International Standard

ISO 11778

Brand evaluation — Tourism city

First edition
2025-01

COPYRIGHT PROTECTED DOCUMENT

Contents

Page

Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at www.iso.org/patents. ISO shall not be held responsible for identifying any or all such patent rights.

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 289, *Brand evaluation*, in collaboration with Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

0.1 General

A brand identifies an entity's goods, services or the entity itself as distinct from what is offered by another entity. A brand can thus be connected to an entity, a product or service, lines or portfolios of products, a city, a region, etc.

The function of tourism city brand is to establish a distinctive identity for the entity and the products or services. Through brand building, tourist cities can create a distinctive image to attract tourists and establish emotional resonance with tourists by transmitting brand value propositions. Increasingly, brands also seek identification with experiences that relate to the tourism city through its products, services or other operations. These experiences go beyond the mere usage of the product or service and lead to a higher-level engagement with them, which can build brand image in the consciousness of stakeholders gradually.

Tourism city brand is not only valuable to its holders, but also to other stakeholders. The primary purposes of tourism city brand are to increase the total business value of the brand-using entity, reduce risk, and extend the sustainable existence of the brand-owning entity. In practice, strong tourism city brands attract customers and add revenue through either increased price or volume premiums, or both, including repeat purchase loyalty. More broadly, it is also the case that brands can reduce costs and create a competitive advantage in the minds of stakeholders. A brand thus has an impact on revenue and profitability and can influence brand value.

0.2 Tourism city brand evaluation

Tourism city brand evaluation refers to the evaluation of the value of tourism city brand. Tourism city brand evaluation is defined from the perspective of stakeholders, reflecting the value that a brand holds for stakeholders in deciding whether to purchase or accept a certain product or service. In other words, the tourism city brand evaluation activity determines to what extent the brand contributed to the attractiveness of the tourism city.

The steps and reporting process of tourism city brand evaluation are referred to ISO 20671-2.

0.3 Tourism city brand strength

Brand strength is the extent to which a brand is positive or negative in its potential to affect customers and other stakeholders. This document uses brand strength to reflect the results of tourism city brand evaluation. This document also details possible indicators of each dimension for assessing brand strength.

0.4 Continuous improvement

Brand evaluation is complex and multi-dimensional, and the degree of improvement in brand strength can be reflected through continuous evaluation of brand input factors, output dimensions and their relationship. The brand evaluation of tourism city thus creates a feedback loop for the continuous improvement of a brand that leads to greater value for the entity over time. Tourism city brand entities can conduct brand management and brand evaluation at least once a year to enhance the brand attraction. By investing (changing the composition and level of brand input elements) based on such feedback, brands can be improved to provide greater benefits and better experiences to customers and other stakeholders and higher returns on the brand asset to the entities which use and own the brand.

Brand evaluation — Tourism city

1 Scope

This document specifies the basic framework, indicators and processes of tourism city brand evaluation.

This document is applicable to brand evaluation of tourism city. It can also serve as a basis for industry organizations and third parties to evaluate brand of tourism city.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 20671-1:2021, *Brand evaluation — Part 1: Principles and fundamentals*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 20671-1 and the following apply.

ISO and IEC maintain terminology databases for use in standardization at the following addresses:

— ISO Online browsing platform: available at https://www.iso.org/obp

— IEC Electropedia: available at https://www.electropedia.org/

3.1
tourism city
city which can provide tourism products and tourist destinations with complete tourism services, including cultural, social, economic and environmental aspects, where tourism activities occur, consisting of services, attractions, resources and infrastructures necessary for a tourist experience

3.2
tourism city brand
intangible assets related to tourism city which are unique tourism resources and attractions that differ from other cities and can make tourists and stakeholders have unique impressions, associations and experiences, thus bringing comprehensive benefits in economic, social, cultural, ecological and other aspects

4 Basic framework for brand evaluation

According to the principles of ISO 20671-1:2021, Clause 4, tourism city brand is evaluated through a set of quantitative and qualitative indicators.

Based on the characteristics of tourism city, brand evaluation is carried out from the two aspects of brand building input and brand performance on the premise of data accessibility.

5 Brand evaluation indicators

Brand evaluation of tourism city focuses on eight primary indicators, including tourism resources, tourism infrastructure, convenience of tourism service, environmental sustainability, security, related

party evaluation, tourist arrivals and financial performance which are composed of fifty-three secondary indicators.

The list of indicators for tourism city brand evaluation is provided in Table A.1.

6 Brand evaluation processes

6.1 General

Based on the characteristics of tourism city, brand evaluation is carried out in accordance with the ISO 20671-1 brand evaluation framework.

6.2 Determine evaluation object

The evaluation object shall be identified and defined before brand evaluation.

6.3 Data collection

Brand evaluation data is collected on the principle of authenticity and accuracy. The data can be obtained through government, tourism service providers, associations, transportation or other qualified external parties.

6.4 Data sourcing

In the process of the evaluation, all the input data and assumptions should be checked for relevance, consistency, accuracy and validity at the evaluation date. If data is lacking, the evaluator should make estimates and assumptions for individual categories in exceptional cases. These estimates should be clearly declared and documented in the process of the evaluation.

6.5 Implementation of brand evaluation

Brand evaluation for tourism city is carried out according to verified evaluation data.

The brand evaluator should:

— identify the relevance of indicators, monitor and measure the indicators;

— identify which indicators are valid and which are not;

— disclose the rationale for the selection of/exclusion of measurable indicators;

— disclose the calculation of any specific formula used to calculate an indicator;

— identify the nature and frequency of monitoring indicators;

— disclose the assumptions in case an indicator is prohibitive to measure;

— describe the context in which the evaluation is carried out;

— consider the tourism cities risk reduction;

— consider the involvement of the local people.

The entity should retain appropriate documented information as evidence of the results.

6.6 Brand evaluation results

The results of the tourism city brand evaluation exercise can be referred to as a point-in-time representation based on applying appropriate and relevant indicators. In addition, the results of the tourism city brand

evaluation can also identify the potential of the brand, which helps to continuously enhance the strength of the tourism city brand.

Annex A
(informative)

Indicators of tourism city brand evaluation

Consistent with ISO 20671-1, and with reference to the Evaluation Index of the Development of World Tourism Cities and European Tourism Indicators System Toolkit [1,2], the indicators are developed and shown in Table A.1.

Table A.1 — Indicators of tourism city brand evaluation

Primary indicators	Secondary indicators
Tourism resources	1. Number of natural scenic spots, World Heritage sites and nature reserves
	2. Number of cultural tourism facilities (such as museums, cinemas)
	3. Number of internationally influential festivals
	4. Number of international conferences and exhibitions
	5. Number of sports tourism facilities and sports events organized by international sports organizations
Tourism infrastructure	6. Number (or relative number) of routes, highways, flights and high-speed rail stations
	7. Airport, train, and port passenger transport volume
	8. Health and hygiene: Number of medical staff per capita, number of hospital beds per capita in cities
	9. Tourism accommodation: Proportion of high star-level hotels
	10. Leisure and entertainment: Number of internationally renowned theme parks and city intellectual property (such as city mascot, city theme song, etc.)
Convenience of tourism service	11. Convenience of tourist service centres/tourist consultation stations
	12. Clear display level of signboard in internationally recognized language
	13. Convenience of service facilities (such as strollers, wheelchairs, etc.) for special groups
	14. 4G/5G network coverage
	15. Number of tourism related apps and websites
	16. Number or proportion of online travel booking
	17. Mobile payment coverage
	18. Credit card payment coverage
	19. Percentage of visitors using local/soft mobility/public transport services to get around the destination

Table A.1 *(continued)*

Primary indicators	Secondary indicators
Environmental sustainability	20. Urban green space area, greening rate
	21. Compliance of fine particulate matter (PM2.5) in the city
	22. Energy consumption and carbon emission intensity per unit of urban GDP
	23. Percentage of tourism enterprises actively taking steps to source local, sustainable, and fair trade goods and services
	24. Percentage of tourism enterprises sourcing a minimum of 25 % of food and drink from local/regional producers
	25. Percentage of tourism enterprises involved in climate change mitigation schemes, such as CO_2 offset, low energy systems, etc., and "adaptation" responses and actions
	26. Percentage of tourism accommodation and attraction infrastructure located in "vulnerable zones"
	27. Percentage of tourism enterprises separating different types of waste
	28. Fresh water consumption per tourist night compared to general population water consumption per person night
	29. Percentage of tourism enterprises using recycled water
	30. Energy consumption per tourist night compared to general population energy consumption per person night
	31. Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes
	32. The destination has policies in place that require tourism enterprises to minimize light and noise pollution
Security	33. Number of mass casualty incidents
	34. Crime rate per 10 000 people
	35. Number of tourism safety incidents and fatalities
Related party evaluation	36. Percentage of complaints per 10 000 tourists, negative public opinion of the city (such as media exposure, etc.)
	37. Ranking/rating results of authoritative travel platforms
	38. City activity on mainstream social media, international travel agencies/platforms ranking rate
	39. Urban tourism search index of mainstream platforms (such as Google, Baidu, Yahoo, etc.)
	40. Number of certified sustainable tourism destinations
	41. Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism
	42. Percentage of men and women employed in the tourism sector
	43. Percentage of residents who are satisfied with tourism in the destination (per month/season)
Tourist arrivals	44. Number of domestic and international arrivals
	45. Annual growth rate of domestic and international arrivals
	46. Number of overnight travelers
	47. Percentage of repeat/return visitors (within five years)