Place Marketing and Sustainable Tourism

Laboratory of Tourism Planning, Research and Policy

University of Thessaly

Culture and Heritage Added value to Regional policies for Tourism Sustainability

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional Development Fund

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1. PLACE MARKETING/BRANDING CONCEPTS

Place Marketing :

«A long term process or strategy of interrelated actions and measures that aim to sustain or increase the attractiveness of a place to specific population groups»

Tartu
City of Good Thoughts

Place branding refers to the assignment of a particular spatial identity to a city or a region in order to form a central notion regarding its characteristics and personality

The result must be original, easy to remember, comprehensible and easy to use

Cardiff
Caerdydd

Burnley

COPENHAGEN
Open for You

Liverpool

2. THE INCREASING POULARITY OF PLACE MARKETING/BRANDING

- Place Image, Reputation and Identity have been a subject of research for decades also by planners (Lynch, Jacobs, Rossi et al.)

  → nowadays place branding has evolved into a key process of contemporary city government

- Citizens and Participatory Branding: Place Culture, Place's Identities and Place image are defined through collective processes

- In the Netherlands more than 70% of cities have a marketing office

- Social Media Marketing - user generated content / Gamification and Cultural Heritage

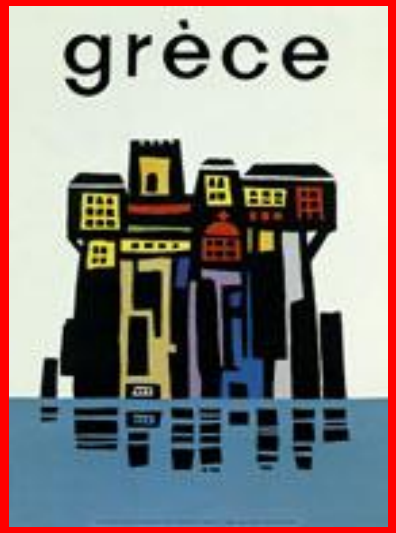
e-Marketing

PRESS
TRADE
CONVENTION
turismo Torinoeprovincia
EMOZIONI DA VIVERE
HOME | TERRITORIO | COME ARRIVARE | DOVE DORMIRE | COSA FARE | COSA SAPERE | TARGET | SHOP | BLOG |
SETTIMANA DELLA CULTURA
MITO SETTEMBRE MUSICA
DAVID SEYMOUR - RETROSPETTIVA
TORINODANZA FESTIVAL
Dal 03/04/2014 Al 14/09/2014
Il percorso espositivo si compone di 127 fotografie in bianco e nero, suddivise in 9 sezioni che illustrano le tappe fondamentali della sua
TORINO
MONTAGNA INVERNALE
CULTURA
ENOGASTRONOMIA
NATURA OUTDOOR
ORGANIZZA
Ricerca
Ricerca Avanzata
Parola cercata
CERCA
LOGIN
REGISTRATI
Hai dimenticato la password? Clicca qui
Non sei ancora registrato?
REGISTRATI
e scopri i vantaggi dell'iscrizione!
NATURA OUTDOOR
Scopri i nostri siti
Benvenuti nel sito ufficiale del turismo di Torino e provincia
Viaggia con noi attraverso un territorio dal fascino straordinario, tra arte e storia, natura e cultura, sport e tradizione. In provincia di Torino la scoperta non ha mai fine, dalla prima capitale d'Italia alle Alpi delle Olimpiadi, dalle colline del Canavese alle vette del Gran Paradiso.
• ULTIMISSIME!
I TUOI PASS... PARTOUT
Torino+Piemonte Card
Promozione famiglia: più vantaggi a minor prezzo!
City Sightseeing Torino
Novità 2014: raggiungi le Residenze Reali con la Linea C!
.EVENTI
EXPO TO 2015
ASPETTANDO EXPO 2015
I PRINCIPALI EVENTI DI TORINO DA NON PERDERE
SCOPRI
Iscriviti alla nostra NEWSLETTER

Gamification

3. PLACE MARKETING AND BRANDING IN GREECE (I)

- Limited popularity
- ‘City Branding’ Athens and Thessaloniki
- Mega Events (Olympic Games 2004, European Cultural Capital 1985, 1997, 2006)
- Domination of Tourist Destination Branding
- Lack of Participatory Planning/Stakeholder Involvement Legacy



Thessaloniki
Many stories, one heart

The 2004 Olympic Games Legacy

Faliraki Rhodes – Need for Rebranding? Sustainability?

LABORATORY OF TOURISM Planning, Research and Policy (LA.RE.TOUR.) Department of Planning and Regional Development (DPRD), University of Thessaly (UTH)

SELECTED WORK SO FAR

"Place Marketing":

- Undergraduate program, DPRD: Elective module (the first, and only so far, in a Greek University)
- New graduate program 'Tourism and Cultural Planning & Development" DPRD: Obligatory module (again the first, and only so far, in a Greek University)

Experience of place/city marketing plans:

- *CultMark* Interreg IIIC program
- Tobacco Museum in Kavala (one of the few in Europe)
- Larissa, Kozani (on-going)

Conference Organization - 1st Panhellenic Conference of Place Marketing/ Branding (in cooperation with the initiative Imagine the City) - March 2012

Publications - book with selected proceedings of the aforementioned conference, papers, conference presentations

The *CultMark* INTERREG IIIc Project

CultMark (Cultural Heritage, Local Identity and Place Marketing for Sustainable Development) was an operation in the framework of the European Union programme of inter-regional co-operation INTERREG IIIc that was conducted in 5 European places from 2004 till 2006:

- Nea Ionia/ Magnesia/ Greece (lead partner),
- Chester/ UK,
- Kainuu/ Finland,
- Rostock-TLM/ Germany, and
- Pafos/ Cyprus

CultMark applied a place marketing strategy with a cultural approach, i.e. it emphasized the cultural dimension of marketing, as well as the promotion of the cultural resources of each place both in connection with the planning of demonstration actions

The main aim was to create a final successful image for each city/ region partner, as well as the study area as whole. The main objective was the development and implementation of innovative place marketing strategies, based on the elements of local identity and the cultural assets of the partner areas, in order to contribute to their sustainable economic and social development

1ο ΠΑΝΕΛΛΗΝΙΟ ΣΥΝΕΔΡΙΟ
Marketing & Branding
Στρατηγικής Προβολής και Ταυτότητας
ΤΟΠΟΥ

30 Μαρτίου - 1 Απριλίου 2012

4. PARTICULARITIES OF THE SUBJECT

1) **Necessity for an interdisciplinary approach**

- Different subjects/academic backgrounds

2) **Thematic development**

- From 4 or 8 Ps (product [good], partnership, people, packaging, programming, place [distribution channels], price, promotion), 7 As (awareness, audience-centric, accessibility, action-oriented amaze & attract, affinity, atmospherics) to **4 Rs (Rights, Roles Responsibilities, Relationships)**
- Promotion based approaches are outdated

3) **Methodology - Research**

- Stakeholder Management
- Impact Assessment
- Communication / Storytelling (like AESOP!)

5. PROJECTS (I)

- "**Place Marketing**"

  Module in the undergraduate programme of the **Dept of Planning and Regional Development of the University of Thessaly**. It is taught since 2005 for the 4th and 5th year students, and since 2013 also for the 3rd year students

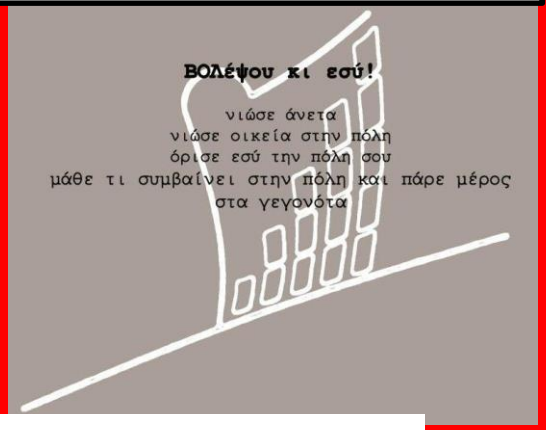
- Apart from an introduction to place marketing theory and research in general, the module is build around the examination of **case studies** which are dealt with in real time-space conditions

- Approach: Classroom Dynamics

- Key process: Stakeholder Analysis

PROJECTS (II)

- Volos
- Trikala
- Karditsa
- Larisa
- Chania
- Skopelos
- Xanthi
- Lemesos
- Athens (City-Center)
- Kymi
- Lakonia
- Chalkida
- Zakynthos
- Florina
- etc.



Διασκέδαση?

PROJECTS (III)

KOZANI – Local products

KOZANI – New Library

PROJECTS (IV)

LARISA: Heritage Assets

LARISA: Coffee Culture

6. CONCLUSIONS

- Place Marketing/Branding and Destination Marketing have, on the one hand, common elements, but have, on the other hand, different goals – however aiming at sustainability
- Mobile applications/e-marketing have a major impact on place marketing strategies
- Culture/Events are at the center of place marketing strategies
- Target groups/specific audiences: main challenge

THANK YOU FOR YOY ATTENTION!