

**Antecedents and outcomes of a City's Global Image: the impact of a tourist staple**

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**Abstract** It is paramount to understand the impact of distinctive features in a city's global image. This research was based on a questionnaire to tourists who visited Coimbra, Portugal (n=255), a city best known for its 727-year-old University. Results showed that the affective image and the personality of the University of Coimbra brand has a direct influence on the city's global image as a tourist destination. Results also showed that the global destination image has a positive impact on satisfaction. Overall, there are impacts of memorable experience in affective image and of satisfaction in brand evangelism. A distinctive feature is forcedly an anchor for the city's brand development; separate and unrelated brand strategies for a tourist staple and the city can be conflicting.

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