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Revista de marketing y publicidad

This Version is available at:
http://hdl.handle.net/11159/654526

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Leibniz-Gemeinschaft

What is the name of Spanish hotels? An analysis of the naming of hotels in Benidorm and Alicante

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Abstract

The importance of branding in tourism and hospitality has been the subject of study by the scientific community. However, there is little specific work on brand names in this sector. It is necessary to delve deeper into the predominant naming criteria in the names of hotels and other types of tourist accommodations. We have analyzed the hotel company name in a sample of 212 tourist accommodations, mostly SMEs and family businesses. The results indicate that, regarding the chosen naming criteria, there is mainly a difference between the criteria chosen to name hotels and those chosen to name other types of tourist accommodations, with the latter being more descriptive and less suggestive or evocative. The most recurring naming criterion in the sector is "fantasy" or "creative". This research aims to expand knowledge about the choice of corporate name in the hospitality sector, based on the typology established by the scientific community, so that it can serve as a reference point for future research on naming or branding.

Keywords: corporate name; brand name; tourism and hospitality; destination branding, Benidorm; Costa Blanca.

El nombre de los hoteles españoles. Un análisis del *naming* de los hoteles en Benidorm y Alicante

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Extracto

La importancia del *branding* en el turismo y la hostelería ha sido objeto de estudio por parte de la comunidad científica. Sin embargo, hay poco trabajo específico sobre los nombres de marca en este sector. Es necesario conocer con mayor profundidad cuáles son los criterios denominativos predominantes en los nombres de hoteles y en otros tipos de alojamientos turísticos. Hemos analizado el nombre de la empresa hotelera en una muestra de 212 alojamientos turísticos (pymes y empresas familiares, en su gran mayoría). Los resultados obtenidos indican que, con respecto a los criterios denominativos elegidos, existe sobre todo diferencia entre los criterios elegidos para nombrar a los hoteles y los criterios elegidos para nombrar en los otros tipos de alojamientos turísticos, siendo estos últimos más descriptivos y menos implicativos o evocadores. El criterio denominativo más recurrente en el sector es el "fantasía" o "creativo". Esta investigación tiene como objetivo ampliar el conocimiento sobre la elección del nombre corporativo en el sector del *hospitality*, basándose en la tipología establecida por la comunidad científica, para que pueda servir como punto de referencia para futuras investigaciones sobre nombre de marca corporativo o *branding*.

Palabras clave: nombre corporativo; nombre de marca; turismo y *hospitality*; *destination branding*; Benidorm; Costa Blanca.

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Contents

1. Introduction

In recent years, the tourism and hospitality literature has increasingly approached branding as an important research topic (Connell, 1992; Taylor, 1995; Manthiou et al., 2016; Xiang, 2012; Sujatna et al., 2019; Kormazina et al., 2022). Topics in hotel branding that have been increasingly studied include brand positioning, equity, architecture, and image. However, the brand name, although fundamental, has only recently gained the interest of researchers (Turley and More, 1995; Kohli and LaBahn, 1997; Kohli and Suri, 2000; Kollmann and Suckow, 2007; Nash, 2016; Lombard and Plessis, 2016; Manthiou et al., 2016; Pinillos-Laffón et al., 2016) following the work initiated by Ingram (1996), who studied the evolution of the name of hotel chains during about century (1896-1980) in the USA.

The findings of the Manthiou et al. (2016) indicate that brand experience was represented as a holistic concept with sensory, affective, behavioral and intellectual aspects. While brand experience influences brand loyalty, its impact is partially mediated by brand knowledge. We believe that the brand name must be included in the aspects that affect the brand experience. A store's name can be used as an extrinsic signal to suggest and maintain quality perceptions. With a well chosen, memorable name, retailers can establish trust and a loyal following (Chan and Huang, 2001; Chen, 2021). The name of a hotel can be an implicit promise of the service that potential guests can expect (Manthiou et al., 2016).

There is a consensus in the literature that the name itself is one of the distinctive elements of a brand (Aaker, 1991, 2004; King, 1991; Huang and Chan, 2005). Therefore, we assume that a company name can have at least some effect on the bottom line attributable to a given brand, both product and company.

Pinillos-Laffón et al. (2016) have concluded that the majority of empirical studies on brand names concern those of products, and not of organizations or companies. However, many authors (Muzellec 2006; Kashmiri and Mahajan 2010; Olivares-Delgado et al., 2016) have already demonstrated the relevance of the company name at an internal and external level, both strategically and operationally, as well as at a commercial and corporate level. The name of a company is an intangible resource of great interest with respect to business management, given its influence and effect on all stakeholders (Olivares-Delgado et al., 2016). Indeed, Chajet and Shachtman (1991) have stated that the name of a company has a role not simply restricted to the commercial but has attributed to it a corporate and strategic management function.

Another specific study on the naming of the tourist accommodation industry is that of Susanto and Mahadewi (2015). These authors analyzed the criteria, or types of names, of 224 hotels in Bali, based on a classification of 5 strategies for name creation: generic, descrip-

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tive, suggestive, arbitrary, and fanciful. In their study, arbitrary names predominate the name types. Given the characteristics of hotels in Bali and of the types of tourists that stay there (mostly foreigners, looking for exotic and glamourous places), descriptions like "collection", "private", and "luxury" which suggest exclusivity and intimacy, are increasingly popular; meanwhile, "beach" and "grand" are declining, as these are associated more with popular tourism.

An appropriate or inappropriate name for a hotel could have a positive or negative effect on its balance sheet, even if it is minimal (Kormazina et al., 2022; Olivares-Delgado et al., 2016; Pinillos-Laffón et al., 2016). In that sense, an appropriate name, strategically and formally, positively impacts stakeholders and their trust in the hotel, and can help to initiate, maintain, and strengthen commercial and institutional relationships (Sujatna et al., 2019). Such a name would also have a comparable, quantifiable effect within the organization. With this in mind, it would be of interest to assess the range of names used for this purpose and to determine which ones predominate, seeing how the primary function of a name is to set a brand apart from others (Robertson, 1989).

As we have already noted (we will provide proper citation here, for now it is hidden for anonymation purposes), research in this field tends to propose very similar typologies when referring to resources for creating a brand name. Most authors (Fox, 2002; Kohli and LaBahn, 1997; Kohli and Suri, 2000; Room, 1987) consider, at the very least, patronyms or personal names, toponyms (Tent and Blair, 2019) allusions to the place, descriptives (normally relating to the activity or sector), and fantasy (or creatives, evocatives, suggestives, etc.), along with some variants (abstracts, symbols, etc.) or acronyms (contractions or abbreviations of the previously detailed criterion).

For example:

- **Descriptives:** Luxury Hotel, Urban Hotel, Petit Palace, etc.
- **Toponyms:** Hotel Plaza Athénée (París), Hotel Gran Vía (Madrid), etc.
- **Patronyms:** Hilton (Conrad Hilton), Barceló (Simón Barceló), Waldorf Astoria (William Waldorf Astor), Radisson Hotels (in tribute to Pierre-Esprit Radisson), Ritz (César Ritz), etc.
- **Acronyms:** InterContinental Hotels Group (IHG), Accor ("accord" + "corporation"), NH Group (Navarra Hoteles), etc.

2. Materials and methods

2.1. Objectives and hypotheses

This work seeks to address the challenge of brand names of hotels and tourist accommodations (apartment hotels, hostels, tourist apartments, and camping sites). This is to be

accomplished by analyzing 212 tourist accommodations located on the Costa Blanca –The Mediterranean Coast of the province of Alicante, Spain– that are associated with the regional tourism association, called HOSBEC. What is the most frequently used denominative criterion? Are these names reflective of the kind of tourism that is predominant on the Costa Blanca (low-cost, low value-added tourism, consisting of large agglomerations and based on a paradigm of sun, beach and paella)? In a sector as dynamic and changing as tourism, do unconventional and foreign names predominate? Are there significant differences in naming between accommodations as a function of their category?

It can be presumed that many accommodations rely on pre-existing criteria for naming that are simple and easy to remember – for example, by taking notable aspects of the location into account, especially the universal concepts of beach, sea, sun, and good food, which are abundant on the Costa Blanca, and integral in setting it apart as a tourist destination.

Considering the kind of tourist and resident that regularly visits the Mediterranean Coast of Spain (Martínez, 2023) (primarily English, French and German middle or middle-lower class people, mostly retirees, although over the last decade, an increasing number of younger people, even adolescents, have begun to visit the Costa Blanca), it is logical to conclude that a large number of tourist accommodations increasingly incorporate foreignisms, primarily anglicisms, into their names. Given that tourism also implies leisure, enjoyment of the natural environment, and a general festive atmosphere, the use of brand names that engender fantasy and inspiration is also a possibility.

In terms of quality, we understand that each level would use a different type of name to suit the target visitor: would a 5-star hotel be more favourable to use evocative and creative names, given the psychosocial profile of the target audience? Would a 2 or 3-star hotel tend more towards fantasy-related names, to increase perceived quality, or would they rely more on descriptive ones to be easily decoded by their preferred audiences?

Lastly, it is expected that accommodation names repeat the pattern found among family-owned companies in prior research (Pinillos-Laffón et al., 2016) and that hybrids of the different variables and sub-variables will be common.

Therefore, we propose the following hypotheses:

H1. The most frequent denominative criterion will be that of toponyms.

H2. The second most used criteria will be fantasy and foreignisms.

H3. The number of stars or category of the establishment will affect its commercial name.

H4. The hybridization of naming criteria will be frequent.

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2.2. Materials

We will use an abductive and empirical method based on a wide body of fieldwork, in which a sample of 212 verbal corporate brands, corresponding to companies on the Costa Blanca, was registered (Pinillos-Delgado et al., 2016). This quantitative, data-based analysis will be capable of broadly addressing concrete and recurring aspects relating to the naming criteria employed. This approach utilizes a classification that was previously developed to analyze the names of Spanish family-run companies. It consists of 6 denominative categories and 17 sub-variables that aim at covering the entire range of possible brand names (table 1).

Table 1. **Denominative criteria**

Denominative criteria	Sub-variable
Patronym (matronym) and proper names	1. Strict patronym 2. Proper name 3. Patronym of kinship 4. Patronym and/or hidden proper name 5. Patronym and/or hybrid proper name
Toponyms (or demonyms)	1. Strict toponym 2. Topo-demonym 3. Hidden toponym 4. Hybrid toponym
Descriptors of activity	1. Descriptors of activity 2. Hybrid descriptors
Abbreviations	1. Abbreviations 2. Hybrid abbreviations
Acronyms	1. Acronyms 2. Hybrid acronyms
Fantasy	1. Fantasy 2. Hybrid fantasy

Source: Pinillos-Laffón et al. (2016).

Each sub-variable is described in detail below:

1. Strict patronym: the patronym in the name is a proper name of a person that derives from their father or from another masculine antecedent, and that originally

indicated their ancestry or belonging to a lineage; for example, Martínez, son of Martín, Mijailóvich, son of Mijaíl, MacDonald, son of Donald.

2. Proper name: the name of the company is the same as the name of a person (founder, usually); for example: Disney, Ferrari.

3. Patronym of kinship: the patronym in the name refers to a familial relation: widow of, sons of, heirs of, brothers of, and so on; for example, Lehman Brothers, Warner Bros.

4. Patronym and/or hidden proper name: the patronym is indicated through initials of the name or surname of the founder or relatives; for example, JBL for James Bullough Lansing.

5. Patronym and/or hybrid proper name: in addition to the other patronym criteria, the name reflects additional naming criteria; for example, Air Jordan, ALDI (for Albrecht Discount).

6. Strict toponym: the name incorporates a place name (origin or influence); for example, Oxford University, Iberia, Adobe (for Adobe Creek, placed behind the house of cofounder John Warnock) and Nokia.

7. Topo-demonym: the name incorporates a demonym; for example, American Airlines.

8. Hidden toponym: the place name is hidden or indicated through initials in the name of the company. IKEA is named after the initials of its founder Ingvar Kamprad, Elmtaryd, the farm on which he grew up, and Agunnaryd, the nearby village.

9. Hybrid toponym: in addition to the other toponym criteria, the name reflects additional naming criteria; for example, Donna Karan New York.

10. Descriptor of activity: the name incorporates the description of an activity; for example, Volkswagen (from the German for People's car).

11. Hybrid descriptor: in addition to the descriptors of activity criteria, the name reflects additional naming criteria; for example, Vodafone (short for Voice, Data and Telefone).

12. Abbreviation: the name is constructed through abbreviations; for example, IBM (International Business Machines).

13. Hybrid abbreviation: in addition to the abbreviation criteria, the name reflects additional naming criteria; for example, CVS/Pharmacy (for Costumer Value Stores).

14. Acronym: the name is constructed through acronyms or the contraction of syllables; for example, NABISCO (National Biscuit Company).

15. Hybrid acronym: in addition to the acronym criteria, the name reflects additional naming criteria; for example, ConocoPhillips (for Continental Oil Company).

16. Fantasy: the name is constructed *ex novo* or is evocative in character; for example, Apple, Amazon, Google.

17. Hybrid Fantasy: in addition to the fantasy criteria, the name reflects additional naming criteria; for example, Virgin Records.

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2.2.1. The data

The sample was constructed on June 5, 2023; at that time, the HOSBEC database contained 224 associated companies. However, some of these were not actually located on the Costa Blanca (Spain). The official website of the Provincial Tourist Board of the Costa Blanca was used to eliminate those hotels which did not comply with the stated criteria, resulting in a final sample of 212 names. The database identified these accommodations as follows: apartment hotels, hostels, tourist apartments, and camping sites.

2.2.2. Analysis

We tabulated the 212 names as a function of location, typology, and quality (stars in the case of hotels and hostels, and category in the case of tourist apartments and camping sites), in order to assign a denominative criterion to each. First, we classified the first word of the name, and then determined whether there was some hybridization with other naming criteria. In total, 3 Spanish naming experts participated, in order to avoid intersubjectivity. This yielded a count of the primary criteria, which allowed all brand name components and the absolute frequency of each denominative criterion to be added. Hypotheses 1, 2, and 4 could therefore be tested. A telephone survey was used to interview the managers of the establishments. Very few were able to explain the origin of the names of their businesses. The most common response was "I had never stopped to think about it".

For hypothesis 2, which concerns foreignisms, we differentiated commercial names expressed in the Spanish and Catalan languages from those expressed in other languages. To test hypothesis 3, we analyzed the frequency of criteria as a function of the category of the establishments by grouping 4- and 5- star locations in one group, 2- and 3- star locations in another and first and second category separately.

3. Results

We first classified the tourist accommodations based on whether they were independently owned or part of a chain or larger group. This helped to elucidate the range of professionalism present in brand construction –in the 1960s and 1970s, numerous independent companies began constructing hotels in the area; they had absolutely no training relating to marketing, design, or branding; hotel chains, however, do have qualified personnel and specialized providers with experience in these subjects–. Only 38.67 % of these accommodations belonged to a chain. Next, we correlated the naming criteria used by these locations (table 2).

Table 2. **Primary denominative criteria for tourist accommodations**

Criterion	Number	Percentage
Fantasy	94	44.33 %
Toponyms	64	30.18 %
Patronyms	23	10.84 %
Descriptors of activity	23	10.84 %
Abbreviations and acronyms	6	3.81 %
Total		100 %

Source: Own elaboration.

Some of the hotels used proper names that did not correspond to the founder of the company, or their relatives. These were, rather, evocative proper names, small homages to illustrious historical figures. For example: *Hotel Marconi*, which clearly alludes to the Italian electrical engineer Guglielmo Marconi, perhaps to grant it that aura of modernity that the local hotel industry has so sought since its beginnings; *Hotel Fleming*, which, upon having enlarged the local *Port Hotels* chain, is now known as the *Hotel Port Fleming*, and which has not lost its reference to the British scientist and doctor Alexander Fleming and *Hotel Carlos I*, which, in 2022, was improved and modernized, yet which conserved the regal name of the Spanish monarch who also ruled the Holy Roman Empire.

The same occurred with some of the toponyms, which referred to far-away locations whose values they sought to appropriate: *Hotel Las Vegas*, found in 1970, which suggests that special permissiveness that the tourism of this area has enjoyed though which here refers to the America's Gambling Capital; *Hotel Riviera*, today *Hotel Riviera Beach* or *Riviera Beachotel*, which more precisely is part of the *Hoteles Benidorm* Group (and here we must note that Benidorm was promoted in the 1960s and 1970s as the Pearl, or Paradise, of the Spanish Riviera); and *Hotel Palm Beach*, which, in addition to evoking the coastal American population, refers to the very palms of Benidorm, and even perhaps to the small palms which the establishment houses in its facilities. We have marked each case in order to be able to account for the potential subcategories in future studies.

As an aside, and despite not having used this sociological reference in our study, we choose to clarify, in the form of information added to the obtained results, that the hotel tradition of the Costa Blanca (which is mirrored in the very HOSBEC to which we referred prior), while having started in particular in the 1960s through development under Franco, did begin to sprout earlier on. The first hotel to open its doors, in 1926, was the *Hotel Bilbaíno* of Benidorm, as all local historiographies note. In this, we find ourselves with a demonym,

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originating from Bilbao, the city in northern Spain – yet it is also a topo-demonym hybrid, given that the local, Pedro Cortés Barceló, the founder of this hotel, was known as *El Bilbaíno*, having worked as a majordomo in several ships from Bilbao.

We hereby close this aside and move to determine the number of toponyms and patronyms that are of an evocative character – that is to say, those that do not refer to the real founder or location of the establishment. Of the 19 patronyms, 9 correspond to evocative proper names, while of the 41 toponyms, 13 correspond to a location that is different from the real location of the establishment. Keeping in mind the naming criteria of the first word of the name (table 3).

Table 3. **Denominative taxonomy of tourist accommodations**

| Criterion	Number	Percentage
Descriptors of activity	10	4.72 %
Descriptors of activity, hybrid with fantasy	4	1.88 %
Descriptors of activity, hybrid with patronym	2	0.94 %
Descriptors of activity, hybrid with toponym	7	3.3 %
Fantasy	60	28.30 %
Fantasy, hybrid with descriptors of activity	26	12.26 %
Fantasy, hybrid with patronym and toponym	1	0.47 %
Fantasy, hybrid with toponym	4	1.88 %
Fantasy, hybrid with toponym and descriptors of activity	3	1.41 %
Proper name	9	4.24 %
Proper name, hybrid with fantasy	1	0.47 %
Patronym	5	2.35 %
Hidden patronym	2	0.94 %
Patronym, hybrid with descriptors of activity	1	0.47 %
Patronym, hybrid with descriptors of activity and toponyms	3	1.14 %
Patronym, hybrid with toponyms	2	0.94 %
Abbreviations, hybrid with descriptors of activity	2	0.94 %
Abbreviations, hybrid with fantasy	2	0.94 %

▶

Criterion	Number	Percentage
◄		
Abbreviations, hybrid with toponyms	2	0.94 %
Toponyms	46	21.69 %
Toponyms, hybrid with descriptors of activity	16	7.54 %
Toponyms, hybrid with fantasy	1	0.47 %
Toponyms, hybrid with atronyms and descriptors of activity	1	0.47 %

Source: Own elaboration.

Given the results obtained in table 3, it is worth highlighting certain aspects. First, the denominative criterion most frequently utilized is fantasy, with 28,30 %. Pure toponyms follow at 21,69 %. The remaining variables are notably less common, with quite a few with only 1 instance.

Graph 1 shows 4- and 5-star establishments organized by the naming criteria in table 2 (hybrid categories are added).

Graph 1. **Denominative criteria of 4- and 5-star hotels (59)**
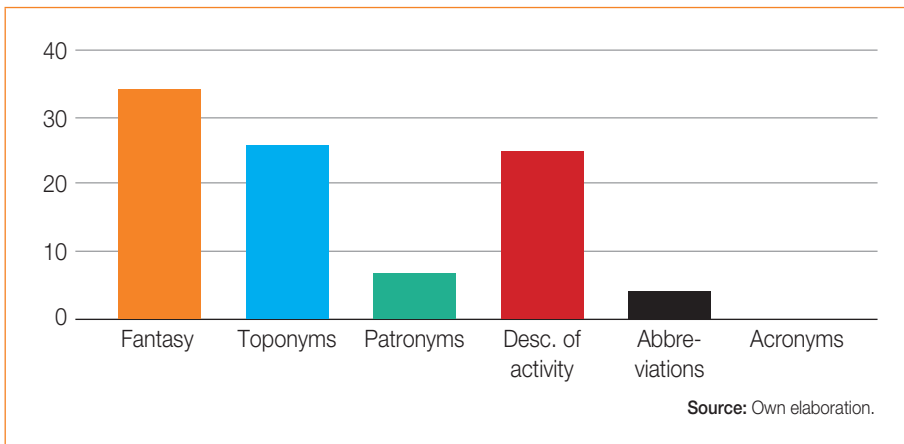
Source: Own elaboration.

Fantasy is the dominant criteria for this category, followed by toponyms and descriptors of activity. Patronyms are present, while abbreviations and acronyms are minimally relevant.

Graph 2 shows similar trends for 2- and 3-star hotels. Fantasy is still the dominant criterion, followed by toponyms and descriptors of activity. Patronyms, abbreviations, and acronyms show the same pattern as was observed for 4- and 5-star hotels.

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Graph 2. **Denominative criteria of 2- and 3-star hotels (95)**

Source: Own elaboration.
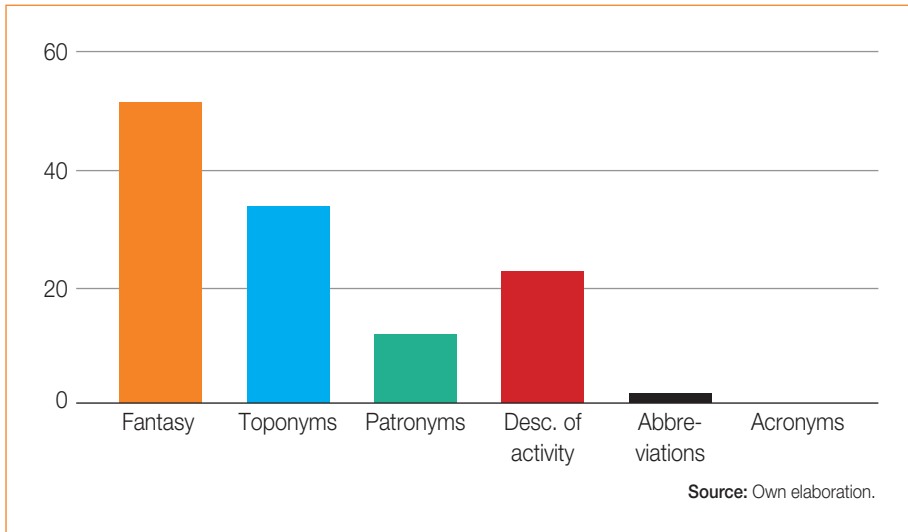
Graph 3 shows that accommodations in the lower quality category exhibited a markedly different pattern. Fantasy was still significant, yet toponyms were dominant, while descriptors of activity were pronounced. Once more, abbreviations and acronyms were unpopular, with no instances.

Graph 3. **Denominative criteria for accommodations in the first category (21)**

Source: Own elaboration.
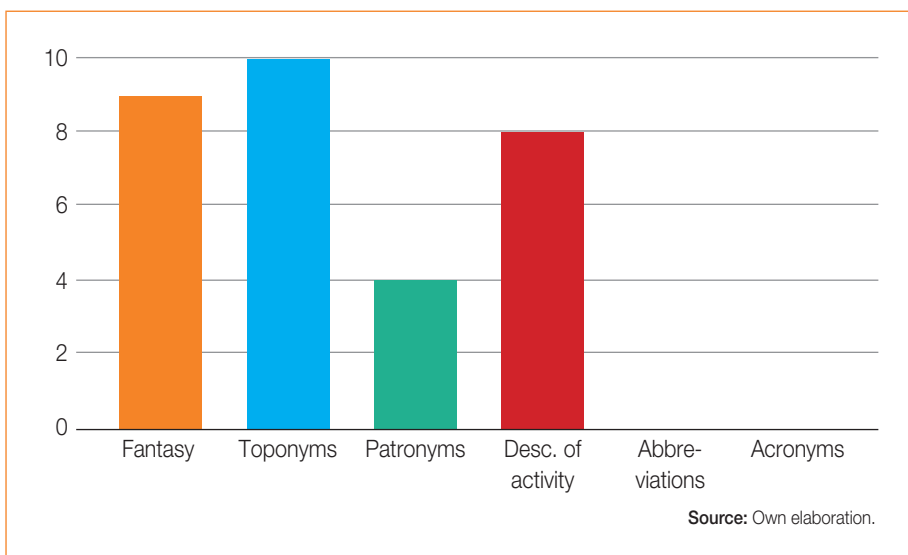
Graph 4 shows variations for accommodations in the higher quality category. Descriptors of activity are the most dominant, followed by toponyms, fantasy, and, to a lesser extent, patronyms. Again, abbreviations and acronyms were not represented.

Graph 4. **Denominative criteria for accommodations in the second category (31)**

Source: Own elaboration.
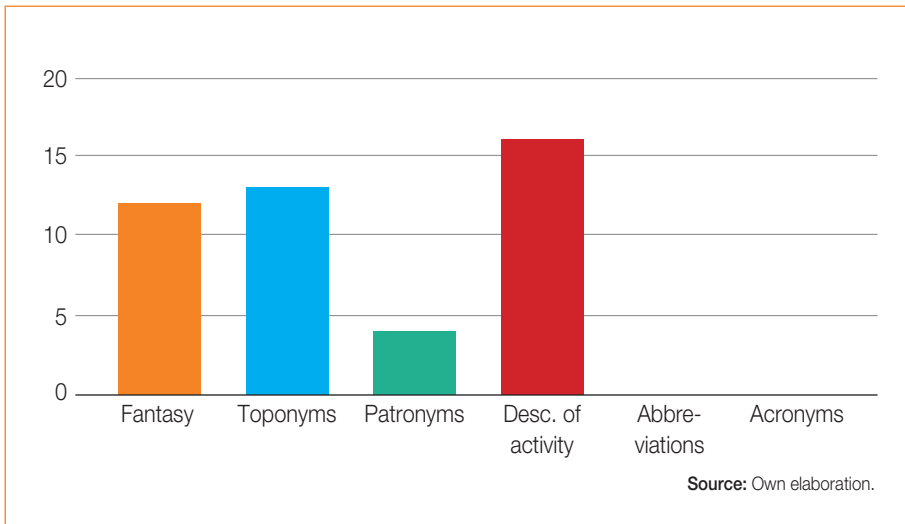
Graph 5 divides the names into those derived from Spanish, Catalan (or Valencian), foreign languages, and other (names created *ex novo*, whose linguistic origin is unrecognizable). Spanish (56.7 %) is the preferred language, followed by foreign languages (32.2 %) and Catalan (8.9 %).

Graph 5. **Language of the names of hotels and accommodations**

- Other (2.2 %)
- Foreignisms (32.2 %)
- Catalan (8.9 %)
- Spanish (56.7 %)

Source: Own elaboration.

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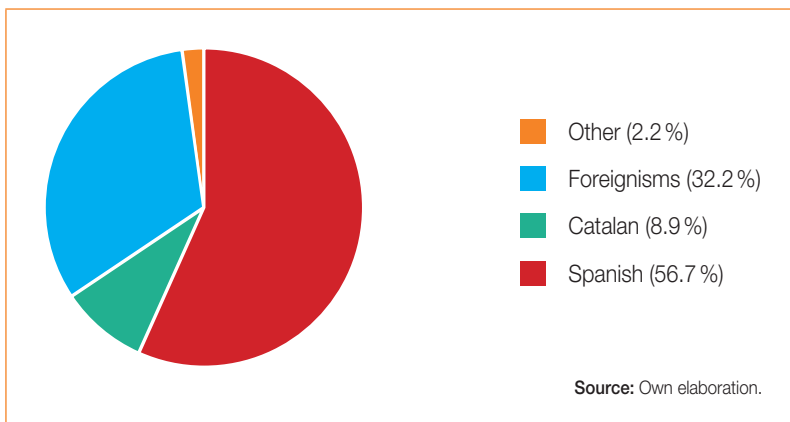
The following characteristics of this tourist sector must be kept in mind when considering the results:

- high fragmentation and concentration of operators and a correspondingly high level of competition
- an offer fundamentally based on the sun and the beach
- a generalist, broadly middle-class public of all ages
- a national and international presence.

4. Discussion and conclusions

In light of the obtained results, the proposed hypotheses were only partially validated:

The most frequent denominative criterion will be that of toponyms: hypothesis refuted (H1), given that the most common naming criteria was fantasy, present in 44 % of the sample. Nash (2016) cautioned that toponymy in hotel names deserves careful investigation.

The second most used criteria will be fantasy and foreignisms, primarily anglicisms like *Park*, *Garden*, and *Suites*: hypothesis refuted (H2), given that the second most popular criterion was toponym, with 30 % of the total.

The number of stars or category of the establishment will condition its commercial name: hypothesis validated (H3), given that the obtained results for the two variables were significantly different from each other; for example, fantasy dominated in 4- and 5-star hotels, also in 2- and 3-star hotels, while toponyms did in first category accommodations and descriptor of activity in second category ones.

The hybridization of naming criteria will be frequent: hypothesis validated (H4), given that 21 % of the names contain more than one denominative criterion.

The findings show a clear difference in naming criteria between family businesses, including some in the hotel sector, and tourist accommodations in general. While patronymics are predominant in the names of tourist accommodations, more professionalized hotels tend to use fantasy criteria. This distinction may reflect different approaches in management and marketing for these businesses.

It is interesting to note that many of the names of tourist establishments were decided many years ago by the founders and not by professionals specialized in name creation. This suggests that there could be opportunities for reviewing and updating names to improve differentiation and customer attraction.

With regard to the type of chosen name, the main differences are found between hotels and other types of tourist accommodations. The hotel quality, measured by stars, does not seem to yield perceptible differences. Perhaps the only notable aspect in this regard is that patronymics, toponymics, and fantasy names are given in similar percentages across all types of hotels. Meanwhile, in other lodging establishments, descriptive names predominate, which are more functional and rational, and less evocative.

In the case of Benidorm and Costa Blanca, two highly visited tourist areas by foreigners, the integration of loanwords in the names of hotel establishments is common. This can be an effective strategy to attract international customers and adapt to their language preferences. At the same time, it is important to maintain a balance with the local identity and respect for the region's own languages or dialects, which can add authenticity and cultural appeal to the hotel names.

4.1. Limitations and future research

This research is only an approach to the corporate naming of tourist accommodation that aims to complement work already initiated in the same direction (Ingram, 1996; Manthiou et al., 2016).

This paper is concerned with the naming of hotel accommodation in a particular geographical area of Spain with a particular profile of tourists. While we know that in Benidorm and Alicante most of the accommodation is owned by small family businesses (rather than global corporate groups), we have no data to suggest that the findings can be extended to other regions of Spain or other countries. For future research, we recommend replicating this exercise with a larger sample of hotel names, in other geographical regions or countries, in order to make comparisons and find relationships.

However, this work aims to serve studies such as those initiated by Arora et al. (2015) or Alserhan and Alserhan (2012), which seek to measure how the name of a hotel establishment affects its brand management, aspects such as brand positioning, both that of the accommodation itself and that of the territory where the hotel is located, given that the predominant types of names in the hotel sector could affect the general image of the sector and even the brand image of the territory in which they are located. This work is useful for further studies on the relationship between the corporate brand name and the decision-making process, not only of tourists or customers, but also of other interest groups or stakeholders.

We suggest studies that include hotel naming in works from fields such as organisation of companies and people or organisational psychology. For example, it would be interesting to measure whether the name of a hotel company can condition the predisposition or job expectations of a potential worker. Further, following the line of work of Garzón Castrillón et al. (2020), to see if the name in this type of establishment could be related to levels of

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job satisfaction or even to analyse how a change of corporate name affects people's happiness in connection, for example, with the line of work of Garzón Castrillón et al. (2020). Levels of satisfaction and happiness are measurable through data collection tools such as questionnaires, where the person is asked about the perception on each of the satisfaction indicators and selected by the researchers, in companies that have been involved in rebranding processes.

4.2. Practical implications

This research can be useful for managers and executives of companies when making decisions about brand name management, particularly those in the hotel accommodation sector in the study sites and by extension in the rest of the hotels in the Spanish Mediterranean. The findings of this work suggest that the name of a hotel accommodation when managed strategically can help to better connect with customers and other stakeholders of that company. This work especially helps marketing managers when rethinking the benefits of continuing with the historical name of a company or proposing a change, opting for the most appropriate criteria or type of name for the hotel, depending on its quality, the socio-demographic profile and nationality of the regular customer, or the expectations of other stakeholders with whom the company has regular relations.

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