

Mihalis Kavaratzis - Gary Warnaby
Gregory J. Ashworth *Editors*

Rethinking Place Branding

Comprehensive Brand Development for
Cities and Regions



Springer

Rethinking Place Branding Comprehensive Brand Development For Cities And Regions

**Vitor Braga, António Duarte, Carla
Susana Marques**



Rethinking Place Branding Comprehensive Brand Development For Cities And Regions:

Rethinking Place Branding Mihalis Kavaratzis, Gary Warnaby, Gregory J. Ashworth, 2014-11-25 As Place Branding has become a widely established but contested practice there is a dire need to rethink its theoretical foundations and its contribution to development and to reassert its future This important new book advances understanding of place branding through its holistic critical and evidence based approach Contributions by world leading specialists explore a series of crucially significant issues and demonstrate how place branding will contribute more to cultural economic and social development in the future The theoretical analysis and illustrative practical examples in combination with the accessible style make the book an indispensable reading for anyone involved in the field *Inclusive Place Branding* Mihalis Karavatzis, Massimo Giovanardi, Maria Lichrou, 2017-11-22 Place branding is often a response to inter place competition and discussed as if it operated in a vacuum ignoring the needs of local communities It has developed a set of methods catchy slogans colourful logos star architects bidding for City of Culture status etc that are applied as quick fix solutions regardless of geographical and socio political contexts Critical views of place branding are emerging which focus on its unexplored consequences on the physical and social fabric of places These more critical approaches reveal place branding as an essentially political activity serving hidden agendas and marginalizing social groups Scholars and practitioners can no longer ignore the need for more responsible and socially sensitive approaches to cater for a wider range of stakeholders and which fully acknowledge the importance of resident participation in decision making The contributions in this innovative book set out to introduce new critical ways of thinking around place branding and practices that encourage it to be more inclusive and participatory It will be of interest to researchers and advanced students of branding critical marketing and destination marketing as well as critical tourism and environmental design **Eventscapes** Graham Brown, 2019-08-06 Eventscapes Transforming Place Space and Experiences directly examines the interrelation between events simultaneous dependence on and transformation of the places in which they are held This event environment nexus is analysed through a variety of international case studies including different kinds of well known sporting and cultural events such as Vivid Sydney the Vancouver 2010 Winter Olympics and the Tour Down Under international cycle race among others Chapters focusing on visual design explore the opportunities at different spatial scales to develop an event look and the ways in which an event experience can be enhanced through connecting and engaging with the local culture and community As well as the planning and management of events the book draws on event experience dramaturgically examining the roles played by authors actors and the audience and emphasises the participation of multiple groups in the co creation of event experiences This will be invaluable reading for those studying events and the environment Adopting a multidisciplinary approach it also draws on geography urban and cultural studies image studies architecture and design environmental psychology and event management and will be of use to a broad academic audience *Economics and Management of Geotourism* Vitor

Braga, António Duarte, Carla Susana Marques, 2022-01-14 This book covers all aspects of the economics and management of geotourism an increasingly important sector of nature tourism that focuses on the geology and landscape of different territories providing a pleasurable and educational tourist experience Geotourism is a sustainable form of tourism that has the potential to deliver significant benefits to host communities To date however geotourism has been examined primarily from the natural sciences perspective to the detriment of issues related to local social and economic impacts inter organizational collaboration tourist responses and community participation This book therefore fills a major gap in the literature While a key focus is the impacts of geotourism on economic and social development processes and the quality of life of local populations detailed attention is also devoted to topics such as geopark and geosystem management innovative and entrepreneurial strategies in geotourism and territorial marketing In addition readers will gain a clear understanding of the extent to which the opportunities and challenges facing geotourism reflect current trends in the tourist industry as a whole

Place Marketing and Temporality Gary Warnaby, 2024-06-26 Much city marketing and branding activity is future oriented aimed at achieving a forward looking vision for places The aim of this activity is to attract visitors residents and or inward investment and focus on communicating attractive place attributes to create a differentiated spatial product that will appeal to particular target audiences In seeking to achieve this place marketing campaigns have been criticized for emphasizing generic attributes such as accessibility infrastructure and a skilled workforce which can serve to homogenize places which in reality are very different However a city s distinctive character is a consequence of its history and development over time and this book analyses the role of these temporal dimensions in place marketing and branding The book analyses how the past both material i e the historic built environment and intangible i e routines practices and the character of the populace is appropriated in order to sell the city into the future It acknowledges the inherent selectivity involved and discusses the factors influencing what is remembered from the past and equally importantly what is forgotten Adopting a range of theoretical approaches to understanding temporality in this context the book will appeal to advanced students academic researchers and reflexive place branding practitioners by introducing a temporal paradox incorporating both fixity the material and immaterial elements of the city s past and fluidity relating to the creation of the place product as a dynamic assemblage of individual elements and attributes aimed at particular target audiences

Online Place Branding Phoenix Lam, 2020-12-28 Through an interdisciplinary approach combining the concepts methods and tools in language and discourse studies and insights from marketing and tourism research this book examines the online place branding of Hong Kong one of the most visited cities and well known spots in the world The book compares how the place brand is officially constructed and conveyed by the institutional bodies as realised on the Brand Hong Kong website online with how the place brand is publicly experienced and perceived by individuals around the world as realised on the TripAdvisor Hong Kong travel forum online The book also includes comparative analysis between Singapore and Hong Kong to provide better

understanding of online place branding and findings from the comparative study identify interesting similarities and differences between the official portrayal of the place brand of Hong Kong and its public perception in the digital realm as well as between Hong Kong and Singapore in online place branding The book also offers evidence based suggestions on how we can bridge the gap between the online representation and perception of a place brand and how to enhance online place branding in general

The Nordic Wave in Place Branding Cecilia Cassinger, Andrea Lucarelli, Szilvia Gyimóthy, 2019 The widespread international interest in the Nordic region and the mobility of Nordic brand imaginaries call for more research into the global relevance of Nordic place branding practices This book offers a timely attempt to unpack the specificity of the Nordic in regard to place branding by gathering different transdisciplinary accounts written by researchers in marketing tourism geography communication sociology and political science

Strategic Innovative Marketing and Tourism Androniki Kavoura, Victor-Alexandru Briciu, Arabela Briciu, 2025-08-30 This open access book presents the latest findings of researchers from around the globe who presented their work at the 11th International Conference of Strategic Innovative Marketing and Tourism ICSIMAT in 2024 It provides an up to date information and discusses current trends issues and debates both theoretical and practical research on strategic innovative marketing and tourism and applications from social media and emerging technologies in Artificial Intelligence and the Internet of Everything Topics covered in the chapters include social media in marketing and tourism hospitality culture strategic tools and techniques employed and implemented by some of the top research laboratories in the world to the industry This book brings together work from both academia and industry and continues the successful impact of the previous years conference on the academic discussion of the topics

Uniting Marketing Efforts for the Common Good—A Challenge for the Fourth Sector Ana Maria Soares, Beatriz Casais, 2023-06-16 The convergence of profit public nonprofit and social organizations constitutes an increasingly important reality that has been labeled the fourth sector This movement brings together talents resources and skills from governmental and non governmental partners corporations and civil society at large to leverage well being responses and develop new approaches to address social challenges The diversity and complexity of these problems heightened by the COVID 19 pandemic call for a collective social effort and innovative solutions Despite the growing importance and initiatives taking ownership of community well being through fostering partnerships in which different stakeholders share responsibilities to build a better future and common good this is an under researched area This edited book discusses the challenges and opportunities of the emerging fourth sector and features selected papers from XXI International Congress on Public and Nonprofit Marketing IAPNM 2022 held at the University of Minho in Braga Portugal in July 2022

A Research Agenda for Place Branding Dominic Medway, Gary Warnaby, John Byrom, 2021-04-30 This cutting edge Research Agenda for Place Branding explores ideas and debates that inform a refreshing take on the future of place branding and marketing It argues that we are at a juncture where the logical and sensible step is to push the reset button on such activity and fully reconsider

its purpose and goals

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