development
6. Constructing place identity: ISIS and Al-Qaeda's branding competition over the Caliphate.	Springer	Place Branding and Public Diplomacy
7. Destination advertisement semiotic signs: Analysing tourists' visual attention and perceived ad effectiveness.	Elsevier	Annals of Tourism Research

29 Publications	Publisher	Journal
8. Analyzing the important implications of tourism marketing slogans and logos in Asia Pacific nations.	Taylor and Francis	Asia Pacific Journal of Tourism Research
9. Albania (Go Your Own Way!) to Zimbabwe (A World of Wonders): A rhetorical analysis of the world's country tourism slogans.	SAGE	Journal of Vacation Marketing
10. Tourism slogans–Towards a conceptual framework.	Elsevier	Tourism Management
11. The mechanism of tourism slogans on travel intention based on Unique Selling Proposition (USP) theory.	Taylor & Francis	Journal of Travel & Tourism Marketing
12. Gymnastics, physical education, sport, and Christianity in Germany.	Taylor & Francis	The International Journal of the History of Sport
13. Analysing tourism slogans in top tourism destinations.	Elsevier	Journal of Destination Marketing & Management
14. The effects of associative slogans on tourists' attitudes and travel intention: The moderating effects of need for cognition and familiarity.	sage	Journal of Travel Research
15. Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands.	Emerald	International Journal of Contemporary Hospitality Management
16. Visual landscape as a key element of place branding.	Emerald	Journal of place management and development
17. Awareness effects of the tourism slogans of ten destinations in Asia.	Taylor and Francis	Journal of China Tourism Research
18. Unique selling propositions and destination branding: A longitudinal perspective on the Caribbean tourism in transition.	Institute for Tourism Vrhovec	Tourism: An International Interdisciplinary Journal
19. Tools of marketing communications and branding in positioning and in promotion the identity of Latvia destinations.	Center for International Scientific Research of VSO and VSPP	Journal of Tourism & Services
20. "One-size-fits-all"? Differentiation in destinations' marketing goals and strategies to achieve them.	Institute for Tourism Vrhovec	Tourism: An International Interdisciplinary Journal
21. Place branding in strategic spatial planning: A content analysis of development plans, strategic initiatives and policy documents for Portugal 2014-2020.	Emerald	Journal of Place Management and Development
22. Measuring congruence of affective images of destinations and their slogans.	Wiley	International Journal of Tourism Research
23. Organizing local "green" entrepreneurship: a brand perspective.	Emerald	Journal of Place Management and Development
24. Towards a Mekong tourism brand.	Taylor and Francis	Asia Pacific Journal of Tourism Research
25. Challenges and prospects of differentiating destination brands: The case of the Dutch Caribbean islands.	Taylor and Francis	Journal of Travel & Tourism Marketing
26. How dull is Dulls room? Exploring the tourism destination image of Dulls room.	Taylor and Francis	Tourism Geographies
27. Branding Thailand: Correcting the negative image of sex tourism.	Elsevier	Tourism Management
28. WWW. Branding. States. US: An analysis of brand-building elements in the US state tourism websites	Emerald	International Journal of Tourism Cities
29. Reciprocal urban place marketing and co-branding? Retail applications.	Elsevier	Journal of Destination Marketing & Management



## تحلیل کتاب‌سنجی شعار برند در گردشگری رویداد

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### کلیدواژه

ارتباطات بازاریابی  
بازاریابی گردشگری  
رقابت‌پذیری  
گردشگری ورزشی  
یادآوری شعار

### نوع مقاله

مقاله مروری

### چکیده

**هدف:** بازاریابی یکی از روش‌هایی است که به ترویج محصولات و خدمات شرکت‌ها تمرکز دارد. یکی از عناصر اصلی ترویج نیز شعار محصول یا برند است. این مطالعه با هدف ارائه یک تحلیل کتاب‌سنجی از اسناد علمی در زمینه تحقیقات شعار برند در گردشگری رویداد انجام شده است.

**روش:** در این پژوهش از تحلیل شبکه‌های اجتماعی جهت بررسی هم‌تالیفی و هم‌رخدادی واژگان و ضریب همکاری استفاده شد. جامعه پژوهش شامل مطالعات نشریات نمایه شده در پایگاه WOS از سال ۲۰۰۶ تا ۲۰۲۲ بود که تعداد ۲۹ مقاله در خصوص شعار برند در گردشگری به‌عنوان نمونه انتخاب و تجزیه و تحلیل اسناد با استفاده از نرم‌افزار VOSviewer صورت پذیرفت.

**یافته‌ها:** نتایج نشان داد تحقیقات مرتبط با شعار برند در گردشگری در سال ۲۰۱۷ به بیشترین میزان رسیده و ایالات متحده آمریکا بیشترین تحقیقات را در این حوزه انجام داده است. واژه‌های پر تکرار بین سال‌های ۲۰۱۴ تا ۲۰۱۶ شامل برند مقصد، تصویر مقصد، شعار و ارتباطات بازاریابی بود و بعد از سال ۲۰۱۶ واژه‌های شعار مقصد، هویت مکان، تکرار شده بودند، ضمن این‌که شعارهای گردشگری، لوگو، شعار و محصول در سال ۲۰۲۰ به بعد بیشترین تکرار را داشتند. همچنین، بیشترین میزان استنادات مربوط به مقاله Lee (۲۰۰۶) بود. تفاوت بین کلیدواژه‌ها در سال‌های قبل و بعد از ۲۰۲۰ نشان‌دهنده اهمیت طراحی شعار و استفاده از شعار متناسب برای بازاریابی برند گردشگری است.

**اصالت و ابتکار مقاله:** پیشنهاد می‌شود مدیران گردشگری از شعار مرتبط با برند گردشگری خود در جهت ارتقاء و بازاریابی آن استفاده نمایند، همچنین نتایج این تحقیق به محققان کمک می‌کند تا در مطالعات آتی، مسائل روز در حوزه گردشگری رویداد را مد نظر قرار دهند، نشریات معتبر در حوزه برند و گردشگری را شناسایی کنند و از مقالات معتبر در جهت نگارش مقالات خود استفاده نمایند.

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