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Abstract
Events have long been recognized as important contributors to destination image. There is also growing agreement among scholars on its significance to destination branding which received considerable interest due to increasing competition in global tourism market. Although the importance of image and destination brand has been acknowledged, to the best of our knowledge, no empirical research has yet confirmed the direct impact of events image to destination events brand and neither identified the dimensions of destination events brand. Adopting themes raised by Jago et al. on destination brand, this study aimed to verify the relations between events images and destination branding by investigating the current images formed by Yilan International Children’s Folklore and Folkgame Festival and their effects on building Yilan as a destination events brand. The findings indicate the construct of destination events brand as 3-dimentional: unique, tradition and planning. This study also suggests that events image has positive impact on destination events brand.
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