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Strategic Place Branding Methodologies and Theory for Tourist Attraction IGI Global | English | 2017 | ISBN-10: 1522505792 | 394 pages | PDF, EPUB | 15.03 + 19.89 MB by Ahmet Bayraktar (Author, Editor), Can Uslay (Editor)

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This book explores theoretical concepts of strategic promotion and place branding in cities. It outlines the issues associated with strategic management of urban territories and highlights various types of development strategies that seek to encourage socio-economic development, growth and city branding, particularly within the tourism industry. It examines the rules and methods for analysing the current branding of a city and how new branding and promotion strategies are created. Through a range of international examples the book considers the missions, aims and implementation of branding strategies and the importance of monitoring and controlling procedures. The first part of the book provides theoretical context, followed by a detailed exploration of the promotional and branding strategy prepared for the city of Tomaszów Mazowiecki in Poland. This book provides the reader with theoretical and practical insights on city branding and will appeal to scholars and students in urban studies, geography, tourism, management and economics.

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Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments. Global Place Branding Campaigns across Cities, Regions, and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Featuring case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world, this book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

Place branding as an academic field is both challenging and under explored. In the face of an ever-expanding urban population, this Handbook addresses this knowledge deficit in order to illustrate how place branding can contribute to transforming urban agglomeration into sustainable and healthy areas.

The topic of place branding is moving from infancy to adolescence. Many cities, and nations have already established their place brand and this well documented new book brings the fundamentals of place branding together in an academic format but is at the same time useful for practice.

Branding is one of today's hottest and most misunderstood destination marketing concepts. Baker provides much needed clarity and shows how to develop a successful brand strategy for tourism and economic development. It is an essential handbook for place marketers that demystifies branding, provides steps to reveal a community brand, and uses real world examples, as well as proven tools, templates, and checklists to launch a city brand that will generate broad stakeholder support and resonate with customers.

Many facets of place branding, such as identities, image, promotion or sense of place, have been around for a long time. However, the need to analyse their nature in the context of branding and to examine their relationships in detail has grown rapidly in the last decade or so, as places all over the world have put branding activities higher than ever in their agenda. This important new book examines and clarifies key aspects of the recently popularised concept of place branding, expounding many controversies, confusions and discords in the field. The expert contributors clarify several unresolved issues surrounding the application of place branding, in particular its multiple goals. They provide a detailed analysis of the role of local communities in place branding strategies, and illustrate not only how, but also why brand management should be implemented. Case studies from a range of jurisdictions and cultural and political viewpoints are drawn upon, each illustrating an array of issues or techniques in specific economic, cultural and geographical contexts. This book provides a theoretically informed but practically oriented overview and discussion of the increasingly popular field of place branding as an instrument of place management. As such, it will strongly appeal to both academics and practitioners in the fields of place marketing, place branding, local development, tourism planning and development, tourism marketing, cultural

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geography, urban and regional planning. Consultants in local authorities, national and regional tourism boards will also find this to be a fascinating read.

This book is an original, high-quality collection of chapters about highly topical and important brand management issues, and it shows both theoretical and empiric analysis. The 10 selected chapters are referred, with original contents and rigorous research methodologies, to some important challenges the brand management has to face in the current competitive contexts, characterized by the dominance of the intangible resources and the new information and communication technologies. Written by leading academics, this book is dedicated not only to marketing and management scholars but also to students wanting to investigate the knowledge concerning special fields and special brand management themes. As well to the practitioners who can find a wide reference also to the managerial implication from the strategic and operative perspectives.

The aim of the present study is to contribute to the theory and practice of place branding by gathering insights into place branding processes and developing a model based on those insights. The primary theoretical background and concepts for this study consist of place branding theory, brand theory, stakeholder theory, and place regeneration. Using earlier research into place branding theory and models of place branding processes the study builds a multi-level conceptual model of strategic place brand management. Existing place branding models take different perspectives on the branding process, respectively, relationship management, communications and strategic planning; none of these models are comprehensive and neither are widely adopted or tested. This study proposes an integrative model that builds on and subsumes these earlier models and is also grounded in the wider research on branding and place branding concept and processes. The model proposes that the process of strategic place brand management is based on 10 components that are interrelated. These components included: brand Leadership, brand Evaluation, brand Infrastructure (regeneration), Stakeholder Engagement (management), brand Identity, brand Articulation, brand Architecture, brand Communications, Word-of-Mouth, and brand Experience. The relationships between the components are presented. The study uses a realism research strategy and employs an exploratory research methodology. The applicability of the proposed theoretical model is empirically tested and analysed against the experiences of senior practitioners by means of 15 in-depth interviews in 15 destination marketing organisations. The study applied the theoretical model of strategic place brand management with practitioner locations ranging from towns, cities and regions. Interview transcripts are analysed to deduce meaning from various significant statement. Meanings are collated under common themes which are then used to formulate structural meaning for each component. Component relationship patterns are deduced according to relationship directionality strengths as presented by participant, leading to the compilation of practitioner led strategic place brand management models on 3 levels. With the literature in the field of place branding being primarily case-study based, this study contributes to the literature by identifying and empirically testing through various practitioners in multiple geographical units the 10 components of strategic place brand management and the influences and action processes between these components.

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Current empirical evidence on this issue is very limited or non-existent. The results of this research proved a baseline understanding which the results of subsequent research should be compared with and built on. The results of this research will aid practitioners in similar situations to better interpret the holistic process of strategic place brand management, and, offer guidance and inform practitioners of the activities and processes that constitute the process of strategic place brand management.

Focussing specifically on city branding this is an invaluable text as city branding becomes increasingly important across the world and has a direct impact on public and private sector practice

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