

5th Annual Conference

International Place Branding Association

Universitat Pompeu Fabra, Barcelona, Spain

December, 8-10th

Book of Abstracts



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ISBN: 978-84-9984-583-8
Legal deposit: GI 1490-2021

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Welcome from the Founding Chairman of the International Place Branding Association

Robert Govers

*Founding Chairman
International Place Branding Association*

Dear Delegates,

It is with great pleasure and gratitude that we welcome you to the fifth Annual Conference of the International Place Branding Association 2021 (#IPBA2021). Of course, this was supposed to be #IPBA2020, but for reasons known to everyone the fifth IPBA conference had to be postponed by a year. It is such a joy to be able to organize the conference again this year and see you all in person.

For this, we are thoroughly indebted to José Fernández Cavia, the conference chair, and the Pompeu Fabra University team for planning the IPBA conference twice! They have done an amazing job and we are much obliged for their continued support and perseverance. I am sure we will have a great time in this wonderful city of Barcelona.

I find it hard to grasp the idea that it has been two years since we last met in Volos, Greece. The period in between feels like one long winter sleep and of course we have met each other online (also, again, thanks to José Fernández Cavia, his team, Pompeu Fabra University and the IPBA Academy). That probably means that we have a sense a community that remains strong.

For that we are grateful; we thank you for joining us here in Barcelona and wish you a great conference and pleasant social event. The conference organizing committee has put together a great program and we thank the scientific committee for their continued support.

Looking forward to meeting you all.

Welcome from the Chair of the Organizing Committee

José Fernández-Cavia

Chair of the Organizing Committee of the 5th IPBA Conference

Associate Professor

Department of Communication

Universitat Pompeu Fabra

Dear delegates, colleagues and friends,

On behalf of the Organizing Committee, I would like to welcome you all to Barcelona. Still under the effects of the pandemic in the world, we celebrate this Fifth Conference of the International Place Branding Association here, at the Universitat Pompeu Fabra. The effects of the health crisis are still severe in some countries, and this has meant that many colleagues have not been able to attend the meeting as planned.

Despite this, we decided to continue with the idea of a face-to-face conference (which had already been postponed the previous year) because of the desire and urgency to see each other again, to get closer, to dialogue, to exchange projects, experiences and ideas. Over these last months we have learnt about our fragility indeed, but we have also learnt how much we need social interaction, physical proximity and personal affection.

The UPF Department of Communication is hosting this fifth conference with the desire to give Barcelona the opportunity to position itself as a leading city, not only in the *practice* of place branding but also in *research* on this topic.

Barcelona, Spain, Europe and the whole planet are experiencing difficult moments, but also moments that demand solidarity and collaboration from all of us. The world is not as it is, the world is as we make it, and the place branding academic and professional community can undoubtedly contribute to the creation of a better future for all.

The Heritage of an Architect at the Heart of a Cultural Route

Arja Lemmetyinen¹

Lenita Nieminen²

Johanna Aalto³

Abstract

Alvar Aalto (1898-1976) is one of Finland's most famous architects and designers, who designed approximately 500 buildings over the course of his long career. The aim of this study is to explore the specific value that can be derived from Alvar Aalto as a person and his work as an architect in branding the Alvar Aalto route. Our long-term case study started in 2012, is still ongoing, and continues to apply a range of qualitative research methods. The study followed the novel approach of co-creative place branding theory. The findings illustrate that the value of the heritage of Alvar Aalto's achievements to branding a cultural route could be explored at the international, national, local, and personal levels. The study contributes to place branding theory by linking the discourse on architectural heritage and branding an emerging cultural route. As a managerial implication the study emphasizes the brand essence of the Alvar Aalto cities in a way that expresses the cohesive brand image of the cultural route. As an avenue for future studies the international awareness of the brand will be interesting to examine.

Keywords

Alvar Aalto, cultural route, heritage, place branding, value co-creation

1 Turku School of Economics at the University of Turku, Pori unit, Finland.
arinle@utu.fi

2 Turku School of Economics at the University of Turku, Pori unit, Finland.
lenita.nieminen@utu.fi

3 Laurea University of Applied Sciences, Finland.
johanna.aalto@laurea.fi

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A Theoretical approach to Transmedia Tourism

Sílvia Casellas¹

Abstract

Narratives are a pathway to success for tourist destinations (the soul of the tourist experience) and have the capacity to structure them. New ways to communicate them as transmedia storytelling or TS (Jenkins, 2003) can impact on tourist experiences, specially using new mobile technologies, re-configuring the tourist space and offering new design capabilities (Jacob & Coelho, 2011). Participation, interaction and engagement (Huang, 2017) of real, virtual or potential visitors with a tourist destination and its promotions can be improved by the comprehensive communication concept that TS represents. We propose to call them both this understanding and design capacity 'Transmedia Tourism', drawing the name from the terms in Jenkins' convergence culture (Jenkins, 2006). Convergence has changed mass media, as well as the function of integrated tourism corporate communication (Sančanin, 2018). All these concepts add capabilities to the experience economy (Pine and Gilmore, 1999), because if this economy is applied prominently in some sector, this is none other than tourism. In tourism, the experience has been and will be the axis and primary heart of the will to consume. The tourist can participate in the story of the brand (storytelling) through the co-creation of content, but can also become its protagonist (storydoing) if the necessary conditions are created.

To that end, we have achieved 3 goals: (1) a literature review from location-based transmedia storytelling (Ferreira et al., 2012) to some initial contexts and parameters regarding the concept of transmedia tourism (Garner, 2019), (2) a model of recommendations based on the objective and subjective elements that identify and define the projects in the sphere of tourism to

1 Universitat Pompeu Fabra (UPF).
silvia.casellas01@estudiant.upf.edu

be considered “transmedia” and, (3) a definition of ‘Transmedia Tourism’ based on the experiences analysed in the study sample.

Qualitative methods in line with the 3 research goals were being used. A selection of the different transmedia storytelling case studies both in the academic and professional field has been identify. The sources to obtain these data came from: (1) academic articles which propose and develop pilot projects and which are available in the main academic databases (Scopus and Web of Knowledge), (2) projects developed by DMOs, Museums and other cultural/heritage institutions and (3) projects coming from the private sector. In other cases, the information has been obtained based on a review of public tenders, attendance to congresses and workshops in which practical cases are presented and based on my own professional experience. The methodology included the creation of an Identikit with the objective and subjective elements that identify and define the projects and their principal elements, as well as make these aspects comparable. These projects have been taken as a reference and we will identify the sponsor, designer, users and other aspects in order to collect the information. Based on this information, a set of indicators has been established to consider or measure the effect of the projects designed for this purpose on the territory according to the proposed challenges. The matrix and the results has been used to draft the conclusions and recommendations that define and characterise the concept ‘Transmedia Tourism’ as well as the chapters and measurement systems.

This result will allow the directors of tourist destinations to propose sustainable tourism models based on the advantages of transmedia storytelling, and will help to activate tangible and intangible heritage and make it available by designing new spaces for tourist experience and participation that forge a better connection between the destination, tourists and residents, binding both groups together with the local tourist offer and identity (Gravili et al., 2017), following the trend set by companies and trademarks (Coombs, 2019)

Keywords

convergence culture, transmedia storytelling, communication, tourism, engagement, experience economy, new technologies.

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European Capitals of Culture - Tallinn, Riga, and Vilnius: The (Lasting) Impact on Brand Identity

Brent McKenzie¹

Abstract

The European Capital of Culture (henceforth ECOC) initiative is a program of the European Commission that aims to highlight European cultures as an aid in the development of European cities, and their membership within Europe (Lähdesmäki, 2014). This research presents a case study that examines the successes, and challenges, resulting from being an ECOC experienced by the three capital cities of the Baltic States, Tallinn, Estonia; Riga, Latvia; and Vilnius, Lithuania. These three countries/cities provide an interesting group for comparative analysis as they all experienced the same tragic history of forced annexation into the Soviet Union (as well as Nazi Germany) for the majority of the 20th century (Palmer, 2006). All three also “returned to the West” with their re-independence in 1991, and a “return to Europe” with their joining the European Union in 2004 (Graney, 2019). A major challenge for each nation, with re-independence, was the creation of a distinct brand identity. A significant challenge was to remove the external brand identity of these countries, based on the legacy of the Soviet period, but also to develop a sense of unique branding from each other within the common identifier as a “Baltic State”.

Main Research Approach

Research on the effect of being an ECOC has been examined from an economic perspective (Gomes & Librero-Cano, 2018), as well as the impact on life satisfaction of residents of ECOC cities (Steiner et al. 2015). This study, by way of comparison analysis, adds to the extant literature by examining the impact on city brand identity of these capital

1 bmckenzi@uoguelph.ca

cities, resulting from their experiences as ECOCs (Tallinn, 2011; Riga, 2014; Vilnius, 2009). This research is based upon both secondary, and primary data analysis. The author experienced a number of the attractions and programs within each city, during their respective years of being an ECOC, and conducted interviews with both industry, and governmental agency representatives, as well citizens within each capital city.

Key Findings

Although all three cities have made claims as to the success and value of being an ECOC, each city experienced varying degrees of tension and conflict as to the expectations and processes involved as an ECOC. There were also externalities, particularly in the case of Vilnius and the world economic crisis of 2008, that resulted in actions and practices that arguably conflicted with the stated goals of the ECOC administration (Falk & Hagsten, 2017). For the cities of Tallinn and Riga, stated benefits of being an ECOC included increases in foreign visitors and thus increased opportunities for brand communication. There were also concerns that many ECOC events did not showcase local culture and identity and thus were solely aimed at economic gain.

Practical Implications

This research provides specific insights into the role that the ECOC experience can have on a city brand, as well as insights into the larger role played by programs such as this, to tourism success and cultural identity. This research also raises questions about the future role of the ECOC program within an ever-changing tourism and travel environment.

Keywords

City Branding; Baltic States; European Capital of Culture

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Exploring processes of co-creation between residents and municipality in the context of places with a negative reputation – a case study of Luton

Ioana S. Stoica¹

Christina Schwabenland²

Markus Haag³

Mihalis Kavaratzis⁴

Study Background and Research Gap

In consideration of place branding as a more holistic and integrated concept, current research in the field underlines “collective branding” or “place brand co-creation” to define a collaborative process for creating and promoting place brands (Vallaster & von Wallpach, 2013; Vallaster, von Wallpach & Zenker, 2018). In this collaborative process, place brands become a social construct based on the exchange of information and interaction between the place and its stakeholders (Aitken & Campelo, 2011; Boisen, van Gorp & Terlow, 2011; Kotsi *et al.*, 2018). Two groups of stakeholders are highlighted as the main place brand contributors: the municipality and the residents (Källström, 2016). The municipality, which is the organisation in charge of the overall place management and promotion, acts as a provider of potential place brand images by disseminating the projected image of the town, while the residents have the ability to support, reinforce, deny or contradict this image through their own experience with the place.

1 University of Bedfordshire.
ioana.stoica@beds.ac.uk

2 University of Bedfordshire.
christina.schwabenland@beds.ac.uk

3 University of Bedfordshire.
markus.haag@beds.ac.uk

4 University of Leicester.
mk302@leicester.ac.uk

In the context of places with negative reputation, residents' participation might help diminishing the gap between the disseminated image and the experienced image of the town, which consequently might help the brand strengthen its identity and improve its reputation.

Study Aim and Approach

Therefore, this study is focused on understanding different types of co-creation processes between municipality and residents in three branding approaches: top-down, bottom-up and mixed approach. An interpretivist paradigm with a social construction epistemology, interviews and multi-site ethnography, including auto-ethnographic and netnographic data are used to understand the roles of municipality and residents in the co-creation of brand meaning for Luton.

The municipality has made efforts to develop a consistent and attractive positive image of Luton that is adopted by the wider community with hopes that it will play a role in changing the local and global perception about the place. To develop this positive image, the municipality recognised that the place's reputation might be changed from within the town by integrating the residents in the re-branding process and working jointly with them to promote the culture and diversity of the town through three co-created initiatives ('Many Voices Own Town', 'One Luton', and 'People, Power, Passion').

Findings and Contribution

The findings show that residents' participation in these campaigns can lead to both positive and negative brand meaning depending on how the initiatives are managed and implemented. In practice, co-creation does not always involve equal power dynamics and residents are not always given the decision-making power. However, on a positive side, participatory branding can make residents prouder of their town, more willing to defend the brand and increase the brand ownership. The findings also show that residents' participation in the branding process might be a solution for increasing community cohesion for places which are struggling with cultural tensions.

This research extends and strengthens the knowledge about places with negative reputation, a topic which has been under-researched in previous studies. It also deepens the knowledge about how place municipalities can work with residents to co-create and re-brand the place.

Key words

Place Brand Co-creation; Residents Involvement; Participatory Branding; Negative Place Reputation;

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Place-related social identities, cultural values, social exchanges and traits as precursors of ethnic consumers' advocacy for global brands originating from ethnic heritage, host, and foreign countries

Mark Cleveland¹
Boris Bartikowski²

Keywords

social identity, country of origin effects, global brands, cross-national, ethnic minorities

Abstract

Culture exerts a persistent and often subconscious influence upon people's lifestyles, priorities, and ultimately, the products acquired to satisfy their wants. Globalization is nurturing the mixing of cultures (Cleveland & Bartsch, 2019) while fostering the dissemination of global brands (i.e., acquired under the same name in many countries and that follow a centrally-coordinated marketing strategy). The importance of geography as a precise delineator of distinct consumer markets may be waning, yet the role of place-based product associations and the significance of social identities partly embedded in place (cultural, ethnic, national, and so forth) on consumer behavior, are conceivably more critical than ever before (Papadopoulos et al. 2018).

1 PhD, University of Western Ontario (Canada).
mclevela@uwo.ca

2 PhD, Kedge Business School (France).
boris.bartikowski@kedgebs.com

Consumers are seduced by global brands because they satisfy utilitarian, hedonic, and value-expressive needs. Respectively, these are fulfilled out of beliefs that global brands offer higher quality and/or lower prices, provide prestige and aspirational benefits, and—if produced by the country associated with consumers' ethnicity—can engender feelings of pride, respectively (Dimofte et al., 2008; Özsomer, 2012).

There is a dearth of knowledge on whether consumers from the same ethnic group—but living in different countries (home vs. abroad)—form attitudes in a similar manner, towards global brands that emanate from different places, which here, means global brands from their ethnic heritage (home) country, from the host country (for those living abroad) as well as from other, adjacent countries. Understanding how global brand preferences are formed by an ethnic group living in different contexts not only has important theoretical ramifications, but is vital for marketing managers, in terms of knowing whether, when, and why they are able to target specific ethnic groups societies and their diasporas with the same or similar brand positioning strategies and product communication appeals.

With survey data from three countries and using stepwise multiple linear regression analyses, this research investigates how the place-related social identities pertaining to cultural ingroups vs. outgroups, cultural values, as well as social interactions and individual traits of ethnic Chinese consumers living in China (n=502) versus abroad (France, n=276; and Canada, n=323) drive advocacy behaviors for Chinese global brands, host/adopted countries' global brands (French, Canadian), and (other adjacent) foreign countries' global brands (Japanese, American, German). Specifically, we contrast the antecedent roles on global brand advocacy played by the ingroup orientations of Chinese ethnic identity and consumer ethnocentrism; the outgroup orientations of cosmopolitanism and identification with global consumer culture (IDGCC); the vertical and horizontal dimensions of individualism-collectivism; the consumer traits of market mavenism and satisfaction with life; and (for overseas Chinese in France/Canada) acculturation with the host society and social interactions with fellow ethnic Chinese and (non-Chinese) members of the mainstream society; as well as demographics. Each respondent provided advocacy ratings for up to 48 brands (8 categories x 6 countries).

In most instances, the explanatory power increased as the number of predictor sets included in the model rose. The overwhelming proportion of the global brand advocacy variance was attributable to place-based social identity orientations (especially, IDGCC and consumer ethnocentrism), followed by acculturation to the host society (for overseas Chinese), life satisfaction (for Chinese living in China), and education. Surprisingly there were few significant coefficients for cosmopolitanism and social interactions.

As we demonstrated, even among consumers having the same ethnic background, economic, demographic and psychographic factors may differentially combine to activate distinctive attitudes and intentions towards foreign and domestic global brands among consumers from emerging vs. developed markets (Parker et al., 2011; Sharma, 2011). This study makes important theoretical and empirical contributions to literatures on globalization and brand preference formation, both of which have neglected minority consumers. This knowledge can be leveraged for designing marketing strategies, brand positioning, and defining segments; as well as for targeting consumers in developing countries as well as their ethnic diasporas.

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Stakeholders' perceptions of temporality in place branding

Tatiana Polyakova¹

The paper aims at revealing the stakeholder's preferences and attitudes to a place brand, approached through considering place branding as a dynamic concept.

The ideas of time and temporality was studied in various fields, including philosophy, physics, literature, arts, urban studies, management and economics. Nowadays the world is changing rapidly, and time is taken into account in planning and managing business processes (Mark, 2018). The current research makes an attempt to embed the idea of temporality into the place branding theoretical framework. As a network of associations, place brand is subjected to constant changes (Kavaratzis and Kalandides, 2015). Arguably, these changes are revealed with time.

In accordance with the research context and the research gaps identified by the literature review, the following research questions were addressed: Do different stakeholders' perceptions of time affect their associations with the place brand and how? Do these perceptions affect stakeholder's place-related decisions and how?

Stakeholders are the main actors in place brands. People work and socialise in places, construct and co-create them (Stubbs and Warnaby, 2015). The framework of the research and special characteristics of the chosen case study would limit the groups of stakeholders to citizens, tourists, businesses and authorities.

The actual data collection included 2 stages. In the first stage I conducted 6 semi-structured interviews with experts in place branding and place marketing in Russia. All the interviews were run online, in Russian language, recorded, transcribed and analysed. By summarising experts'

¹ University of Leicester
tvp6@leicester.ac.uk

insights into place branding, I created a list of indicators, that were used to adjust the guidelines for interviews with stakeholders.

In the second stage of data collection I went to the field to run interviews with stakeholders and do observations on site. The Russian context provides a range of cities and towns that have implemented place branding campaigns in different ways. As a case study for data collection I chose a town Uryupinsk with the population of about 38000 people, which is located in the North of the Volgograd region of Russia. To reveal place brand stakeholders' associations and attitudes to the city, I applied in-depth semi-structured interviews. Overall during my fieldwork I conducted and recorded 20 semi-structured interviews with place brand's stakeholders.

Additionally, I was doing non-participant and participant observations of the local environment connected with the temporal issues of the place brand. I lived with locals during my fieldwork and was not only observing their activities, but also was involved in some daily routines.

All the interviews were transcribed and coded using the NVivo software alongside with the photos and videos recorded during the observations.

In the Doctoral colloquium I would present preliminary results of the data analysis.

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The historical process of commercialization of cities: the case of Stockholm 1900-2020

Andrea Lucarelli¹

Cecilia Cassinger²

Karin Ågren³

The historical process of commercialization of cities: the case of Stockholm 1900-2020

The aim of this paper is to outline a process-based approach to the historical trajectory of commercialising cities that can account for continuity and change in a city's image. Previous research involving historical approaches to the commercialisation of places are typically underpinned by a view of history as linear and chronological. By contrast, the present study adopts a performative view of history (Burke, 2005) according to which historical moments are understood as emergent, incomplete, ambiguous, and unresolved. This view resonates with an emergent understanding of commercialisation in recent research as an emerging ecology of different performative commercial activities in a way that they are promoted, marketed and branded at the same time in different emergent constellations in order to project a positive image to a range of different stakeholders (see Giovanardi et al 2013, Kavaratzis and Kalandides 2015).

The argument is based on a historical narrative analysis (Mordhorst & Schwarzkopf, 2017) of the commercialisation process of Stockholm city during the period 1900-2020. While Sweden at the end of 18th century was a country with scarce resources and a relatively low income per capita, in the 19th century Swedish economic, social and cultural situation changed radically. Sweden

1 Stockholm University, Sweden.
andrea.lucarelli@sbs.su.se

2 Lund University, Sweden.
Cecilia.cassinger@isk.lu.se

3 Uppsala University, Sweden.
karin.agren@ekhist.uu.se

went from being one of Europe's poorest and political weakest countries to one of the richest in the world; all this happening in parallel with the historical development of Sweden's cultural and social reputation which lay the foundation for the development of a nation brand that ranks among the top 10 strongest country brands in the world (cf. Aronczyk, 2008).

The analytical focus was on how the narrative of the city changes over time in and through political visions and different economic logics of commercialisation: place making, selling, promotion, marketing, and branding. The visions were used as a way to interrogate narrative performativity and connect commercialisation to an institutionalised narrative path that is possible for other cities to emulate. Three dominant narrative logics were identified in the process of commercialising Stockholm: modernity, welfare, and corporatism. The logics follow a performative timeline; each historical period is marked by a combination of different practices of commercialisation.

Unpacking the historical process of the construction of city image is important to gain a better understanding of contemporary branding practices and their consequences for the lived city (Czarniawska, 1999). Moreover, a historical approach that highlights the processes and performances that allow a brand to survive over time helps us to better understand how enduring and more resilient brands are built over time.

Keywords

city branding, commercialisation, historical analysis, Stockholm

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The Misbranding, Branding, and Rebranding of Bangkok, Thailand: A City of Cities

Pongsin Viseshsiri¹
Gerald W. Fry²

Abstract

Keywords

Bangkok, Bangkok as a tourist destination, branding of Bangkok, misbranding of Bangkok, city of cities

Aims

The purpose of this paper is to study systematically how the branding of Bangkok has evolved over time and how that relates to Bangkok's having become the world's leading tourist city destination (Talty, 2019). A major theme of the paper is that there are actually "many Bangkoks" and it is a "city of cities". This phenomenon has contributed significantly to the city's place branding.

Theoretical framework

Since we are concerned not only with the branding but also the misbranding of Bangkok, then theoretical frameworks related to "the crisis of representation" are highly relevant (Flaherty, 2002). The pioneering work in this area was done by Edward Said (1994) who criticized Western writers for their distortions of the Middle East and Asia (Brennan, 2021).

1 Eastern Asia University.
v.ponsin@gmail.com

2 University of Minnesota.
gwf@umn.edu

Main research approach

In doing this research, we have used the following mixed research methods (Creswell and Creswell, 2018):

- A meta-synthesis of major studies of Bangkok and its evolution as a tourist destination, even including creative fiction and films and how they brand Bangkok (Osborne, 2020; Pitchaya, 2020; Reynolds, 2011).
- In-depth interviews of key scholars known for their in-depth knowledge of Bangkok such as Bussakorn Binson and Supang Chantavanich
- The two authors' collective experiences of 13 decades of engagement with Bangkok's diverse places and evolution.

Key arguments/findings

There is much misbranding of Bangkok, which will be described in detail. Over the years there have been many studies of Bangkok as a major world city (Bussakorn, 2011; Ho, 2020; Kerr, 2010; Osborne, 2010; Supang, 2020; Waugh, 2007) which provide a deeper understanding of this diverse and rapidly changing city. One of the most insightful books on Bangkok is a 2011 volume by Bussakorn (2011) which identifies 275 key cultural sites in all 50 districts of Bangkok and rebrands Bangkok as a “city of diverse cultures”. Related to this new branding, Supang (2020) has done a study of the four major Chinese communities in Bangkok, suggesting the theme that Bangkok is actually a “city of cities”.

A fascinating sub-city is Muang Thong Thani (the Golden City), which is the site of a large international exhibition center (IMPACT) that has made Bangkok, one of the world's most popular MICE (Meetings, Incentives, Conferences, Exhibitions) destinations. This sub-city is continually offering exciting, entertaining attractions and has many distinctive features as a large private city with great equality and no tourism.

Bangkok has become a prominent center for “medical tourism”. Bangkok is also found to be a “culinary paradise” with an incredibly diverse array of tasty, affordable food and the world's “best street food” (Rosarin and Fry, 2018).

Conclusions and practical implications

A new architecture for Bangkok tourism is needed to broaden the branding of Bangkok, focusing on quality and an improved tourist experience with enhanced cultural and environmental dimensions. Bussakorn's study of the major diverse cultural sites of Bangkok provides a valuable framework that could provide the basis for hop on and off bus tours. And there is much potential for even more niche tourism such as medical, golf, and culinary

tourism. With a rebranding and new architecture of Thai Bangkok tourism, Bangkok can not only retain but enhance its position as the leading city destination in the world.

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- Please note: In accord with Harvard, Chicago, APA... style guidelines, Thai authors are cited by “first” not last names.

The Semiotics of Place in Luxury Tourism Players' Brand Storytelling

Anne-Flore Maman Larraufie¹
Cécilia Goutran²

Keywords

luxury, tourism, place, semiotics, brand storytelling

Practitioners and market research companies have identified a shift from consuming luxury goods to consuming luxury experiences (Atwal and Williams, 2009, Beverland and Lindgreen, 2002). Esp. there is a boom of consumption of exceptional travels/stays/journeys from all cultural origins and all-around the world. Companies have emerged, whose duty is to craft the journey for these clients. They call themselves travel designers. Simultaneously, the usual players from the hospitality and travel industry (e.g. hotels, yacht renting companies, airlines, etc.) challenge the limits of their offer, showcasing unique and sometimes time-limited “products”. This is the equivalent of Haute-couture in the travel industry: Haute-villégiature.

Haute-Villégiature has been defined (Maman Larraufie and Sargeni, 2018) as being about designing and delivering travel experiences with the highest quality standards, by highly knowledgeable people who are experts in their business and led by passion. Each Maison has its own style and personality, but all are creative and innovative to surprize and exceed expectations of their clients. These clients are unique and have specific expectations. The overall objective of Haute Villégiature is thus to be a wow factor in the travel industry.

We want to understand the semiotics of place in the way Haute-Villégiature or at least Luxury TDs and DMCs showcase their brand. Using a contest

1 ESSEC & SémioConsult.
maman@essec.edu

2 SémioConsult.
goutran@semioconsult.com

among 50 of them (theoretical sampling), we analyse the role played by 'place' in their brand narrative using a storytelling plot and film. The Canonical Narrative Scheme (Greimas, 1966) is being used to code data, along with a series of other semiotic tools to understand whether some specific 'signs' are being used by the sample.

More than only the results the added value of our project lies in the methodological process we develop, and which could be eventually reused to analyse the semiotics of place in other communication material.

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Visual Sanitization and the Tourist Gaze: A Cross-Cultural Study

Kamal Sharma¹
Amrita Joshi²

Abstract

Communication and marketing of tourism products, destinations, and experiences have extensively used the visual medium in the last few decades. Pictures of locations, stories, or narratives are an essential element of any tourism campaign worldwide, regardless of whether the underlying platform is print, television, or the internet (Sotiriadis & Gursoy, 2016). When proposed by host administrators, businesses, and individuals, these images present an idealized, stylized, and sanitized view of destinations from an anticipated 'tourist gaze'. This research investigates the role and ubiquity of 'visual sanitization' of locations across countries and explores the underlying causes of differences across geographies (Hunter, 2008).

A particular form of representation of a location in a photograph will likely evoke a specific set of reactions and memories in people (Harper, 2002). What is valid for sanitized pictures used by advertisers to sell a destination is also true for tourists who look for stories to tell back home. Hence, tourists often attempt to pictorially capture known locations that fit the dominant narrative of the destination. It is not unusual for tourists visiting Paris to pose next to the Eiffel Tower while keeping other tourists out of the frame. Similarly, a tourist to non-urban Africa is likely to capture poverty or a tribal lifestyle. A tourist to India or China might not miss the opportunity to photograph large crowds.

1 Assistant Professor, Strategic Management.
Indian Institute of Management Indore, India.
kamals@iimindr.ac.in

2 Independent Researcher.
joshi.amrita@gmail.com

With an explosion in the number of photographs taken by tourists due to the ubiquity of underlying technology, we can observe and compare these propensities in the behaviour of tourists. In this research, we use visual elicitation and content analysis techniques in a cross-cultural setting to explore if such tendencies exist and to what extent (Matteucci, 2013; Bell & Davison, 2013). Next, we examine whether this could lead to typecasting of destinations and how this affects host administrations' place branding efforts. We further explore the challenges place branding professionals face to reorient destination images beyond a typecast tourist gaze and suggest means of overcoming them.

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Territorial branding as an approach to development of rural areas: the case study of Babica in dedek brand from Škofja Loka Hills, Slovenia

Erik Logar¹

Abstract

Place branding is an approach of territorial development with a potential to increase the prosperity of rural areas. In last two decades more than 50 place brands were developed in rural areas of Slovenia to strengthen the territorial cohesion and stimulate their socio-economic development on diverse spatial levels. The aim of this article is to analyse the developmental effects and challenges of the *Babica in Dedek* (translated name: “Grandma and Gradpa”) place brand to the Škofja Loka Hills area. This place brand has become a benchmark due to its two-decade history and a role model for many other similar territorial initiatives to establish a place brand in other rural areas of Slovenia.

Through the analysis of documentary sources, 13 semi-structured interviews and results of a focus group the article enlightens the developmental effects of the *Babica in Dedek* place brand on local producers. In general, development of place brand has contributed to the empowerment of their socio-economic position and deepen their knowledge of marketing and related skills. Their area-based cooperation and network are strengthened, common shop-spots are established and diverse activities to update their marketing strategies are organised.

On other hand, challenges of current brand development are exposed. Two decades of brands’ history is constantly marked by unstable financing of place brand. There is also lack of engagement in local communities to shape

1 Research Centre of the Slovenian Academy of Sciences and Arts, Anton Melik Geographical Institute.
erik.logar@zrc-sazu.si

common strategy of future brand development in participatory bottom-up process. Young farmers and start-ups are not aware of brand effects and often consider it as redundant and even useless. Current discussion about further development of brand is an interplay of brands' effects and its challenges. Three future scenarios of brand development are thus presented.

Key words

place branding, territorial development, rural geography, network, local producers, bottom-up approach, Slovenia

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The Destination of the Year 2020 (Practitioner Case Study)

Mihai Barsan¹

Adrian Tuluca²

Madalina Oanta³

Adina Vlad⁴

The Challenge

Protecting local tourism in a relatively unknown destination against great odds (-52% sector decline in 2020 vs. 2019)

The Insight

There are decades when nothing happens; and there are weeks when decades happen. Locked-down people were eager for lesser-known escapes.

The Idea

While the country was paralyzed by fear, draw attention to Tara Fagarasului as a potential Destination of the Year 2020.

Bringing the Idea to Life

Launch Tara Fagarasului as a touristic destination through a smart campaign. Blogger info-trips, manifesto launch, fresh visual ID, info-booking website.

1 A.D.I. Tara Fagarasului.
mihai.barsan@brandelier.biz

2 Propaganda.
adrian@propaganda.ro

3 Brand New.
madalina.o@brandnew.agency

4 Unlock Research.
adina.vlad@unlock-research.com

The Results

Awareness +7ppts, Intention to visit + 7ppts, past 4 month actual visits 5%. Local hosts happy.

This is a clear case in favor of bold moves in face of adversity. “Tara Fagarasului” is a beautiful place in the south of Transylvania (Romania) at the feet of the Carpathians (specifically the Fagaras range). Placed between the bigger and more notorious regions of Sibiu and Brasov, it is however underdeveloped and relatively poor.

Local ONGs and entrepreneurs saw tourism as an emerging but vital source of economic growth when the sector was devastated by Covid leading to -52% decline.

Faced with dire odds, the community acted decisively, managing to grow awareness for Tara Fagarasului as tourist destination, getting visits and saving the revenues of the emerging local tourism operators.

Romania has many mountain destinations, and they all have their charm. Prahova Valley, Brasov, Sibiu, Sighisoara, Maramures, Bucovina, Apuseni Mountains or the Danube Gorges are just a few of the most famous ones. Tara Fagarasului? Absolutely out of that league.

And it is especially heart breaking through as a tourist attraction, when most of the local media narrative about the region covered for decades only the closing down of industrial sites, its declining post-communist economy and dramatic emigration. So, no surprise that even among those aware of Tara Fagarasului, the “ever visited” rate was significantly lower than for the competing destinations.

The size of the challenge was very clear to the local community. Nevertheless, an ONG of 27 townhalls set its aim to promoting tourism to Tara Fagarasului when WHO declared the global pandemic.

It was quite certain that tourism will be dramatically affected and so it was.

Indeed, by the end of 2020, Romanian tourist operators lost -52% of stays compared to the previous years. Mountain resorts were a little bit less affected, declining “only” -47%.

Therefore, on top of the real ambitious challenge of breaking through a clutter of better known competitors with better image, there was the problem of a collapsing market. Whatever small tourism economy existed already at the beginning of 2020 in Tara Fagarasului, it badly needed oxygen in form of actual tourists.

Undeterred by the challenge, the community seized the moment to launch Tara Fagarasului as a tourist destination in Romania. With the right targeting, narrative and media plan, it succeeded to achieve all objectives and outperform significantly the rest of the market. The paper presents the strategy, plans and results.

“Let’s talk” – Incorporating communication perspective as part of public diplomacy efforts between Government, private sector, and the foreign public

Blerim Limani¹

Emira Limani²

Abstract

The present study aims to explore the current model of communication applied between key stakeholders such as the government and private sector engaged in public diplomacy efforts for promoting or improving country reputation to foreign public. Observations show that the current communication model applied by the mentioned stakeholders is based on the transmission model which to be successful relies on an ideal version of the communication process where the message gets clearly through the channel and the receiver’s understanding is as close as it gets to the sender’s intention. This process, however, omits communication complexities that derive from such process where new social realities are being co-created by stakeholders. Consequently, authors argue that there is a need to introduce a communication model which enables stakeholders involved in the process to achieve more sustainable coordination-focused outcome that would benefit both government and private sector. The methodology is based on a theoretical framework of CMM concepts which identifies the current transmission-based model of public diplomacy communication while designing a new model which is based on a communication perspective. Finally, an infographic model of communication is created to describe the

1 American University of the Middle East.
blerim-limani@aum.edu.kw

2 American University of the Middle East.
emira.limani@aum.edu.kw

needed shift from the current traditional public diplomacy communication process (based on the transmission model) to the one suggested by CMM. Further research is needed where the actual CMM based communication model will be applied by stakeholders and properly monitored and evaluated.

Keywords

Coordinated management of meaning, communication perspective, dialogue, government, public diplomacy, private sector, foreign public.

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A stakeholder framework for analyzing and evaluating place brands

Sofia G. Cunha¹

Aims

Place brand management involves multiple target groups and even when they have the same names, the scope of each may vary. We thus propose the use of objective criteria of stakeholder segmentation to improve and systematize place brand analysis and measurement.

Theoretical framework

There are different criteria to determine who should be considered the main target of a place brand strategy or whom could be called collaborate on its development and management (Boisen et al., 2018; Warnaby & Medway, 2015). This discussion is mainly grounded on stakeholder theory, place branding and place attachment literature.

Main research approach

A literature review was carried out on the classification of place brand stakeholders, then different typologies were applied on empirical data. A survey was conducted with 680 stakeholders of a wine region in Southern Brazil, including people who lived, worked, or had already visited the region. Based on the respondents' characteristics, behaviors and opinions related to the place brand, hierarchical clustering, and partial least squares structural equation modeling (PLS-SEM) analysis were performed to group stakeholders and compare the difference between them.

Key arguments/findings

Interest in the place is one of the most common criteria to differentiate stakeholder groups (García et al., 2012; Kotler et al., 1993)namely

1 School of Administration, UFRGS (Federal University of Rio Grande do Sul), Brazil. sofiaqcunha@gmail.com

Castilla-La Mancha (CLM, but its subjectivity can be a barrier to perform comparative studies. Nevertheless, stakeholder segmentation can also be oriented by behavior affinity, enabling group comparisons by using standardized criteria such as demographics and place attachment (Florek, 2011; Gilboa & Jaffe, 2021; Zenker & Rütter, 2014). In this study, we selected two variables well accepted in literature, familiarity and proximity from place of residence (Lewicka, 2011; Song et al., 2019; Zia et al., 2014), and adapted the original measures to include multiple stakeholders. When applied to the study sample, the combination of both variables formed three groups, independent among themselves: the first includes people highly familiar with the place, named “Elders”; the second, “Newcomers”, considers those with low familiarity and high proximity; and last, the ones with low familiarity and low proximity were classified as “Outsiders”.

Conclusions

A behavioral-oriented segmentation is proposed as an alternative approach to group the stakeholders of a place brand. On the premise of being more objective and replicable, the framework based on familiarity and proximity may be applied to places with different scales or nationalities, although reflecting the specificity of each context. Furthermore, as we used reported data from respondents of a survey, future studies may improve this measure using pre-existing data sources, measuring proximity through geolocation and public databases, for instance.

Practical implications

The proposed framework may be used as a reference for place brand strategy development and place brand equity assessment. Recognizing the similarities and differences among people who live and visit the place is crucial for developing a place brand truly connected with its stakeholders. In addition, the use of standardized criteria to segment them enables more reliable comparative multi-group analysis.

Keywords

Stakeholder; segmentation; clusters; place brand measurement.

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Citizen participation and stakeholder engagement in place branding: a systematic literature review

Laura Ripoll González¹

Jasper Eshuis²

Erik Hans Klijn³

Over the last 10 years place branding literature has seen an exponential increase academic publications dealing with stakeholder engagement and citizen involvement in place branding processes (Kavaratzis et al. 2017). This is because place branding came to be reconceptualized from a marketing tool to produce positive images about a place, to a governance tool for supporting place development (Eshuis & Edwards, 2013) through strong and co-created place identities (Aitken & Campelo, 2011; Kavaratzis & Hatch, 2013; Kavaratzis & Kalandides, 2015; Ripoll González & Gale 2020). This has led to more inclusive and participatory place branding models (Zenker & Erfgen, 2014) across both theory and practice.

Despite the many advances and contributions observed, no systematic review has been conducted to synthesize the current state of the literature about stakeholder engagement (including forms of stakeholder engagement such as citizen participation, co-production and community involvement) towards a consolidated research agenda. This article aims to fill in this gap by systematically analyzing and bringing together theoretical and empirical multidisciplinary academic research on stakeholder engagement in place branding processes. We aim to take stock of the scientific knowledge about the types, objectives, determinants, and outcomes of stakeholder cocreation, engagement, involvement, participation and coproduction in place branding or place marketing processes. We thus analyse: a)

1 Department of Public Administration and Sociology, Erasmus University, Rotterdam.
ripollgonzalez@essb.eur.nl

2 Department of Public Administration and Sociology, Erasmus University, Rotterdam.

3 Department of Public Administration and Sociology, Erasmus University, Rotterdam.

Who designs and implements place branding projects? (b) What are the determinants and degrees of citizen participation? (c) What are explicit and implicit objectives of place branding? What are the planned and unplanned outcomes of place branding processes? and (d) How does stakeholder involvement impact those outcomes? This paper aims to inform the further development of participatory forms of place branding that can warrant greater engagement, legitimacy and positive outcomes for the communities involved (Klijn et al., 2012). This systematic review follows the PRISMA method (Moher et al. 2009) and we present our findings and implications for both place branding academic research and practice.

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Crowdsourcing as a form of stakeholder engagement in city management – evidence from Poland

Karolina Ilczuk¹

Ewa Glińska²

Halina Kiryluk³

The past decade has seen a rise in the significance of the Internet, social media, and platforms facilitating the communication between local governments and local stakeholders. There has been a transition from “e-government” to “we-government” where local authorities treat inhabitants as partners during the making of key decisions (Linders, 2012). A growing role in this communication has been played by crowdsourcing tools which allow local governments to build relationships with stakeholders. Studies of literature show that thanks to crowdsourcing platforms more and more citizens become involved. The use of crowd wisdom, crowdvoting and crowdsensing permits not only the consideration of the voice of the citizenry but also increases social capital and reciprocity (Staletić et al., 2020). In practice, crowdsourcing instruments are used in various areas of city management, such as culture and tourism (Panagiotopoulou, Somarakis, Stratigea, 2020), the creation of the city’s image, innovation (Schuurman et al., 2012), mobility (Marzano, Lizut, Ocha Siguencia, 2019), spatial management (Puzdrakiewicz, 2015), sustainability (Certomà, Corsini, Rizzi, 2015), environmental protection. This sharing approach has not yet been widely addressed in studies concerning place branding. At the same time, various publications stress the fact that the involvement of stakeholders in the process of place brand

1 Faculty of Engineering Management, Bialystok University of Technology, Poland.
k.ilczuk@doktoranci.pb.edu.pl

2 Faculty of Engineering Management, Bialystok University of Technology, Poland.
e.glinska@pb.edu.pl

3 Faculty of Engineering Management, Bialystok University of Technology, Poland.
h.kiryluk@pb.edu.pl

building is so crucial to the management of a brand of a place that this trait is treated as an element differentiating the management of a place brand from models of branding used for classic products or companies (Hanna, Rowley, 2012; Kavartzis, Hatch, 2013; Insch, Stuart, 2015). Opinions of various stakeholders concerning crowdsourcing from the perspective of public organizations such as city governments have been explored to a small degree (Lenart-Gansiniec, 2017a,b).

The aim of the present work is the identification of areas and forms for the utilization of crowdsourcing in managing cities in Poland with special consideration for the use of crowdsourcing in activities connected to city branding.

The study has made use of the quantitative study method applied as a questionnaire submitted to 176 governments of Polish cities. In this group 33.5% were cities with 20,000 inhabitants or less, 51.1% were cities having up to 100,000 inhabitants and 15.3% were cities with more than 100,000 residents. The study was realized between February and March of 2021 through the use of the CAWI method among city government employees responsible for city marketing.

Study results indicate the significance of the use of crowdsourcing tools in the area of city image management. Within Polish cities, the most popular forms of involving stakeholders included: civic budget, voting, polls or questionnaires, as well as competitions. To engage stakeholders in the process of city management city halls most often utilize websites, social media, and special social consulting platforms. The conducted survey research shows a statistically significant relation between crowdsourcing areas and tools used in the management of a city and its size (measured as the number of its inhabitants).

Study results may aid the decision-making process of territorial authorities concerning the engagement of local stakeholders in solving city problems.

Keywords

Crowdsourcing, stakeholders, city management, city branding

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Participatory urban storytelling design: Reflections towards a co-creative process

**A practice-based, reflexive approach whereby
cinema, food and storytelling reframe the image of
underprivileged neighbourhoods through identity-
rooted co-creation and narration**

**Marco Bevolo¹
Stefano Di Polito²**

The paper will reflexively document for the first time as a consistent approach a participatory, co-creative storytelling practice for organic place branding as developed by the researcher across cinema, digital platforms and word-of-mouth. Focus of this paper is on the societal impact of an implicit approach, to be structured into a repeatable process.

Theoretical Framework

This paper is presented as a case study, therefore the theoretical framework will be limited to support the translation of organic empirical practices in the cinematic industry and in participatory place branding into a structured process. A first reference bibliography is provided as reference in the appendix to this abstract.

Methodology/Main Research Approach

Reflexive reporting of Action Research and art-based participatory interventions, between activism and storytelling for place branding.

Findings

The paper will frame the organic field practice through a theoretical framework and reflexively structure it as a repeatable process. Reference

1 PhD, Breda University of Applied Sciences, NL (Corresponding Author).

2 Turin, Italy (Cinema Director and Social Innovator).

cases will be grounded in the City of Turin, Italy, Districts: a) Mirafiori (from “Mirafiori Luna Park” movie to MRF event center); b) Borgo Aurora (from Eatnico to TO-nite). Specific empirical research assets will include: a) Fictional movies (2014, 2019); b) Videoclips, with participatory interviews; c) reflexive evidence from original approach bridging (cinematic) storytelling to place branding.

Conclusions

The paper will offer three key value points:

- Validation of an organic, hybrid approach from social sciences viewpoint;
- Reflexive externalization by stakeholders of an implicit approach;
- Potential formalization into a repeatable process, for universal adoption.

The authors are committed to achieve the most societal impact through their research and consulting work and the paper will provide the opportunity to transfer findings, learnings and assets to a wider community of stakeholders, e.g. citizens and practitioners, with the required methodological reliability.

Practical Implications

The focus of this paper is eminently practical in terms of translating an organic practice at the crossroads of the creative industry, cinematic arts, and place branding, into a structured approach, and possibly a process. The outcome will be the reflection, validation, and potential repeatable formalization of said approach, for future consideration and adoption by place branding leaders and stakeholders, with societal impact as the priority.

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Three challenges for place branding: paradigms, concepts, and research methods

Anna Adamus-Matuszyńska¹

Piotr Dzik²

Aims

The purpose of this paper is to explore the place branding as a scientific discipline. The second aim is to identify and examine the causes that make place branding immature as a discipline of science. The third is an analysis of barriers to its development and an indication of possible solutions.

Theoretical framework

The starting points for the deliberation are the considerations of Lucarelli and Brorstrom, Vuignier, Vanolo, Campelo, Giovanardi, Lichrou, and Kavaratzis, which emphasize the weaknesses of place branding. Considering the thoughts of prominent philosophers of science such as Kuhn, Popper, and Hunt, the authors consider science maturity indicators to define those elements that place branding does not meet to be recognized as a scientific discipline.

Main research approaches:

1. Territorial marketing is a subdiscipline of marketing; therefore, it is practiced with respect to the main marketing analyzes.
2. The essence of marketing practice is brand creation; therefore, place branding is a fundamental topic in territorial marketing theory and practice.
3. Consequently, place branding and marketing are conceptually inseparable.

1 Department of Market and Marketing Research, University of Economics in Katowice. adamus@ue.katowice.pl

2 Faculty of Design, Academy of Fine Arts in Katowice. piotr.dzik@asp.katowice.pl

Key arguments/findings

The above theoretical assumptions let the authors formulate the hypothesis that the discipline faces the following unresolved problems:

1. Theoretical paradigm - Neoliberalism as a foundation of place branding has found itself in a crisis both as a theory and as a practice, which *via facti* leads to the questioning of the paradigmatic basis of the place branding.
2. Conceptual clarity - Place branding suffers from a lack of influx of new concepts beyond the discipline, as well as uses contested concepts.
3. Research approaches - Place branding literature is dominated by prescriptive and descriptive research, single case studies, and lack of rigorous empirical research.

Conclusions

Going beyond the neoliberal theoretical framework and referring to ideas developed by other social sciences and humanities, place branding may find a trajectory towards science. The analysis shows that the interdisciplinary nature of place branding should move from the postulate idea to research practice. Until place branding emerges from the silo mentality, so far, it will only be a practical, not a scientific field. The lack of methodological discipline in place branding makes empirical research incomparable.

Practical implications

Conducting a debate on the theoretical foundations of the discipline will allow the development of uncontested concepts and approaches. Conceptual clarity will facilitate interdisciplinary research that will allow one to go beyond a descriptive and prescriptive perspective to obtain explanatory outcomes.

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Polish Functional Urban Areas: fundamental barriers to place branding

Anna Matwiejczyk¹

Abstract

Theoretical framework

What distinguishes Functional Urban Areas (FUAs) from other units is the fact that they consist of smaller municipalities that work together and, collectively, are spatially continuous (Kurek et al., 2020). Thus, reconciling separate entities and creating a common brand becomes a much more complex issue than for individual territorial units (Glińska et al., 2016). Consequently, they also face greater barriers.

Aims

The aim of this paper is to identify categories of barriers to the adaptation of place branding by Polish FUAs, particularly in the light of the new perspective for 2021-2027, with the use of the Strategies of Integrated Territorial Investments (ITI).

Main research approach

A qualitative approach was chosen due to the initial stage of development and adaptation of the concept of place branding to FUAs. The qualitative methods are explorative and the researched problem is recent in Poland. The selected research method involved an In-Depth Interview, which was conducted amongst staff representing 12 FUAs in Poland, supported by desk research – the analysis of ITI strategies. The research was conducted between April and June 2021.

1 Politechnika Białostocka.
anna.matwiejczyk17@gmail.com

Key arguments/findings

Each of the examined FUAs recognizes in its activities the basis for the development of a territorial brand. The majority agreed that the basis for image and branding is to highlight functional links of territorial units belonging to the FUAs. Each of them also noted other barriers to the development of their brand, primarily pointing to a lack of initiative on the part of residents, the prevailing COVID-19 epidemic or political conditions. Based on the obtained results it is possible to identify the main categories of barriers, such as: financial or socio-organizational or political.

Conclusions

Place branding is not currently the main focus of FUAs. However, all interviewed units recognise the potential and need to address such issues as FUAs develop. The surveyed FUAs point to a number of barriers, each of them especially conditioned by the needs of the inhabitants or the geographical location. There is no other study to compare the results with, which proves the great usefulness of the obtained results.

Practical implications

Such analysis will allow new and under-developed FUAs to support their development in terms of territorial branding. This will help FUAs to identify existing barriers in their specific cases and implement future brand-related activities.

Keywords

Functional Urban Area, place branding, FUA, Poland

Towards a perception based model of national identity research

Mila Marina Burger¹

Abstract

In the attempt to deepen the understanding of nation branding from a political science perspective while building on the idea of managing the “competitive identity” of a nation (Anholt, 2014), I have centered my doctoral research around the notion of national identity as the origin and initial sum of narratives of every nation brand. There are three theoretical approaches to national identity I have considered so far. Firstly, the perspective of modern nationalism studies (Anderson, 2006; Smith, 1991); secondly, the perspective of an evolved term of national identity, namely, the postnational identity (Habermas, 2001; Calhoun, 1992) and thirdly, the cosmopolitanistic approach that regards national identity as a fixed category that limits mental space and seeks to enlarge it (Robins, 2014) by overcoming the division between “us” and “them”.

Out of these three perspectives, the first one is the most susceptible for building a universal model of particular national identities research. Namely, if we follow this perspective where the nation is “imagined” (Anderson, 2006), we can deduce the thesis that national identity is itself imagined. This means that there is no attainable truth but, what we can do is explore the perception of truth, that is, the perception of national identities. If we continue this line of thought, we may come to three types of national identity perceptions. Namely, the internal one which can be understood as the self-perception of the national folk, followed by the external one which can be understood as the perception of the international public or the nation brand. The third perception type that I identified in this regard is the perception of national identity shaped by the media (national and international). By constructing a model out of

¹ Filburg, Croatia.
mila@filburg.co

these three perceptions of national identity we may come to a different but more accurate disposition of a particular nation brand that can be, for individual countries, further illustrated through the use of data. In practice, the internal perception could be operationalised through data from the International Social Survey Programme - "National Identity" chapter; data from the Anholt Ipsos Nation Brands Index (NBI) could be used for illustrating the external one while media shaped perception could be represented through a dedicated media framing research (Entman, 1991).

Keywords

Perception, national identity, nation brand, nationalism studies, media studies

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The role of triangulated narratives of sport, music and film festival in (non) Strategic Nation Branding. Unassigned ‘ambassadors’ shape Nation Branding – case of Kosovo

Emira Limani¹

Blerim Limani²

Abstract

The aim of the present study is to illustrate the role of successful talents in music, sports and film festival in building the country’s reputation, the case of Kosovo’s nation branding. Recently, popular singers like Rita Ora and Dua Lipa who are born, or their parents were born in Kosovo in many interviews in major European media houses such as BBC, NBC, MTV etc., are mentioning their country of origin, Kosovo. They help Kosovo build international reputation through soft power tools. Moreover, Dua Lipa together with her father (Kosovo singer as well) have developed a charity organization in Kosovo: Sunny Hill Foundation with a simple mission: “to strengthen democratic values, promote international cooperation, and advance human achievement through music and arts activities” (www.sunnyhillfoundation.org). International Documentary and Short Film Festival – DokuFest has grown enormously for almost 20 years, and from 2020 is a BAFTA qualifying festival for short film. The film festival is one of the largest cultural events which takes place in historic city of Prizren, Kosovo with selection of more than 200 picked films around the world (www.dokufest.com/en/info). In 2014 Kosovo was accepted as full member of International Olympic Committee where in 2016, Majlinda Kelmendi

1 American University of the Middle East.
emira.limani@aum.edu.kw

2 American University of the Middle East.
blerim-limani@aum.edu.kw

had the opportunity to represent her own state, that of Kosovo (Brentin and Tregoures 2016, pp. 360-361) and so far, Kosovo is awarded with three Olympic Judo Golden Medals. The present study elucidates connection between pop-culture, sport, and film festival, through above-mentioned stakeholders' public narratives with indirect nation branding of Kosovo. Content analyses are conducted on the stories shared by the stakeholders as well as direct interviews with their representative's follow-up for detailed information. In addition, the study comments the case study of Kosovo with an accurate critique on the lack of strategic efforts by the government in creating sustainable Nation Branding Strategy. In addition, it offers a Nation Branding model for practitioners in public institutions to implement it and measure the results.

Keywords

Nation Branding, Kosovo, music, film, sport

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Charm City in Our Imagination: A Dynamic Approach to City Branding Communication

Efe Sevin¹

Extended Abstract

This project proposes a multi-method study of Baltimore's city brand that (i) investigates categories of information individuals are interested in about Baltimore, and (ii) maps the message dissemination processes about these categories. Cities are investing considerable amounts of money for their branding. In fiscal year 2020, Visit Baltimore (2020) spent nearly \$4 million for marketing and communications. Live Baltimore, a 501(c)(3) organization working towards attracting residents to Baltimore, received nearly \$600,000 from the city's operating budget (Board of Estimates, 2020).

Existing works in the literature examine a variety of methods places use to communicate with target audiences (Kavaratzis, 2004), and how individuals perceive places (Zenker & Beckmann, 2013). Studies coming a variety of disciplines ranging from tourism (Woodside & Lysonski, 1989) to consumer behavior studies (S. A. Cohen et al., 2014) also highlight how individuals consume this information to make relevant decisions. Yet, they fall short of helping practitioners overcome the complexities of contemporary communication because of two reasons.

First, we have a more nuanced understanding of these target audiences and their different expectations. In one of the earlier studies attempting to categorize tourist behavior, Erik Cohen (1972) only needed four distinct categories to describe all different tourist experiences. While he increased this number to five categories in a later study (E. Cohen, 1979), recent studies are proposing more nuanced categories. One such study identified three segments among individuals visiting Porto, Portugal (Ramires et al.,

¹ Department of Mass Communication, Towson University.
esevin@towson.edu

2018). Another argued for five distinct categories solely for Chinese tourists traveling for cultural reasons (Chen & Huang, 2018). Since we have a more developed terminology to understand what individuals want from their destinations, we need a similarly sophisticated approach to explore what categories of information individuals require. The associations that come to the minds of individuals – or city brands – do not have universal categories (Zenker & Braun, 2017). For Liège, a small university town in Belgium, brand associations included cafes, historic buildings, and art and culture (Brandt & de Mortanges, 2011). For Prague, Czech Republic, beer and tourist attractions came to individuals' minds (Matlovičová & Kormaníková, 2014). For Hong Kong, shopping and job opportunities were more pronounced. (Merrilees et al., 2018). A grounded theory approach is required to explore these associations in each case (Aitken & Campelo, 2011). Each city requires a contextualized description of what types of information individuals are interested in (*RQ1: What categories of information do individuals seek about Baltimore City?*).

Second, communication landscape have been drastically changing (Acharya & Rahman, 2016; Kavartzis & Dennis, 2018). With the rise of user generated content on social media platforms, messages about cities were created and shared by official and unofficial actors alike (Ketter & Avraham, 2012; Sevin, 2016; Xiang & Gretzel, 2010). A traditional employment of mass communication tools – such as press releases or television advertising – gives the official actors an exclusive authority to disseminate messages about their cities. Destination management organizations, such as Visit Baltimore, would be situated as the major hub of information (Molinillo et al., 2018). Yet, social media platforms resemble an online marketplace of messages (Ayhan, 2019) where everyone has the potential to contribute. More frequently referred to as *influencers* in the literature, certain users establish themselves as legitimate and credible information resources by actively creating and sharing content (Kibby, 2020), rather than receiving an official or a bureaucratic mandate for branding. While the practice is relatively new in city branding, corporate brands have been working with influencers to reach out to different target audiences for at least a decade on social media (Booth & Matic, 2011), providing the researchers tools necessary to identify and map the role of influencers in the communication networks (Himmelboim & Golan, 2019; Uzunoğlu & Kip, 2014). An inclusive description of how messages are disseminated about Baltimore City cannot be provided without identifying all official and unofficial information resources used by individuals. (*RQ2: What is the structure of the social network of message dissemination about Baltimore City?*).

Succinctly stated, the project attempts to generate a dynamic model on message dissemination in two steps. First, association categories for Baltimore City will be identified and prioritized. Second, a network analysis of message dissemination will be drawn. For RQ1, data will be gathered through scraping text from Twitter, TripAdvisor, and other relevant platforms.² Textual data will be analyzed with topic modeling, using R's *topicmodels* (Grün & Hornik, 2011) and *tm* (Feinerer et al., 2008) packages to identify main categories of associations. For RQ2, data will be gathered through a survey identifying communication preferences of individuals and identifying organizational, peer-based, and mediated sources of information (Contractor et al., 2011). This data will be analyzed with social network analysis using *gephi* (Bastian et al., 2009).

The paper will have theoretical and practical implications. From a practical point of view, a dynamic model outlining message dissemination will help assess the return on investment for such organizations that are tasked with communicating messages about cities. From a theoretical view, my manuscripts will create a conversation between descriptive and evaluative models in the literature.

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2 Since Covid-19 has limited travel patterns, I am open to replace TripAdvisor – a travel-based website – with more neighborhood-based forums such as NextDoor and Reddit's r/Baltimore subreddit. Final decision will be made after preliminary data gathering.

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Destination Brand Personality: A systematic review of Antecedents, Moderators and Outcomes

Tran Luong Nguyet¹

Keywords

Systematic Review, Destination Personality, Antecedents, Outcomes, Moderators

Destination personality is becoming a more viable metaphor for building destination brands when the global market becomes more increasingly competitive. In order to building a powerful destination brand, it is necessary for destination managers to understand tourist perceptions of places, and craft a unique destination personality and develop a rich, relevant brand personality because destination personality is a potential predictor of tourists' buying behaviors (Hosany, Ekinici, Uysal, 2006; Usakli & Baloglu, 2011). Therefore, the concept of destination brand personality is becoming more popular among marketers at national, regional, and local levels, as it helps to define the appropriate branding strategies and targeting them to the right audiences.

Although destination personality and brand marketing have become increasingly important, there is still a lack of applied research the effects of social media on perceived brand personality. One more research gap can be mentioned is the awareness of the destination managers/ marketers about destination personality and how they enhance it effectively and efficiently. The future researches probably integrate other factors into the framework of destination brand personality. Moreover, future studies can invoke the proposed framework as a theoretical basis in exploring different tourism

1 The Doctoral School of Social Sciences, University of Lodz, 22/26 Matejki Street, 90-237 Łódź, Poland.
Faculty of Digital Economics and E-commerce, Vietnam – Korea University of Information and Communication Technology, 470 Tran Dai Nghia Street, 50000 Danang, Vietnam.

research contexts. For instance, this framework can be applied to investigate behavioral intention in other tourism contexts which include adventure tourism, gambling tourism, arts tourism, and ghost tourism. In addition, using qualitative approaches to analyze specific elements of the experiences that are closely linked to brand personality dimensions and emotions is one of the research directions.

The purpose of this study is the updated review on the research of destination brand personality to understand the relationship between the antecedents, outcomes, moderators and the conceptual framework of destination brand personality. The main chosen databases for this paper are two world-leading and competing citation ones, namely Web of Science and Scopus. There is no more research conducted to provide an up-to-date and comprehensive review of destination brand personality. Therefore, in the scope of this study, the author decided to do the systematic review of the articles in English published from 2005 to 2020 in the journals of Hospitality and Tourism. This work not only improves the current understanding of the concept “Destination Brand Personality” systematically, identify the conceptual framework of “destination brand personality”, but also build more effective and precise procedures for future research orientation of “destination brand personality”.

TS="DESTINATION BRAND PERSONALITY" OR
 TS="DESTINATION PERSONALITY" OR TS="PLACE PERSONALITY"
 OR TS="COUNTRY PERSONALITY" OR TS="CITY PERSONALITY"

Refined by: DOCUMENT TYPES: ARTICLE, WEB OF SCIENCE
 CATEGORIES: HOSPITALITY LEISURE SPORT TOURISM,
 LANGUAGES: (ENGLISH), PUBLICATION YEARS: 2005-2020.

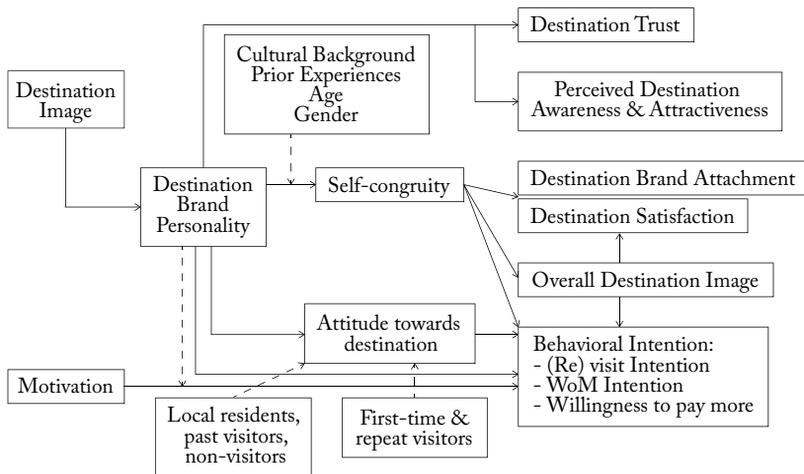
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There are 18 and 77 English-written papers published on outstanding journals during the past 15 years were searched in Web of Science and Scopus databases respectively. The systematic literature review method is employed. Quick skimming on the title and abstract of 82 found articles after excluded the duplicates, there are 52 articles meet the identified

research objectives. Then, the content analyses were conducted for each paper with the Nvivo.

From the study results, destination brand personality is one of the concepts that received the attention of many researchers since the 2006. There is a tight relationship between Destination brand personality and its antecedents, moderators and outcomes shown in this article. This paper contributes to the existing literature on destination brand personality by extending the discussion with the conceptual model of this concept and the antecedents, moderators and outcomes. The research created the best foundation for future researches in the destination brand personality field.

It is clear that the current trends of destination brand personality research include 3 main directions. First of all, several studies have developed the scale of Destination Brand Personality by adopting the Aaker's Brand Personality Scale (BPS) or the 'Destination Personality Scale (DPS) of D'Astous & Boujbel (2007) or even building up the own scale through qualitative research and combining different approaches. Next, the comparison between different perspectives of destination personality also attracts the researchers' attention. Last but not least, the number of studies put their interests in investigating the relationship between DBP & tourists' behavioral intention; or the effect of DBP to Overall Image, Destination Satisfaction, Self-Congruity, etc. and figuring out the role of moderators.



This paper contributes to the existing literature on destination brand personality by extending the discussion with the conceptual model of this concept and the antecedents, moderators and outcomes. The research

created the best foundation for future researches in the destination brand personality field.

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Examining the effect of individual and stakeholder network characteristics on stakeholder participation in place branding processes: a cross-country survey

Jasper Eshuis¹
Erik Hans Klijn¹
Laura Ripoll González¹

Abstract

The European Union has long been seeking more democratic and inclusive models for sustainable regional development by encouraging citizen participation. However, despite the theoretical imperative of empowering communities (Hickey & Mohan, 2004) for more democratic outcomes, citizen participation is not without difficulties (Lowndes et al. 2001). An important issue is lack of engagement among citizens; people often do not exploit existing opportunities to engage and show low involvement in participation processes. Possible reasons for lack of participation are that citizens are disengaged from the political process; they distrust the government or organisation managing the participation process, or they feel unable to exert influence (feel powerless) (e.g. Lowndes et al. 2001).

Place branding has long been embedded in processes of place development, often intertwined with urban planning and economic policy programs. The evolution of place branding theory and practice from a top-down unidirectional definition and communication of brand values towards more inclusive approaches has resulted in a (re)conceptualisation of place branding from a communications strategy to a governance strategy that attends to participation and stakeholder representation in place development (Klijn et al. 2012).

1 Department of Public Administration and Sociology, Erasmus University, Rotterdam.
eshuis@essb.eur.nl

The EU-funded BRANDSUS project [brandsus.eu] studies place branding as an inclusive, participatory governance arrangement for sustainable place development (SPD). The project applies a mixed-methods methodology examining citizen participation in place branding processes in three regions in Australia, Spain and the Netherlands, covering a wide variety of participatory arrangements. This paper reports on preliminary results of the first stage of the research project, consisting of a quantitative survey among stakeholders of the place brands in the Australian and Spanish regions under study (the Northern Rivers in the Australian state of New South Wales and *Muntanya d'Alacant* in the Spanish province of Alicante).

The study examines the effect of various individual characteristics and network characteristics on the level of stakeholder participation in place branding processes (Arnstein, 1969). It focuses on the effects of trust among stakeholders, network interaction, sense of power, and place attachment on citizen participation and brand citizenship behavior. We apply structural equation modelling to analyze the results. The findings of the survey contribute to the literature on stakeholder participation in place branding and SPD (Braun et al. 2013; Klijn et al. 2012; Ripoll Gonzalez & Gale 2020) by adding a quantitative, cross-country analysis.

Keywords

Place branding; citizen brand behaviour; citizen participation; structural equation modeling; survey

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Whose culture? The role of identity-based branding

Stella Kladou¹

Place branding experts and scholars keep reminding how place brands should focus on *plans that define the most realistic, competitive and compelling strategic vision for the country, region or city* (Anholt, 2003: 212). Towards this direction, the synergies between culture *in, for, of* the place emerge as significant (Kavaratzis and Ashworth, 2015). In line with Kavaratzis and Ashworth (2015), culture *in* the place commonly refers to the culture of the place that is being promoted, whereas culture *for* the place refers to elements that can foster cultural exchange between people. Culture *of* the place refers to those cultural characteristics which place actors perceive as place- or country-specific attributes linking them together as a community. All of these elements of culture *in, for, of* the place may have, at the end of the day, a distinct importance for the identity-based approach to place branding, as long as branding actors' actions and interactions express, mirror, and reflect cultural and image-related aspects of the place to provide a comprehensive understanding of its identity (Kavaratzis & Hatch, 2013). However, the question remaining is whether place branding efforts effectively and inclusively embrace a deeper understanding of local heritage and locals' possible sub-cultural differences (Philipp, 1994).

In order to address this gap, this study focuses on the cultural domain of gastronomy. Findings build on a content analysis of documents and information prepared by actors with some branding authority on Gökçeada (Turkey), in the absence of an official Destination Management Organization. First, branding efforts relevant to gastronomy are organized in a way assessing extant synergies between the food culture *in, for, of*. In-depth analysis then identifies national and local actors' role, branding priorities, and inclusive practices.

1 Postdoc Researcher, Hellenic Mediterranean University.
stellakladou@hmu.gr; stellakladou@gmail.com

Our study contributes to the identity-based approach to place branding by examining and integrating elements of culture *in, for, of* the place. Findings illustrate that a place brand may align more with specific elements of culture and inspire specific internal actors' feeling of 'belonging'. This may be due to the importance of (1) decision makers' 'national' feelings of 'belonging', and (2) branding the tourism destination rather holistically the place. The study provides practitioners with insights on how synergies between culture *in, for, of* the place can be more *realistic, competitive and compelling* (in the words of Anholt, 2003: 212) in the longer-term, by seeking to more holistically reflect the (food) culture of different local groups and the (food) heritage of the place.

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Is a picture worth a thousand words? Resident versus non-resident identity construction for the city of Vienna

Jasmin Séra¹

Jason L. Stienmetz²

For the promotion of places it is common to focus on diverse and unique elements, such as the landscape, flora and fauna, the history, politics, cultural heritage, - just to mention some (Kladou et al., 2017; Pomeroy, 2013; Govers and Go, 2009; Dinnie, 2008). Those elements are often selected as part of the place branding strategy by institutions, such as governmental representations or marketing agencies. During the last years however, discussions around the importance of involving local citizens into the creation of the specific identity of a place have increased (Aronczyk, 2013; Kavatzis and Hatch, 2013).

Rejecting essentialist thinking, which defines a certain ‘essence’ of a place, this paper suggests a rather constructed and fluid identity of a place. Back in 2011, Hakala and Lemmetyinen (2011) already called out for a “bottom-up” co-creation of a nation brand meaning that the nation’s own people and community are the origin of the social and cultural construction of a nation and its brand. Various scholars confirmed the need to include the ‘locals’ of a place into place branding discussions in order to create an image that coincides with reality (Kavatzis and Hatch, 2013; Aronczyk, 2013; Widler, 2007).

In order to better understand place identity construction from multiple perspectives, a qualitative comparison of the city of Vienna identity communicated by residents versus non-residents is undertaken. We utilize Big Data in the form of 921,951 publicly viewable photos and photo

1 FHWien der WKW University of Applied Sciences for Management & Communication.
jasmin.sera@fh-wien.ac.at

2 Modul University Vienna
Jason.stienmetz@modul.ac.at

metadata from the Flickr platform. Analyzing data for the years from 2004 to today, we identify significant differences in the patterns of places photographed within Vienna, as well as notable differences in the words used to describe those photos. These differences suggest an identity gap between the resident and non-resident groups and provide valuable insights for a ground up approach to place branding.

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One size does not fit all: new profiles of smart citizens for city branding

Olga Kolotouchkina¹

Gildo Seisedos²

Aims

The purpose of our paper is a critical reflection about how citizens perceive the new governance paradigm of smart city. The ICTs are transforming radically the way citizens perceive, consume and interact with their cities. As new types of both individual and collective behaviour emerges on the technology-driven urban ecosystems, ranging from grassroots activism to entrepreneurship, environmental awareness, new inter-personal communication dynamics and city branding (Fernández-Cavia, J. et al., 2018), understanding expectations and perceptions on smart cities of different groups of citizens is pivotal.

Theoretical framework

There is a big coincidence in the fact that one of the key elements to build a city brand is the set of services delivered to target groups such as visitors, resident and workers, business and industry and export markets (Kotler et al., 1993). One of the main consequences of the adoption of city branding techniques by city managers is that, as they are becoming more relevant to define policies, the targets groups are more specific and adapted to the specific services offered (Zenker, 2009). On the other hand, information technologies are bringing new options to the urban policy maker.

New services under the umbrella of “smart city” development share high the intensity of the use of technology and connectivity (smart phones,

1 Department of Applied Communication Studies, Faculty of Media & Communication Science, Complutense University of Madrid
olga.kolotouchkina@ucm.es

2 Department of Marketing, IE Business School, IE University
gildo.seisedos@ie.edu

apps, big data, sensors, etc.), bringing a new set of services ranging from smart metering to remote health services and opening the possibility of alternative target segmentations. The new services of the smart cities split into smart environment, smart mobility, smart living, smart people, smart economy and smart governance (EU, 2014). However, these typologies are offer-side defined as founded in the capabilities of technology and not in the perceptions of residents, on the needs and preferences of the different target groups, a key requisite to achieve successful place branding policies – as a brand will work better if perfectly fits its target.

Main research approach

The paper is based on the field study (n=1,205) that analysed the perceptions of residents of fourteen Spanish cities whose urban policies are linked to innovative smart city development.

Key arguments / findings

Because of the research, the paper identifies different clusters of smart citizens' profiles considering a set of socio-demographic characteristics, as well as key attitudes and expectations regarding the city policies and their preferences in the desired mix of services they believe the city should delivered. This paper explores alternative target group definitions for city branding, based on the demand side, on the needs and preferences of stakeholders, as the successful integration of these new smart services in the branding of the cities requires new segmentation patterns (Boisen et al, 2018).

Practical implications

This new classification uses, as segmentation variables, the citizens preferences on the implementation of smart services and, more specifically, on its place branding. The paper discusses the relevance of these residents' profiles for a consistent city branding with a specific focus on the smart services that technology is bringing to the hands of city managers (Ginesta and de San Eugenio, 2021).

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Personality traits and city branding: Examining religious belief in authentic stakeholder engagement

Abdullah M. Alahmari¹
Xiufang (Leah) Li²
Bruno Schivinski³

Abstract

This paper explores the interplay between religion and authentic stakeholder engagement in city branding practice within the context of Saudi Arabia. The content analysis method analyzes how the brand narrative surrounding the Jeddah Festival is constructed and reconstructed by the government and the residents on Twitter. The findings highlight the resident's engagement attributed to a beneficial relationship with considering religious factors in the communication practice of city branding. Drawing upon the authentic stakeholder engagement framework in nation branding, this paper theoretically contributes to the essence of the authentic nature by incorporating religions into the place brand research area. Practically, the current study contributes to the sense that the religious elements can be represented and restructured by the key stakeholder groups of the residents and the government to empower residents in city branding. The research outcome of this study has both domestic and regional importance to the countries in the Middle East.

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- 1 School of Media and Communication, Islamic University of Madinah, Saudi Arabia, School of Media and Communication, RMIT University, Australia, email: s3752071@student.rmit.edu.au, ORCID: 0000-0003-4287-9810, Corresponding author.
 - 2 School of Media and Communication, RMIT University, Australia, email: leah.li@rmit.edu.au, ORCID: 0000-0002-6404-5916.
 - 3 School of Media and Communication, RMIT University, Australia, email: bruno.schivinski@rmit.edu.au, ORCID: 0000-0002-4095-1922.

Key words

City branding; authentic stakeholder engagement; social media; personality traits; religion; Saudi Arabia

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Place and the Attention Economy: Nudging and Boosting Perceptions of Place

Gary Warnaby¹
Aleksandar Vladimirov²

Aims

Place branding can be framed as a process aiming to demonstrate the “quality of a place” in the pursuit of the attraction and retention of people and capital (Ward, 1998; Arora et al., 2000; Florida, 2002). Ultimately, such perceptions of place are structured in the minds of people (Zenker and Braun, 2010). This paper aims to discuss this influencing of perceptions of place in the context of an emerging debate around the ways in which an “attention economy” commodified attention.

Theoretical framework

Psychological accounts of ecological perception (Gigerenzer, 2020; Lewis et al., 2010) outline how the optimising for attentional dwelling prevalent in the “attention economy” can have negative side-effects for minds evolved for a different environment. On the other hand, some behavioural economics literature (Kahneman, 2003), justifies the “nudging” of biased perceptions in order to help minds deal with novel environments more rationally (Thaler and Sunstein, 2009). This paper synthesises both positions in the current context where digital “choice architectures” serve as non-neutral interventions that both “nudge” and “boost” bounded perceptions (see Hertwig and Grüne-Yanoff, 2017). The tension between the users of choice architectures and their designers in the specific context of place branding can help discuss what the ultimate goals of place brand

1 Manchester Metropolitan University
g.warnaby@mmu.ac.uk

2 Manchester Metropolitan University
aleksandar.vladimirov@stu.mmu.ac.uk

strategies are (Boisen et al., 2018) beyond the shifting of perceptions and back to the goals of place management itself (Medway and Warnaby, 2013).

Main research approach

This paper attempts to understand how “quality of place” (Arora et al., 2000) is perceived through a phenomenological interpretative paradigm (Seamon, 2000). Based on data gathered through 19 in-depth, semi-structured interviews it explores the structure and content of respondents’ perceptions of places (Tuan, 2003). The study looks to thematically organise the types of detailed perceptions and compare them to similar typologies from the literature (Rogerson, 1999) as well as contrast them against place management factors recommended as priorities for place management by experts (Parker, 2017).

Key arguments/findings

The perceptions of over 200 different places are synthesised into a tentative typology that rank-orders themes by their prominence in the minds of respondents but also qualitatively describes the nuances within and across the themes. This aims to explore the structure and contents of respondents’ perceptions. Preliminary analysis shows how a few intangible themes are strongly more prominent over others. Themes such as people and community are taking centre stage.

Conclusions

Given that perception is limited and bounded by people’s own experiential environment this paper raises some questions about how place branding can/should engage in guiding attention online. Providing tools for people themselves to augment their perception or actively nudge them towards strategic goals.

Practical implications

This paper can open the discussion about the end-goals of place branding practice where getting impressions and clicks may not contribute to the long-term place brand strategy or wellbeing of place audiences if not considered more carefully.

Key words

place branding, behavioural economics, nudges, boosts

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Place branding in the eyes of the place stakeholders

Lisa Källström¹
Per Siljeklint²

Keywords

Place branding, participatory place branding, place stakeholders, participatory action research

Aim

Even if there seem to be a developed understanding of the purpose and scope of place branding within the place branding literature, the typical place stakeholders' perspective and perceptions of the practice remains to be explored. Considering that the interest for the place stakeholders' role, e.g. residents' and businesses', for sustainable place branding is growing (e.g. Jernsand, 2016; Lichrou, Kavaratzis and Giovanardi, 2018; Kavaratzis, 2012) and more and more stakeholders are involved in participatory place branding initiatives, the stakeholders' own view of place branding becomes relevant. In the current papers we therefore set out to answer the following research question: *How do place stakeholders perceive the purpose and scope of place branding and participatory place brand initiatives?*

Theoretical framework

Place branding should not only be used for intentional communication of a favourable image, but also be a basis for strategic thinking about development of places and it is increasingly being used as a governance strategy for managing perceptions about regions and cities (Eshuis, Braun

1 Kristianstad University, Sweden.
Lisa.Kallstrom@hkr.se

2 Kristianstad University, Sweden.
Per.Siljeklint@hkr.se

and Klijn, 2013; Kavaratzis, 2010; Zenker and Martin, 2011). Participatory place branding is a growing research stream, that is focused on the involvement of place stakeholders in place branding, and on integrating the voices of different stakeholders through participatory methods (Jernsand, 2016; Lichrou, et al., 2018; Kavaratzis, 2012, Källström, 2019). There are several strong arguments for involving stakeholders in the place branding process, e.g. to improve the general quality and effectiveness of place branding (Kavaratzis, 2012; Klijn, Eshuis and Braun, 2012), improve the place reputation (Braun et al., 2018), enhance democratic legitimacy (Eshuis and Edwards, 2012; Klijn and Edelenbos, 2012) and strengthen the identity and the sense of belonging and citizenship (Kavaratzis and Hatch, 2013; Kavaratzis, 2012).

Research approach

The current paper is a qualitative case study and the research design is inspired by participatory action research, where an inclusive place branding process for a municipality in Sweden is co-designed and implemented by the researchers, who are given the opportunity to design, be a part of, intervene and critically reflect over the process. Participant observations are regularly organized between March and December 2020 and complemented by qualitative questionnaires at several different stages during the process.

Findings and conclusion

The preliminary findings indicate that the place stakeholders see varied and diverse purposes with place branding initiatives. An *external* and an *internal* dimension can be identified, where some participants see only external purposes for place branding, e.g. to put the place on the map or to attract visitors and future residents, while others emphasize the internal and inclusive aspects, e.g. to create a feeling of 'us' or a stronger community and a sense of shared responsibility. Another dimension identified is the difference between to *establish and define* the place brand, e.g. to create a common perception of the place's key value propositions, and to *develop and explore* the place brand. Thus, place stakeholders enter participatory place branding initiatives with very diverse perceptions of what the purpose of place branding is, influencing the process and the dialogue. We argue that these differences also can be used as a force, where the opposing expectations creates a tension that leads to the development of the place brand. A typology of stakeholders and their perception of participating in the participatory place brand initiative is also developed, describing different roles participants take: the supporter, the salvaged, the critic, the indifferent, the creative.

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The development of a systems theoretical brand image model for cities and municipalities: City brand and public brand image of Amsterdam

Egbert Wolf, MA¹

Martine van Selm²

Ed Peelen³

Keywords

City branding, Municipality branding, Public branding, Systems theory

Abstract

The position of municipalities as public brands related to city brands is a concept that has not yet been the subject of extensive academic research. This paper examines the case of the city brand image of Amsterdam and the image of the municipality within it. For this purpose, a systems theoretical foundation according to Niklas Luhmann (1986) will be furnished. In this paper, the systems theory approach is combined with the interpretative theory (Hatch and Schultz, 1997), as this appears to be very suitable for defining a dynamic branding system with a large number of stakeholders and a limited level of control.

1 Egbert Wolf is a Ph.D. student at the Faculty of Social and Behavioural Sciences, University of Amsterdam, the Netherlands. His research is within branding, particularly related to public and city brands. He is working as a communications professional for the City of Amsterdam, currently as a design and brand manager.

e.e.wolf@uva.nl, e.wolf@amsterdam.nl, Amstel 1, 1011PN Amsterdam, the Netherlands, +31653262997

2 Martine van Selm is a Full Professor and Dean Erasmus School of History, Culture and Communication Department of Media and Communication.

vanselm@eshcc.eur.nl

3 Ed Peelen is a Professor of Strategic Communication Faculty of Social and Behavioural Sciences, University of Amsterdam, the Netherlands

E.Peelen@uva.nl

To uncover the brand image of the city and the municipality within it, brand touchpoints during the event of the entry of Sinterklaas were researched. These touchpoints, or interactions, between stakeholders and brands were analysed using three methods: hierarchical value mapping (Reynolds and Gutman, 1988), brand concept mapping (Henderson et al., 1998) and define-measure-visualize (DMV), a brand association analysing method for user generated content developed by Sevin (2014).

This paper reports on four empirical studies, each with a different perspective towards the event. The entry of Sinterklaas, children's friend and patron saint of the city of Amsterdam, is the overture of one of the most important festivities in the Netherlands. The event is clearly linked to the city and it could be expected that touchpoints with the municipality would be found as well.

The first study employs street interviews during the event itself; the second is based on user generated content on the day of the event; the third and fourth employ online questionnaires after the event, referring to it.

A first key finding is that the image of the public brand is largely influenced by actions people expect from the municipality, whether it is factually responsible for it or not. A second key finding is that the image of the public brand leans on the actions the municipality takes to enable city life, for example to keep coherence and create a sense of belonging. These actions are influenced by the overarching image of the city in which freedom is a keyword.

The main theoretical finding is on the concept of self-referentiality developed within the systems theory. The brand images of city and municipality are dynamic and self-referential. They are built up from brand associations given by brand users and are only partly in reaction to factual steering actions from a brand owner manager of either the place or the public brand.

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The impact of citizens' involvement on their perception of the brand's image: The case of the city of Casablanca.

Abderrahmane Mousstain¹
Ez-zohra Belkadi²

Abstract

Aims

The role of all residents as key participants in the city branding process has not been widely discussed. The aim of this paper was to determine how citizens' involvement impacts their perceptions of the city's image, using a multivariate model.

Theoretical framework

Many authors support more participatory and inclusive place branding practices, that empower stakeholders' participation (Kavaratzis 2012; Lichrou et al. 2017). However, residents continue to be excluded from deliberations (Cassingier and Thelander 2017). Therefore, more studies are discussing how to involve and empower the underprivileged groups such as residents (Vanolo 2017).

Several authors have defended the idea that stakeholder orientation and participatory approach to place branding are vital to understanding contemporary place branding strategies based on community involvement (Baker, 2007; Hanna and Rowley, 2011; Kavaratzis, 2012; Eshuis, Klijn, & Braun, 2014; Kavaratzis & Kalandides, 2015; Thelander and Filippa, 2015). According to this participatory point of view, the effectiveness of place branding strategies cannot be achieved without citizen involvement (Eshuis et al. 2014).

1 HASSAN II UNIVERSITY LARMIG research group.
mousstain.a@gmail.com

2 HASSAN II UNIVERSITY LARMIG research group.
zo.belkadi@yahoo.fr

Considering the idea above, citizen involvement is stated as an antecedent of satisfaction. Moreover, people who are satisfied with their own city can communicate positive associations with it through word-of-mouth (Kavaratzis, 2004; Insch & Florek, 2008).

Furthermore, the dissatisfaction and unhappiness of a resident with the place where he lives, damages the image of the city brand, and also results in negative recommendations (Insch & Florek, 2008).

Coupled with the previous statement, involvement promotes a sense of belonging to the place and strengthens attachment to place, and grants an authentic and positive image to the city brand (Ram et al. 2016).

Hypotheses

1) Citizen involvement has a significant direct effect on citizens' perception of the city brand image. 1.a) Part of the effect is mediated by the sense of belonging to a place. 1.b) Part of the effect is also mediated by citizens' satisfaction toward the city brand. 2) Citizen involvement increases citizens' satisfaction towards the brand. 3) Citizen involvement promotes a sense of belonging to the place.

Main research approach

For our research work, a hypothetical-deductive reasoning by quantitative method was chosen to test our hypotheses. Our investigation is based on data collected through a survey among 200 citizens of Casablanca.

Key arguments/findings

Results show that, the more citizens are involved, the more they tend to evaluate positively the image of the brand. additionally, the degree of involvement seems to impact satisfaction, and sense of belonging. As well, the more citizen develops a sense of belonging to the city, the more favorable his or her perception of the brand image is.

Conclusions

This study has shown that the role of citizens shouldn't be limited to reception. They are also Co-creators of the brand, who ensure the correlation of the brand with authentic place roots. The role of citizens in brand communication is important.

Key words

Citizens' involvement, participatory place branding, citybranding, impact, brand's image.

Towards design-driven place branding

Homayoun Golestaneh¹

Manuela Guerreiro²

Patrícia Pinto³

Seyed Hashem Mosaddad⁴

Abstract

Place branding is the process of co-creating meanings and values in relational networks and facilitating social interactions among all stakeholders who encounter, use, and live the brands. Such a process should be shaped through the exchange of knowledge and experience, the clarification of purposes and vision, and the delineation of shared roles and obligations and responsibilities between place-brand stakeholders. Achieving long-term participation, however, necessitates taking alternative approaches and methodologies that, while engaging and empowering stakeholders are designed to support them in reaching a consensus over the values, meanings, experiences, and other distinct place-brand attributes. By drawing on concepts like internal and participatory branding, this article illustrates promising avenues for applying a design-driven human-centred approach to place branding. Such an approach can serve as an intermediary for the transition towards integrated place brands, facilitating changes at different levels ranging from small-scale daily life solutions to

1 The Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faculty of Economics, University of Algarve.
hgolestaneh@ualg.pt

2 The Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faculty of Economics, University of Algarve.
mmguerre@ualg.pt

3 The Research Centre for Tourism, Sustainability and Well-being (CinTurs), Faculty of Economics, University of Algarve.
pvalle@ualg.pt

4 School of Architecture and Environmental Design, Iran University of Science and Technology (IUST).
h_mosaddad@iust.ac.ir

large-scale transformations where the changes happen to the whole cities, regions, nations. This approach goes beyond conventional, market-oriented approaches to provide a novel place branding framework, built on new social relations, values, and structures that might foster social inclusion and promote social cohesion.

Keywords

Internal branding, participatory place branding, participatory design, social innovation, value co-creation.

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Understanding the label ‘sharing city’ in Barcelona by adopting an institutional focus

José Ignacio Sánchez-Vergara¹

Eleni Papaoikonomou²

Matías Ginieis³

Abstract

Sharing city is an urban label that promotes social justice and other values such as equality, well-being and community development (McLaren & Agyeman, 2015). The cities that implement this notion are a huge laboratory of participation and interrelations, whose objectives guide programmes based on the creation of an ecosystem of innovation and territories for co-creation. But still research on the spaces of the collaborative city is scant and thus, a greater theoretical exploration of their construction is required together with how educational bridges are, or could be, established with the rest of publics (Chan & Zhang, 2021; Green et al., 2018) There is no homogenous discourse about what a sharing city is in terms of specific practices and actions and how it should be implemented.

The management of the institutional players, understood in this study as the municipal administration, participate in the construction of the city’s identity and communicate it to different stakeholders. In particular, this research seeks to answer the research question: *What imaginaries are*

1 Department of Business Management, Faculty of Economics and Business, Rovira i Virgili University, Tarragona, Spain.
joseignacio.sanchez@urv.cat

2 Department of Business Management, Faculty of Economics and Business, Rovira i Virgili University, Tarragona, Spain.
eleni.papaoikonomou@urv.cat

3 Department of Business Management, Faculty of Economics and Business, Rovira i Virgili University, Tarragona, Spain.
matias.ginieis@urv.cat

constructed and communicated through the institutional discourse of Barcelona as a Sharing City? In order to answer this question, we analyzed 67 news items presented on Barcelona City Council website over a four-year period (2015-2018). The focus was placed on the institutional communication in the Barcelona City Council website. All data was publicly available.

Using the prognostic, diagnostic and motivational framings (Jones, 2019; Martin, 2003; Snow & Benford, 1988), the constructed imaginary seeks to i) to promote the sharing city as the combination of a top-down approach and citizen participation, ii) to constitute the notion of sharing as an opportunity for the city's future, iii) to generate trust towards the local administration through good practices. By employing an optimistic discourse, the institutional actor presents itself and citizenship as agents of change.

The news items analyzed combine two fundamental activities: institutional journalism and city governance. In relation to the former, it is associated with making public relations. The latter is associated with the communication of the actions of the government of the day, which "accompanies the 'architectural' phase of the exercising of power and the implementation of an agenda" (Noguera, 2012, p. 79), in this case that of the sharing city Barcelona.

The sharing city is proposed as the result of the joint collaboration of citizens and the government; hence, motivational frames aim to mobilize and empower citizens. According to the results obtained, the imaginary of the Barcelona as a sharing city is narrated as an opportunity and a work in progress. The idea that "there is more to be done", but that the government "is working on it" is constantly transmitted.

In the case of Barcelona, the construction of communities which allow the strategic objectives of the sharing city to be reinforced is fundamental. They will allow the model to be endorsed and, in turn, they will permit real information on the needs and motivations to be supplied. This moreover prevents the standardization of the collaborative model and, consequently, specific strategies can be designed in accordance with each location.

Keywords

Sharing city, institutional actor, strategic communication, urban branding

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When country branding is not enough, a brand perception crisis along the US-Canadian Border

Bernardo Pontes¹

Abstract

Aims

To examine a case of disconnect between the Country Brand Strength Index (CBSI) and consumer perceptions. First, it examines and expands the theoretical framework on how country image can influence product brands and organizations. Second, it discusses country brand evaluation models while highlighting their characteristics, strengths, and shortcomings. Third, it presents results and discusses a survey of consumers' perceptions on brands and habits related to coffee consumption, with focus on Tim Hortons, the leading Canadian coffee shop operation, renowned for being a brand considered a quintessential representation of Canadian culture and identity. Fourth, it presents both theoretical and practical implications of this study.

Design

The core of this paper resides on content analysis of Country-image (CI), Product-Country image (PCI), and Country Brand Strength Index (CBSI) supported by studies on Canadian national identity and industry-specific consumer trends and behaviour. In addition, insights on brand perception and consumptions habits were obtained from a survey with 1125 Canadian and American consumers from coffee consumption-related online communities.

Findings

Being considered an iconic representation of the Canada's values and culture, the Tim Hortons brand would be expected to benefit from the halo

1 Carleton University
bernardopontes@email.carleton.ca

effect of PCI. When however, analysing the perceptions of consumers in Canada and the United States, neighbouring countries that share language, ethnicity and many aspects of popular culture, the survey shows us that American consumers rate the Tim Hortons brand as less influential than Canadians, consider its products of low quality, and are less loyal to the brand. Since Tim Hortons' marketing and brand initiatives are centred on references and representations of Canada, we infer that the consumers and the coffee consumption industry in the United States have distinct and specific cognitive, conative, and emotional cues that are not fulfilled by a branding strategy based on PCI, what sheds light on the gaps and shortcomings of country-brand valuation models

Research Limitations and Implications

The study was not focused on Tim Hortons but also explored perceptions on Starbucks, Dunkin Donuts, McCafé and regional coffee shop brands. Moreover, the survey also involved a broad set of questions that included consumption habits and not uniquely brand perception-related inquiries. Results could motivate the expansion of discussion and instantiation of studies on brand valuation and PCI-reliant branding approaches by companies.

Practical Implications

Transferability of PCI values to product and corporate brands, despite ubiquitous, appears to be uncertain and non-generalizable. Even when a country presents strong ratings in brand valuation models such as CBSI or when there is high congruity between companies' and nations' brand identities, new market entries should prioritize exploration of the understanding of industry-market- and context-specific cues to support the development of branding strategies capable of optimizing engagement and willingness of consumers to transact.

Originality/value

This study involves one of the largest academic consumer-centred data collections on the coffee shop industry as well as one of few assessments of the effects of Canadian identity on a brand from a specific, transactional, and product-branding oriented perspective. It will shed light on the importance of brand valuation models to balance subjectivity and objectivity and contribute to the debate on cultural differences between Canadian and American consumers, so often perceived as homogenous societies.

Keywords

Country-image, Product-Country-image, Canadian Identity, Tim Hortons, Country-Brand Strength index.

“Zimmer frei”: Singing critically around sustainability within seaside mass-tourism destinations

Art work

Massimo Giovanardi¹

Abstract

This artwork submission critically elaborates on sustainability issues within mature seaside mass-tourism destinations. Contemporary tourism scholarship and recent EU policies (e.g. Interreg Mediterranean MITOMED+ emphasize the urgent need to achieve greater economical, social, and environmental sustainability at established seaside tourism places, by recommending the rejuvenation of traditional products as well as more inclusive local governance. This is the conceptual context in which the present songwriting effort is proposed, with the aim to explore the perspectives of tourists and host communities. In spite of the radically different place consumption modes usually performed by hosts and guests, the lyrics of “Zimmer Frei” reveal the unexpected psychological proximity between the two customer groups, which result into similar manifestations of place attachment. This discursive convergence of “us” and “you” unfolds against a backdrop of a declining destination, where permanent and temporary dwellers seem to implicitly accept place commodification and indulge in feelings of *nostalgia*. Ultimately, the prevalent socioeconomic model remains unquestioned and political action is not admitted. However, the *liaison* between local entrepreneurs and faithful ‘residential’ tourists’ (e.g. Sherlock, 2001; Giovanardi et al., 2014) might constitute a valuable asset for place managers in the possible task of facilitating a collective process of place re-imagining, in line with contemporary policy orientations. The convergence between hosts and

1 Associate Professor, Department for Life Quality Studies, University of Bologna, Centre for Advanced Studies in Tourism, University of Bologna

guests towards consistent place representations has also the potential to enrich studies on brand complexity and identification for residents and visitors (see Zenker et al., 2017).

Key words

Sustainability, seaside destinations, hosts and guests relationships, place brand complexity

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A Behavioural Economics Perspective on How Locational Choice is Experienced and Influenced

Aleksandar Vladimirov¹

Gary Warnaby²

Ben Lupton³

Aims

Taking a behavioural economics perspective, the ongoing PhD project explores how locational choice is experienced by people and influenced by place marketers. Locational choices provide an area of investigation where some core themes from behavioural economics such as rationality and intuition can be helpful in providing theoretical framing and practical insight as they are decisions made under conditions of uncertainty rather than in structured managerial environments.

Theoretical framework

A behavioural economics perspective can help raise a discussion about how locational decision-making deviates from axiomatically rational, awareness-based approaches to reasoning (Gigerenzer, 2019). The investigation of such systematic deviation from expected rational choice is central to the “heuristics-and-biases” research program within behavioural economics where individuals’ rationality is seen as bounded by their computational capacity (Kahneman, 2003). In addition, the “fast-and-frugal” view of heuristics stresses a second type of boundedness (Simon, 1987) by a decision-making environment that is relevant to a decision (Gigerenzer

1 Manchester Metropolitan University
aleksandar.vladimirov@stu.mmu.ac.uk

2 Manchester Metropolitan University
g.warnaby@mmu.ac.uk

3 Manchester Metropolitan University
b.lupton@mmu.ac.uk

and Brighton, 2009). Building on the summary of the key debates between the “heuristic-and-biases” and “fast-and-frugal” schools of thought within behavioural economic summarised in Vladimirov and Warnaby (2021) the PhD project is already looking how perceptions of place are influenced by multiple “choice architectures” in a working paper (Vladimirov and Warnaby, in progress). The next phases of the PhD will look to move beyond perception and explore the heuristics (detailed rule of thumb) in the context of locational choice where subjective and not traditionally rational concerns such as topophilia or place attachment (Tuan, 2003, Hidalgo and Hernandez, 2001) seem to have a centrifugal influence.

Main research approach

The PhD takes a phenomenological approach to theorise about the experience of making locational decisions and the structure of influencing those decisions. The empirical part of the study looks qualitatively at the locational choices of 19 participants who have faced multiple locational choices through their life. Participants’ heuristic locational choices are analysed with a focus on the centripetal forces that attract them towards places. The factors that these respondents find to have a centripetal effect on their decisions are then compared to the aspects of place promoted by place marketers from 5 major UK cities.

Key arguments/findings

The very early-stage analysis identifies the focal aspects of place that have a centripetal effect on people. These themes will later be related with each other into an abstract model that will look to make explicit some detailed meta-heuristics that can be presented as a decision-making aid for people facing such a decision as well as increase the empathy of place marketers with their audiences.

Conclusions

The PhD project looks to eventually offer a few tentative heuristics tother people choosing where to live can pick up and apply to their situation. In addition, the PhD will look to highlight the way that place marketers can facilitate such decision-making processes while respecting the individual freedom of choice of individuals.

Practical implications

Understanding the processes by which locational decisions are made could help with place brand management strategy development.

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Measuring the impact of the sustainable development goals in the place branding

Daniel Valverde Bagnarello¹

Abstract

The Sustainable Development Goals, also known as SDGs, were presented in 2015 during the COP21 Paris Agreement on Climate Change. Ever since, participating countries have been developing policies to achieve these goals. Some of them, have incorporated SDG-related success stories into their place brand strategies (Sakka, 2016), an endeavor that usually seeks to have a positive impact in trade, investment, and tourism (Dinnie, 2015). Latin American countries are no exception to this practice. Yet, it is not clear if a good performance attaining the SDGs has brought a positive outcome to a country's brand image, although some literature suggests that some could be due to their contributions to humankind in topics such as peace, climate, and health (Anholt, 2017). Therefore, the purpose of this study is to measure the impact of the SDGs in the place branding strategies of ten Latin American countries members of CIMAP² who have volunteered to participate. The first stage of the study is a content analysis of both in-depth interviews to officials that manage each country's branding strategies, and their tourism and investment official websites. While this will result in an approximation to the country's *projected brand image*, the next stage will deliver an approximation to the *perceived brand image* analyzing big data from millions of internet searches performed over a specific period about the participating Latin American countries (Iordanova & Stainton, 2019). These queries are collected from ten European and North American nations. The following stage will compare the projected and perceived brand image approximations with relevant results of the SDG Index (Sachs et al., 2021) and a country brand

1 Department of Communication, Universitat Pompeu Fabra.
daniel.valverde01@estudiant.upf.edu

2 Spanish acronym for the Ibero American Council of Country Brands:
[Http://www.cimap.org](http://www.cimap.org)

performance ranking (*Country Brand Ranking - Bloom Consulting*, n.d.). The last stage will include presenting results to each participating official to have a final in-depth interview.

Results may show that there is a correlation between a country's brand image and any outstanding performance it has had regarding the SDGs. However, it may also reveal that other aspects already known to influence place brands, such as politics (Dinnie, 2018), may influence the effectiveness of such actions. It is expected that findings will aid in the planning, development and assessing processes of place branding projects within Latin America.

Keywords

Place brand image, country brand, internet searches, content analysis, sustainable development goals, rankings, Latin America.

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Success factors in place marketing – Towards the development of a model for “resident-based place brand equity”

Thomas Leicht¹

Abstract

The study of how people relate to the environment has been receiving much attention in the last few years (see Zenker and Petersen, 2014; Lewicka, 2011). Especially in times of increased environmental awareness, concepts such as quality of life and sustainability are on the agenda of many place development programmes (e.g., Vallance et al, 2012; Fleury-Bahi et al, 2013), requiring place management authorities to develop attractive living environments. In order to enhance residents’ experience of place, public and private organisations are required to identify in which ways places are valuable to their users (see Florek, 2015) and to know how the perception of place-related aspects may transform into attitudes and behaviours.

Drawing from brand equity theory, this research aims to extend the understanding of the person-place experience by providing holistic insights into how places are relevant to their residents. The main objective of this study is to investigate the place-related factors that provide residents with value added and to examine which outcomes are to be expected from the perception of such factors in a cross-place context.

The research takes a scale development approach with qualitative inquiry in the first part and quantitative analysis in the second part. In the first part, semi-structured interviews from the city of Stuttgart and the rural community of Köngen, both located in the south of Germany, are used to explore relevant person-place dimensions. In the second part of the research, these constructs are operationalised. Exploratory factor analysis (EFA) based on principal components analysis (PCA) is applied to a sample

1 PhD student, University of Leicester, School of Business
tcl11@le.ac.uk

from different southern German places of varying sizes in order to derive the factorial structure of the research model. In the last step, the research model is validated with confirmatory factor analysis (CFA) and new resident samples.

The results imply that positive place perceptions can result in affective person-place relationships, which, in turn, can lead to pro-place spending behaviours. From a theoretical perspective, the present research advances the existing literature by proposing a new measurement model, developed across places of different sizes, that includes both relational and financial dimensions. Besides, the study extends previous research by shedding light on how places are meaningful to their residents as the prime audience of place development plans.

Managerially, the findings suggest that by strengthening the place aspects that are most valuable to the local population, marketers can enhance residents' relationships with their places and so support the local commercial infrastructure.

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Restoring social balance - adapting to the changing sociality of everyday places in the neighbourhood during Covid-19

Catherine Demangeot¹
Thomas Leicht²

Abstract

Based on the period of social restrictions experienced during the coronavirus (Covid-19) pandemic in France and Germany in spring 2020, this research investigates the changing dynamics of everyday social interactions in the common places of urban neighbourhoods.

Social theories of place (e.g., Soja, 1996) suggest that people's activities create and shape the meaning of places, which, in turn, influence how people think of and relate to them. Everyday places constitute an important part of people's social life (Visconti et al., 2010). Seemingly mundane places such as the local drugstore can not only help people meet the needs of daily life (Oldenburg, 1999; Hester, 1993); they can also be the basis of self-development (Searles, 1960) and self-regulation (Korpela, 1989). However, little is known about what their sociality generally means to individuals (e.g., Manzo, 2005; Hidalgo and Hernandez, 2001), how people relate to them (Debenedetti et al., 2014) and how they can positively contribute to individual well-being (Cattell et al., 2008).

Drawing from semi-structured phenomenological interviews in urban environments in Germany (n = 18) and France (n = 21), the present study provides insight into these aspects. We present the findings as a set of transitions caused by the changing sociality of places in terms of its impact on how one relates to the self, to others, and to the environment. We identify related resources (developmental, relational and restorative) that

1 IESEG School of Management and LEM (UMR-CNRS 9221), France
c.demangeot@ieseg.fr

2 University of Leicester, UK
tcl11@leicester.ac.uk

participants developed in adaptation to the changing sociality of everyday places in the neighbourhood.

These findings offer relevant implications for place marketing. Outdoor public places and neighbourhoods are taking on new meanings in people's life and have become new favored loci of sociality. By designing new sociality opportunities that facilitate safe, informal interaction, marketers could enhance the experience of place.

Keywords

Everyday places, person-place relationships, sociality, urban neighbourhoods, weak ties

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Public Diplomacy, Place Branding, and Refugee Settlement

Olga Rauhut Kompaniets¹
Daniel Rauhut²

Abstract

Background

Nowadays, not only countries but also cities and regions communicate directly with residents in other countries using public diplomacy. Public diplomacy includes all official efforts to convince targeted sectors of foreign opinion to support or tolerate the strategic objectives of the government of a state, region or city. By branding your place to residents in other countries, you can make your place an attractive place to move to. On the other hand, you can also demolish your place brand reputation among other target groups and stakeholders.

Aim

This paper aims at discussing the role of public diplomacy in place branding for attracting new residents. We will focus on refugees. Once the refugees have obtained the right to stay in Sweden, they have the right to settle down wherever they want. However, they do not settle down in different parts of Sweden by random, but as a response to municipal public diplomacy communication strategies in branding places.

Design

We use an exploratory case study design to discuss how the two cities Borlänge and Malmö work with public diplomacy and place branding

1 Halmstad University, Halmstad, Sweden.
olga.rauhut-kompaniets@hh.se

2 University of Eastern Finland, Joensuu, Finland.
daniel.rauhut@uef.fi

in attracting refugees to settle down in these cities. Both cities relied on immigrant labour but entered a painful deindustrialisation process in the late 1970s. However, in the 1990s the cities' development took different turns. We develop a conceptual framework based on public diplomacy and place branding. The empirical material is based on policy documents decided by the respective city halls, statistics from Statistics Sweden and previous research.

Findings

The place branding of Borlänge targets just the residents. For non-residents the brand is weak and for refugees unattractive. No public diplomacy communication is reported in the policy documents from Borlänge. Malmö works actively with place branding and public diplomacy to attract new residents from abroad, and refugees re-settling from other parts of Sweden. The city is seen as a multicultural and superdiverse, a city where natives are a minority population. Unfortunately, by targeting one group of new residents so hard makes Malmö unattractive for other potential target groups.

Policy implications

Public diplomacy and place branding matters. Local and regional politicians can make their place attractive for new residents from other parts of Sweden as well as abroad, for labour migrants as well as refugees. It depends on the chosen target groups as well as place branding strategy. Place branding and public diplomacy are highly political activities and as such, they are political sensitive.

Keywords

Public diplomacy, place branding, residents, immigrants, refugees, Sweden

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The brand of Europe and its cities: Assets for recruiting advertising to attract international talent

Sara Vinyals-Mirabent¹
Joeri van Wijngaarden²

The rapid growth of cities has contributed, not only to the economic development of the territory, but also to migration of highly-qualified employees within Europe, and governments invest a substantial amount of resources in creating a unique and consistent image of the city brands capable of attracting talent, among other (Aitken and Campelo, 2011). Public governance settings endeavor to attract talent to live in the city due to their direct economic impact (e.g., higher tax income), and their contribution in strengthening the city's overall attractiveness (Zenker, Eggers and Farsky, 2013). Similarly, the private sector also benefits from the perceived attractiveness of the place by linking their brands to strategic cities (Baaij *et al.*, 2015). Indeed, the implementation of place brand strategies is not possible only through the government's policies and actions, but it necessarily involves the active participation of its stakeholders, such as companies settled in the city (Braun, 2012).

In this regard, the varied communication practices of the stakeholders are a key pillar to enhance a city's brand image (Puncheva-Michelotti, Hudson and Jin, 2018), and, despite the massive attention to the place branding domain in recent years, research from a communication perspective is still scarce (Fernández-Cavia, Kavartzis and Morgan, 2018). For instance, the contribution of co-branding communication practices, such as recruiting advertising, in strengthening both the company and the overall city brand simultaneously has been disregarded.

1 Universitat Autònoma de Barcelona.
Sara.vinyals@uab.cat

2 Max Planck Institute for Brain Research.
joeri.van-wijngaarden@brain.mpg.de

This research aims to determine the presence and relevance of place brands in companies' recruitment advertising to attract international talent, and explores the contribution of two brands in particular: the city brand and Europe brand. On the one hand, city brands have become a signature of the economic growth of the territory and an appealing brand (Zenker, Eggers and Farsky, 2013), on the other hand, the European Union strives to present Europe as a guarantee of safe migratory movements (EuropeanUnion, 2018).

The study focuses on 12 European cities and follows data mining and natural language processing (NLP) methods to gather and analyze more than 300.000 recruiting ads published in English on LinkedIn job search. The analysis uses frequency count and search queries to explore the presence of the city brands within the body of the ad, as well as the brand Europe, and it determines whether the brands are used as mere location identifiers or as arguments to strengthen the attractiveness of the offer by identifying keywords linked to brand personality. Furthermore, complementary findings about the industries and the type of companies (i.e., national or international) that rely the most in place brands' attractiveness are included. Preliminary evidence shows a low presence of city brands and the absence of the Europe brand in companies' recruiting advertising.

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“Our city hosts the coolest citizen-run projects”: Placemaking, experimentation and spontaneity as key elements of destination marketing approaches in European cities

Nicholas Karachalis¹

Abstract

Aims

The paper aims to critically discuss the way placemaking projects, temporary interventions and citizens’ initiatives become main elements in the context of destination marketing efforts within an “open, experimenting city” approach. The main objective is to investigate and comment on how urban projects that fall in this category are promoted and instrumentalized to create a specific city identity and to attract particular target groups in the tourism sector. The paper particularly looks into European cities that have incorporated elements of a “spontaneous, open and experimenting” city in their promotion, but also pinpoints the contradictions this association creates.

Main approach

Placemaking describes small-scale interventions where participatory processes are followed in order to generate the maximum positive impact for the community and the city (Karachalis and Deffner, 2022). Richards and Duif (2018) directly connect placemaking with city marketing/branding and present the two as inter-related because of their connection to the local community. Still a question of instrumentalization arises, a discussion which is evident in sustainability related discussions as well (Kalandides

1 University of the Aegean.
nkarachalis@aegean.gr

and Greseillon 2021). The connection between placemaking and place marketing is under-examined in the relevant literature and the paper aims to connect the discussion to specific examples. Based on evidence from cities where citizens' initiatives claiming public space or buildings are supported and promoted, the paper attempts to create a typology of cases and approaches.

Key Arguments

For cities such as Ghent, Nantes and Torino experimentation becomes a key identity element, based on pop-up creative spaces, urban experiments, urban labs etc. For instance, in Torino initiatives such as the Bunker and the Toolbox, hosted in empty buildings, reinforce a new identity for the city. Policymakers in world tourism-cities with a strong identity such as Paris and London are also opting for this kind of narratives. Athens and its rebranding strategy as a "post-crisis city" is also partly connected to the identity of a lively, spontaneous and experimenting city (Karachalis 2021). The paper draws on the wider discussion on placemaking and its instrumentalization, as part of the post-industrial city debates (see Richards and Duif 2018, Vijah 2018).

Conclusions

City tourism campaigns increasingly present sites that follow a participatory placemaking logic as key attractions. Buzz terms such as "meanwhile spaces", "temporary urbanism", "creative placemaking", etc. prevail. and aesthetically appealing images and narratives of placemaking projects are increasingly entering the tourism promotion campaigns in order to attract specific tourism segments. The discussion leads to contradictions, as citizen-run initiatives must be packaged and promoted in the context of the tourism demand and the official narratives.

Key Words

placemaking, city marketing, tourism promotion, citizens' initiatives, European cities

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Would City Brand Effectiveness Measurement System (CBEMS) work in practice? - opinions from European cities

Marta Hereźniak¹

Magdalena Florek²

Anna Augustyn³

Aims

The objective of this paper is a preliminary empirical evaluation of the *City Brand Effectiveness Measurement System* (CBEMS) (Florek et. al., 2021) developed as a result of extensive research of the entire population of 66 Polish district cities and in-depth interviews with 12 international experts in place branding and public management, that the authors of this paper performed between 2016 and 2018. The system offers a systemic approach to the city brand effectiveness evaluation. It proposes to scholars and practitioners a step-by-step overview of the measurement process, delivers a reframed and explained set of effectiveness indicators, covering diverse perspectives of brand performance that go beyond marketing communication. The paper presents the results of a continuation of the previous study and aims to generate comprehensive response/ feedback on the measurement system developed from the representatives of Polish and other European cities, responsible for the implementation of city brand strategies. The research objectives of the study include:

- Evaluation of the key components of the CBEMS: measurement procedure, measurement areas, structure of effectiveness indicators;

1 University of Łódź, Poland.
marta.herezniak@uni.lodz.pl

2 Poznan University of Economics and Business, Poland.
magdalena.florek@ue.poznan.pl

3 University of Białystok, Poland

- Identification of gaps in the measurement system in its critical areas and its further elimination;
- Identification of the differences and similarities in responses of Polish and international respondents

Theoretical framework

Interdisciplinary and multifaceted nature of city brands generates substantial issues for the development and implementation of a comprehensive measurement of brand performance. Over the past years numerous calls have been expressed for a more systemic approach to the measurement of city branding effectiveness (Hankinson, 2004; 2007, Zenker, 2011; Florek 2014; Hereźniak and Anders-Morawska, 2015; Jorgensen, 2015), This issue becomes all the more pressing as city branding is perceived as a public policy (Eshuis et al., 2013; Klijn et al., 2012) and as such needs to be effective and accountable. The CBEMS is a theoretical construct mirroring such an approach to effectiveness measurement.

Main research approach

The authors are following a four-step research scheme. First, three Polish and three European cities will be selected based on two criteria (presence of a current brand strategy with references to effectiveness measurement, position in Polish and international city brand rankings). Second, presentations of the CBEMS and other research instruments will be prepared in English and Polish. Third, presentations (online and offline) of the CBEMS will be delivered directly to respondents and followed by a moderated discussion, individual interviews and a standardized post-presentation survey, distributed online several days after presentations. Fourth, content analysis of the discussion and interviews will be performed and conclusions, alternations to the system and further recommendations will be developed.

Practical implications

With this research the authors make a step forward in providing city branding practitioners with a comprehensive framework meant to systemize the measurement process. With additional input from the representatives of selected cities and resulting improvements, the CBEMS is likely to become a ready-to-use tool in city branding practices.

Key words

Effectiveness evaluation, city brand, city brand strategy

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Re-considering the ‘moral turn’ in place branding after Covid-19: a case study of Cardiff

Laura Reynolds¹

Max Munday²

Aims

It has been almost a decade since ‘participatory place branding’ was coined as a popular phrase to capture the necessity of incorporating stakeholders in the presentation of the places in which they live, work, visit and invest in (Kavaratzis, 2012). Studies point to the use of stakeholder engagement (Hanna and Rowley, 2015) and placemaking (Buser et al., 2013) as tools that enable stakeholders’ voices to be represented. Running parallel to these developments has been a recognition that place branding can provide a platform to promote and encourage sustainable development, if supported by practice and policy (Cleave et al., 2017; Maheshwari et al., 2011). Despite signs of a ‘moral turn’, there remains concern that the reality does not always match the rhetoric. In our study, we investigate the extent the Covid-19 pandemic may change the way cities are branded, and investigate if collaboration and sustainability can offer equitable routes for resilience.

Theoretical framework

We draw on an adaptive approach to regional resilience, which considers resilience as a process whereby regions recurrently absorb, resist and respond to disturbances (Bristow and Healey, 2014). In particular, we

1 Department of Marketing and Strategy, Cardiff Business School, Cardiff University, United Kingdom, CF10 3EU.
ReynoldsL4@cardiff.ac.uk

2 Welsh Economic Research Unit, Cardiff Business School, Cardiff University, United Kingdom, CF10 3EU.
MundayMC@cardiff.ac.uk

address the importance of human agency in shaping how regions react and recover from external shocks.

Research approach

The research adopts an in-depth qualitative case study of Cardiff's place branding process, utilising online video platforms to conduct semi-structured interviews (n=30) with key stakeholders connected to local government, planning, placemaking, economic and sustainable development, tourism, and civic organisations. These are accompanied by secondary sources, including policy documents, publicly-available datasets and websites. Emergent themes were identified and advanced throughout the data collection.

Key findings

Initial findings suggest local stakeholder participation and shared ownership over the narratives and activities underscoring Cardiff's place brand identity may provide an important, and overlooked, avenue towards resilience. A focus on rebuilding through a lens of sustainability is also pinpointed, with stakeholders from across the city pointing to Cardiff cementing its position as a green, sustainable and connected community.

Practical implications

The findings suggest that collaborative and sustainability driven approaches may provide a degree of redress for local stakeholders. However, with pressures on resources likely to increase and the full impact of pandemic unknown, longer term investigation is required.

Keywords

participatory place branding; sustainable development; moral turn; regional resilience

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Tourism destination branding on facebook: The case of Israel

Eran Ketter¹

Keywords

Destination branding, tourism branding, social media marketing, tourism Facebook marketing, Israel tourism

Aims

Israel is a thriving tourism destination which hosted some 4.5 million tourists in 2019. The country has a unique combination of religion, history, nature and city life, making it attractive for tourists with various reasons to visit. On the other hand, Israel has suffered from numerous conflicts and acts of terror in recent years, creating a negative impact to the country's tourism brand. The current study sets to examine the use of Facebook by the Israel's Ministry of Tourism (IMOT) to brand the destination and enhance its image.

Theoretical framework

In recent years, destination branding has gained much interest, both by scholars and practitioners. One critical component in establishing an attractive brand is the destination's image. According to the image repair theory, destinations will proactively try to mend their image following tourism crises, so as to enhance their destination brand (Avraham and Ketter, 2016; Anholt, 2009). This will be conducted through a variety of marketing tools, including the use of social media and Facebook (Ketter, 2016).

Main research approach

The current study is based on a combination of two complementary approaches. Firstly, qualitative content analysis of the posts, videos and images published by the IMOT on its official Facebook pages, in Q1

1 Department of Tourism and Hospitality Management, Kinneret College, Israel
ek@mx.kinneret.ac.il

and Q2 (January to June) 2021. Qualitative content analysis is a research technique for making replicable, reliable and valid references from texts and visuals. This method enables scholars to identify themes and strategies, and to extract meaning, providing new insights into a particular phenomenon and producing generalizations and predictions regarding similar phenomena (Krippendorff, 2018). A secondary research method to support the primary one involves reflection on the work of the author as a marketing advisor to the IMOT in the years 2016-2018.

Findings

The study's findings offer three layers: firstly, social media marketing infrastructure and the design of different Facebook brand pages to a variety of audiences with various languages and diverse travel motivations. Secondly, a content layer of day-to-day posts, employing the destination's history, heritage, culture, local foods, landscape and everyday life to create an attractive brand. Thirdly, an out-of-the-ordinary layer of using media strategies for combating image-related crisis and repairing the destination's image following a crisis.

Conclusions

Having a potential reach of 2.8 billion people, Facebook is a powerful tool for destination branding. However, the shrinking organic reach of commercial pages on the one hand, and local and global crises on the other, create a very challenging environment for promoting tourism brands on social media.

Practical implications

The proposed three-layered framework can benefit destination marketing organizations and national tourism boards in planning and managing social media marketing activities so as to create an attractive brand and thus promote tourism. Furthermore, the third layer of the framework can also support destinations facing a crisis and which aim to use social media marketing for image recovery and post-crisis marketing.

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From overtourism to undertourism: Exploring the mediatization of place brands

Cecilia Cassinger¹
Maria Månsson²

Abstract

Overtourism encapsulates the zeitgeist of contemporary mass tourism and was —for a few years— the buzzword within media reports on tourism. It gained attention as an unsustainable consequence of the intensification of place management practices in urban economic planning strategy. Stories about “the invasion” of visitors into a number of popular European cities frequently circulated in news and social media. However, all of that changed during spring 2020 with the advent of the ongoing Covid-19 pandemic. Suddenly, urban tourism destinations went from overtourism to undertourism, or to almost no tourism at all.

The aim of this paper is to advance the understanding of the connection between place branding and processes of mediatization (Hjarvard, 2009; see also Månsson, Buchmann, Cassinger and Eskilsson, 2020). To this end, we seek to capture how European urban destination brands are mediatized in a contemporary hybrid media landscape. Mediatization may be defined as “the process whereby society to an increasing degree is submitted to, or becomes dependent on, the media and their logic” (Hjarvard 2009, p. 160). The concept highlights the institutionalisation of the media and the dialectical relationship between the media, institutions, and organisations (e.g. DMOs, place branding and management).

1 Department of strategic communication, Lund University, Sweden.
cecilia.cassinger@isk.lu.se

2 Department of strategic communication, Lund University, Sweden.
maria.mansson@isk.lu.se

The study is based on a narrative analysis (Czarniawska, 2004) of articles in English language news media downloaded through the database Global Newsstream between January 2018 and December 2020, and Instagram posts with hashtags related to over- and undertourism. The typical plots and their contextual use were identified in the narrative analysis. The findings point towards the presence of a particular media logic in the way that certain urban destination brands are presented and in the long run consumed by visitors. Unsurprisingly, the spotlight is on visually spectacular events in the bigger cities that are dramatized with archetypal villains, rescued objects, and heroes. Mediatization thus help us to understand how a particular media logic governs place branding processes making them difficult to control.

Keywords

Overtourism, undertourism, urban destinations, mediatization, narrative analysis

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Stakeholder engagement for co-creating a digital place brand ecosystem: Action research in the context of CCIs

Tuomas Pohjola¹

Lilli Sihvonen²

Arja Lemmetyinen³

Lenita Nieminen⁴

Aims

This study aims to scrutinize stakeholder engagement for co-creating a digital place brand ecosystem and a platform in the context of the cultural and creative industries (CCIs). Action research is perceived as a means to boost strategic collaboration that strengthens the place brand inclusivity through digitalisation.

Theoretical framework

It is widely acknowledged that successful place branding is dependent on the commitment of and engagement with multiple stakeholder groups (Rowley & Hanna, 2021). This study takes inspiration from a case study of the Emporda (province in Spain) brand (de San Eugenio-Vela et al., 2020), which argues for a more participatory governance of the place brand. Digital platforms are perceived as vital in enabling collaboration within an innovation ecosystem. The utilisation of external open platforms for co-creation and innovation can be seen as a strategic means for a

1 Turku School of Economics at the University of Turku, Pori Unit
tuomas.pohjola@utu.fi

2 Degree Program of Cultural Production and Landscape Studies at the University of Turku.
ltmsih@utu.fi

3 Turku School of Economics at the University of Turku, Pori Unit
arja.lemmetyinen@utu.fi

4 Turku School of Economics at the University of Turku, Pori unit
lenita.nieminen@utu.fi

business ecosystem to dynamically adapt to changes in markets (Gawer and Cusumano, 2014). According to our pre-understanding of the above theoretical considerations we are able to formulate the following two-fold research question: Which kind of stakeholder engagement dimensions can be identified and further, which are most essential in co-creating a digital place brand ecosystem?

Main research approach & research material:

Action research enables researchers to collaborate within business networks to help develop their business and solve problems by producing change processes. The approach involves an iterative process of problem identification, planning, action, and evaluation that leads to further planning. Here, the change is produced by a digital platform to strengthen the inclusion of the CCI stakeholders.

Action research requires both a theoretical understanding and local knowledge of the topic to which the change relates (Bell et al. 2015). The researchers have been involved with the CCI stakeholders to gain sufficient knowledge of the key activities and the area's creative economy. The research process was initiated in two participatory workshops for the CCI stakeholders (creative and cultural workers, freelancers, entrepreneurs, policy-makers) in the City of Pori that is a post-industrial city in the west coast of Finland. Open invitation to participate in DISCE's workshops enabled the participation of a diverse set of stakeholders who identified themselves closely relating to CCIs. Later 33 semi-structured interviews were conducted. The interviewees were selected from the workshop participants and a snowball method was applied to extend the variety and depth of the interviewees. A key question to all participants was: *where does creative economy take place in this area and can you point the locations on the map?*

Key arguments/findings

A digital platform dynamically enables stakeholder value co-creation in the CCI context. This research promotes the inclusive and sustainable development of the CCI ecosystem to strengthen dynamic co-creation and innovations. The digital platform ecosystem constructs a virtual "place" that supports and diversifies the traditional place brand of the city and the wider province. The interviewees identified key CCI related places and justified their role constituting the creative economy in the case city area.

Conclusions

The role of digital platforms is essential in supporting and enabling cross-industry stakeholder engagement within the CCI ecosystem. Identifying the dimensions of engagement for co-creation is elementary in

building a CCI place brand. The CCI place brand creates prerequisites for inclusive and sustainable development within a wider regional context.

Practical implications

Digital platforms are recommended for dynamic ecosystem co-creation in sustainable and inclusive digital brand building. The current CCI case demonstrates the importance of understanding and recognising the dimensions of stakeholder engagement. Platform solutions offer concrete means to showcase and provide accessibility to CCI services and contents.

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Inclusive digital placemaking: best practices and future challenges from four global cities

Olga Kolotouchkina¹
Carmen Llorente Barroso²
Juan Luis Manfredi³

An effective placemaking is an extension of the notion of citizenship, a mechanism allowing people to make claims on place, and to participate in the production of its meaning (Lepofsky and Fraser, 2003). Strong democracies are built on active civil societies and traditions of civic commitment. Citizen engagement and participatory approach are acknowledged as the basic assumption of the democratic decision making (Callahan, 1999; 2007), the formation of social capital and social innovation (Coleman, 1988; Lang and Hornburg, 1998). While public and private entities foster bottom-up initiatives in the domains of participatory democracy, the integration in the placemaking processes of people with disabilities faces many challenges on an urban scale.

The discrimination and exclusion of people with disabilities from public life has been a common practice in many societies inspired by able-bodied values of youth and physical beauty (Barnes and Mercer, 2003; DePauw, 1997; Nelson, 1994). While people with disabilities account for almost 15% of global population, the public awareness about disability is yet superficial and stigmatized, linked generally to negative prejudices and stereotypes (WHO, 2011). Numerous physical and social barriers isolate people with disabilities from political participation and hinder their full exercise of

1 Complutense University of Madrid
olga.kolotouchkina@ucm.es

2 Complutense University of Madrid
carmenllorente@ucm.es

3 Georgetown University
juan.manfredi@georgetown.edu

citizenship (Lord, Stein, and Fiala-Butora, 2014). Within the digital realm, critical concerns regarding the widening digital divide leading to critical digital inequalities, social exclusion, and economic barriers of people with disabilities are also raised (Darcy et al., 2019; Mervyn et al., 2014; Ragnedda, 2018).

A series of in-depth interviews with digital accessibility officers from the city governments of Toronto, New York, Madrid, and Sao Paulo were conducted with the purpose of identifying best practices and remaining challenges of the digital inclusion of people with disabilities in the urban sphere. Research results shed light on the emerging urban policies and action plans aimed at normalising social engagement and public participation of people with disabilities through digital access to the city and its key services.

The paper aims to contribute to further academic discussion and effective practice of inclusive digital placemaking underpinned by an effective engagement of people with disabilities in the digital production of meaning and value of urban places.

Key words

inclusive digital placemaking, cities, people with disabilities, citizenship, digital accessibility

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Non-immersive forms of Virtual Reality (niVR) and how they shape attitudes towards the destinations in isolation.

Marcin Lewicki¹

Magdalena Florek²

Aim

To evaluate the influence of niVR on attitudes of tourists towards the destination brands in the COVID-19 pandemic situation. Specifically, 1) the degree of acceptance of niVR as communication tool, 2) the degree of pleasure in using niVR, 3) the changes of acceptance of niVR, 4) the level of recommendation of destination, 5) propensity to visit destination, and 6) expectations towards destination after using niVR, will be examined.

Theoretical framework

According to the criteria concerning the concept of immersion (the user's level of involvement in the VR experience) and the technical possibilities, researchers distinguish three systems within VR: fully immersive, semi-immersive and non-immersive. The research focus is on non-immersive form and is based on a modified TAM model (Technology Acceptance Model) introduced by Davis (1989). Despite the fact that VR potential in tourism has long been noticed by researchers (Hobson and Williams, 1995), it is only in the era of isolation and limited mobility caused by the COVID-19 pandemic, when virtual digital worlds increasingly penetrate the activity of tourists.

1 Poznan University of Economics and Business, Poland.
marcin.lewicki@ue.poznan.pl

2 Poznan University of Economics and Business, Poland.
magdalena.florek@ue.poznan.pl

Main research approach

The research uses the structural equations modelling that is based on a modified TAM model which includes additional variables i.e.: previous experience with niVR; perceived risk - COVID-19 pandemic; the pleasure of using niVR. Data has been collected using an online questionnaire survey among people with knowledge of VR technology via tourism social media groups and Amazon Mechanical Turk platform. Sampling was random and population size was 381 respondents.

Key arguments

Previous research on niVR have so far primarily concerned people who were already familiar with VR technology and their scope was relatively narrow (small group sizes, the subject of the research was limited to promotion of destination's brand and highlighting the advantages of VR against traditional forms of communication, etc.) and concentrated on single place implementing VR tools. There is also a clear gap in the literature on niVR research - most publications focus on fully immersive solutions. In the meantime, this is niVR which has been used relatively intensely by destinations in the pandemic situation.

Conclusions

Non-immersive VR systems represent the most common and simplest way to access VR applications (Carrozzino and Bergamasco, 2010; Dörner et al., 2013). Using a conventional computer screen, a 3D space is simulated and the user can observe and interact with the virtual world (Dörner et al., 2013; Liu et al., 2016). In a pandemic situation, this form of VR turns out to be the easiest and fastest to be implemented by destinations and influence the tourists' attitude when other possibilities are limited.

Practical Implications

The tourism sector in the wake of the COVID-19 pandemic is undergoing dynamic changes that require an appropriate response to unmet tourism demand due to highly reduced mobility. Virtual reality tools are used more often, giving new meaning to the tourism space - a geographical space of real, spiritual and virtual nature. Destinations need to be therefore aware of how the niVR tools influence the attitudes of their target groups.

Keywords

Virtual Reality, non-immersive VR, destination branding, COVID-19, consumer behaviour

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Destination brand disengagement and top-down policy contexts: Cartagena, Colombia, as a study case

Narcís Bassols¹

Thomas Leicht²

This presentation analyzes the difficulties in branding the city of Cartagena de Indias, Colombia, and the lessons which might be learned from this experience. To make this work more explanatory, an effort is made to tie the findings to the two main streams of existing branding research: bottom-up (Braun et al., 2013; Kavaratzis and Hatch, 2013; Zenker et al., 2017) versus top-down (Hankinson, 2007; Järventie-Thesleff et al., 2011; Gyrd Jones et al., 2013). We also examine the ‘mixed approaches’ to this issue (Goulart Szejnberg and Giovanardi, 2017), thus broadening the discussion. As the destination is a ‘multifaceted’ one, there are conflicts among local stakeholders about what the place should actually stand for.

The methodological approach was a mixed one, with field work including questionnaires to hospitality professionals in the destination as well as semi-structured interviews conducted with ‘expert’ stakeholders. As in the Latin American context most sociopolitical processes are top-down (Leff, 1994; Gutiérrez et al, 2017), the field work was carried out among the places’ ‘main’ stakeholders.

The main cause of the destination’s brand failure is found to be the top-down approach to the place brand strategy, in line with the findings in the literature. The literature shows that cases such as this one are more common than assumed, and a possible way out of the problem is the application of bottom-up or “mixed” approaches, as these may circumvent the problems found.

1 Universitat Rovira i Virgili, Tarragona, ES.
narcis.bassols@gmail.com

2 University of Leicester, UK.
tcl11@leicester.ac.uk

The present research also intends to give practical insights into the destination's network of stakeholders and discusses ways to improve the destination's management and branding. An added value of this presentation is that it offers an in-depth study of a branding case in Latin America, a part of the world relatively unexplored in the branding literature.

Cases like this one are common throughout the region, so this local context is of interest to other places in the region as well. In fact, there is a fair large set of Latin American cities boasting the same tourist attractions, i.e., built heritage and beaches) from Havana (Cuba) to Lima (Peru) or Valparaíso (Chile), so the conclusions of this research may be transferred to these places. For place branding practitioners and destination management organizations, this is a call for participative approaches which include all of the stakeholders of a place.

Keywords

Destination marketing, Stakeholders' (dis)engagement, Mixed branding strategies, Cartagena de Indias, Colombia

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Return migration to rural places – ambivalent place attachment of highly educated returnees

Anette Therkelsen¹
Helle D. Pedersen²

This study is concerned with the return migration of highly educated young people to rural places. With point of departure in the ways in which ‘moving back’ is discursively constructed, the purpose of this paper is to understand the drivers and concerns behind the mobility patterns of returnees, the conflicts involved in their attachment to place, from where such conflicts originate and how they cope with these. Place attachment (e.g. Berg, 2020; Gustafson, 2006; Tomaney, 2015) and place ambivalence (e.g. Bijker & Haartsen, 2012; Easthope & Gabriel, 2008) are the main theoretical concepts that help us understand return migration in a specific rural context, and through analyses develop these further. Interviews with 19 Danish, highly educated returnees were carried out (12 females, 7 males, mainly parents with young children). They had all moved back to their rural place of origin after years of living in an urban environment.

A main contribution of the study is to look at rural place from the different identity positions of returnees and on that basis further develop the concept of place ambivalence. From a parental position, rurality is perceived as qualitatively better than urbanity, mainly because of the safety it represents. Social capital and own childhood experiences are constituent elements of safety to parents. Conversely, from a highly educated, former urban dweller perspective, rural place is valourised more negatively, mainly because of a dissociation from local people’s values and outlook on the world. Another contribution of the research is the identification of specific discursive and

1 Associate Professor, Department of Culture & Learning, Aalborg University, Denmark.
at@hum.aau.dk

2 Consultant, Skive Municipality, Denmark.
hedp@skivekommune.dk

action-based coping strategies that returnees utilise to counter external stigmatisation and inner identity battles. These range from justification of one's return based on practical circumstances as well as referring to one's return as temporary to keeping financial investments to a minimum. By juggling internal and external pressures through various coping strategies, the returnees end up at the margins of their place of residence – simultaneously being a part of and apart from the rural place.

Keywords

Return migration, place attachment, place ambivalence, rurality, urbanity, coping strategies

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Visual identity of urban international destinations. Typological analysis of the city logo and study of its value for city branding

Lorena de Ferrari¹

City branding, currently considered a valuable asset, has become a prevailing activity within city management. Cities are neither products nor corporations, therefore, a distinct form of branding is needed (Ashworth & Kavaratzis, 2007; Govers & Go, 2009; Morgan, Pritchard, & Pride, 2011). Numerous cities have a logo for their destination (Blain et al., 2005) but several without actually working on their city brand. It is known that a logo it's not a brand (Neumeier, 2005), which makes them brand-less cities with city-logos that do not own a positioning strategy, as a logo does not work on its own. On the contrary, there are cities that have worked on their city brand but have left the visual image as the last priority.

A brand's first identification is the logo (Olins, 2009) and logos are identified as useful tools within the complex strategy of brand communication (Kelly, 2016). DMOs use logos to represent the destination image and its characteristics (Blain, Levy & Ritchie, 2005). They are usually designed to provide cues for not only identifying what the destination has to offer, but additionally for differentiating the destination and connecting image and branding (Hem and Iversen, 2004; Blain et al., 2005). Logos adhere to people's minds and are a gateway to the brand since they work as a synthesis of the brand's values. The proper development of logos is thus critical, they are one of the primary vehicles that communicate image, attract attention, and prompt the recognition of the destination (Hem and Iversen, 2004). Ultimately, they generate a positive affective reaction on people's willingness to visit (Lee, Rodriguez and Sar's, 2012). On the other hand, some findings show logos have a limited effect on

1 Postdoctoral researcher and designer, CAS research group.
lorena.deferrari@upf.edu

the perception of a destination, as the device to enhance destination branding (Beritelli & Laesser, 2018). The use of the logo, especially in the destination, has been found to be neglected. Making the logo difficult to recall and recognised among many. Finally, if the logo is not recognised, an important part of destination communication becomes blurry and confusing (Henderson & Cote, 1998). It is worth to evaluate if it is the way DMOs are applying and where are they using the logo what is not working. However, a key question emerges, that is, whether city brands are taking advantage of this valuable tool.

This research re-evaluates the role of logos in city branding. It examines whether the city brand's logos are supporting brand communication or are merely used as a decorative element. It also explores the current city logo panorama by identifying the most effective graphics development lines, the features that strengthen these logos, and the design strategies applied to them by using a mix method analysis. The investigation performs a content analysis of the logos in the *City Brands Index* to judge their design quality and set a parallel ranking. We interview experts in place branding and identity design fields from different nationalities, who have advised branding teams from different cities, to compare their appraisals on the subject. The results indicate that high-quality design is compulsory for the correct operation of city logos. Provided that high-quality design is not applied to the city logo, the message is lost, hence becoming a decoration. In conclusion, cities are not taking advantage of logos as design tools that serve the city brand.

Keywords

City, branding, logo, design, destination, identity.

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The Appeal of Nation Branding: Managing Neoliberal Ideals of Belonging in Culturally Diverse Societies in the Global South

The cases of Singapore and the United Arab Emirates

Kund Florian¹

A particular set of attributes perceived as national identity is always the outcome of social contestation. Nationalism has for centuries served as one of the most powerful resources for imagining the nation and for creating ideological systems which legitimize the nation-state and its elites. As the study of nationalism has long been dominated by the political sciences, however, the ideology of nationalism is far better understood than the actual 'praxis of creating national identities' (Löfgren, 1991). We know more about the politics of nationalism than how well we recognize and understand the techniques of cultural engineering through which a 'common cultural mode' (Benjamin, 1988 as cited in Hill and Fee, 1995) or a 'shared national habitus' (Löfgren, 1991) are generated.

It is in the context of constructing and transforming national identities to create and maintain the symbolic legitimacy of the nation-state that this paper aims to locate the role of various practices of branding the nation. More specifically, it explores the potential of nation branding in managing the cultural component of national identity, within conditions of globalization and neoliberalism, in culturally diverse societies in the Global South.

Based on a series of in-depth expert interviews with policy makers and professionals involved in the conceptualization and implementation of practices of nation branding in Singapore and in the United Arab Emirates, this study challenges the understanding of nation branding as

1 Assistant Professor, Zayed University, Abu Dhabi.
z10990@zu.ac.ae

a phenomenon of essentially economic logic, and it reinterprets it as an implicit cultural policy measure that takes on the form of identity politics in order to shape collective identities (Dzenovska, 2005; Aronczyk, 2007; Kaneva, 2011; Varga, 2013; Cooke, 2014). Its analysis of nation branding in Singapore describes how the Southeast Asian neoliberal state tries to engineer economically valuable citizens by questioning traditional identities and promoting a state-managed ideal of multiracialism and cosmopolitanism (Chua, 1995; Hill and Fee, 1995; Veluyatham, 2007). To the contrary, nation branding in the Arabian Gulf is described to feature themes of cultural authenticity in its endeavor to cultivate culture (Leersen, 2006) and nationalize heritage (Löfgren, 1991) in a context where economic value is not the guiding metaphor of globalization and neoliberalism (Kanna, 2011).

Beyond a cultural studies criticism of nation branding as an ideological project, however, this paper also aims to understand and theorize the enduring appeal of the practice beyond its function to promote a particular organization of knowledge and power. As it concludes, nation branding in these regions of the Global South often locates in the registers of recognition, dignity and pride (Appadurai, 1996; Bhabha, 1994; Taylor, 1994, 1995, 2011) and might also become a means of inclusion by offering platforms to non-citizen agencies to feel belonging and to perform identities (Vora and Koch, 2015).

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The Network Constellation: A Framework for Catalysing Post-Pandemic City Resilience and Recovery

Giannina Warren¹

The notion of the ‘antifragile city’, taken from Esteves (2018), establishes that cities must not only learn from crises but evolve from them. This positions the city as a ‘dynamic, plural and adaptive organism’ (Bloom Consulting, 2021) that not only weathers the disruption, but transforms from it. This paper will combine Social Capital Theory and resilience (Aldrich 2012) and Cultural Intermediation Theory (Bourdieu, 1984) to explore how Vilnius, the capital of Lithuania, was able to emerge relatively unscathed from the Covid-19 pandemic, especially its first wave. It did so by leveraging stakeholder relationships and a strong common identification among promotional intermediaries, residents and city institutions to not only adapt to the unfolding crisis but to evolve its marketing, place-making, tourism and community engagement strategies to emerge a more resilient, dynamic and animated city. By identifying the social capital constellations and structures that facilitated the institutionalisation of place branding activities in the face of both a local and global shutdown, this paper positions place marketers, acting as cultural intermediaries, at the centre of crisis planning and prevention strategies for antifragile cities of the post-pandemic future.

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1 Senior Lecturer & Programme Leader, BA Advertising PR and Branding, Middlesex University London.
g.warren@mdx.ac.uk, @Dr_GWarren, LinkedIn/gianninawarren, www.gianninawarren.com

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Uncovering Henry Flagler's Legacy in Pioneering the *Florida* Place Brand Through 3D Digital Scanning

Nicholas Christodoulidis¹

Michael Chattalas²

Keywords

place branding, heritage, architecture, digital technology

Abstract

This paper explores the legacy of Henry Morrison Flagler (1830 - 1913) in pioneering *imaginative communities* (Govers 2019) across Florida, USA; first in St. Augustine (Florida's first colonial town founded in 1565) and later in Palm Beach, Miami and Key West, among others. We argue that Flagler engaged in prototypical place branding that positioned the *Florida* place brand in the imagination of American tourists, consumers, media, architects, urban planners and industrialists during the *Gilded Age* of enormous technological, architectural, urban planning and economic development (Akin 1991).

Our paper investigates how cultural and economic trends in late nineteenth century America enabled Flagler's place branding vision and strategies, with implications on contemporary practices. This case study focuses on the work of Flagler with his two architects John Melvin Carrere and Thomas Hastings, to paint a portrait of Florida which endures to this day (Curl & Mizner 1984). The result of their architecture and urban planning is such that stylistic trends (i.e. *Spanish/Mediterranean Revival*) became metaphors for leisure, luxury, coastal living, and vacation retreats internationally

1 Flagler College, USA.
libyansybil@gmail.com

2 Monmouth University, USA.
mchattal@monmouth.edu

(Braden et al. 2012). Notably, Flagler not only built technologically lavish buildings, but also invested in infrastructure to sustain the communities he inspired (i. e. power plants, ice plants, trains, roads and transportation).

Flagler's *Florida* is rooted in creative associations with Spanish colonial heritage by fusing personal experiences (Flagler wanted architects who had actually been to, and studied in, Spain) with the vernacular building techniques & cultural traditions of sixteenth century St. Augustine and new building technologies of America's *Gilded Age* (concrete, electricity, railroads). The confluence of these influences created the first truly modern hotel in St. Augustine (*Ponce de Leon*, 1888). This flagship hotel was the most advanced building in the world when completed. Designed to house the elite of the United States and abroad, Flagler's hotel acted as host, ambassador, and representative of all (real and perceived) *Florida* had to offer (Graham 2014).

From 1889 - 1913, Flagler would continue his campaign of making the east coast of Florida more and more accessible (and attractive) to the rest of the US, by building the Florida East Coast Railway down to Key West, pioneering the cities of Ormond Beach, Palm Beach and West Palm Beach (what would become an epicenter of high society living), and Miami (an internationally significant metropolis).

Beyond a case study of Flagler's place branding legacy, authors begun a deeper investigation into the meaning, methods and development of architectural forms of place symbolism (Muratovski 2012), by embracing 3D digital scanning technology. We employ 3D scanning, a constantly evolving field, to document each architectural detail within the *Flagler Era Master Plan* of downtown St. Augustine. Utilizing the method of photogrammetry enables data- rich models of such resolution that physical replication is possible by means of digital fabrication.

Ultimately, we explore how digital technology can culminate in vast mediums, both physical and virtual, for the purpose of uncovering place identity and promoting provenance while crafting sustainable place brands (Kavaratzis & Hatch 2013).

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Identification of ambassadors' high involvement practices in territorial attractiveness strategies: a crossover between human resources management and place marketing

Christophe Alaux¹

Laura Carmouze²

Djelloul Arezki³

Key words

Ambassadors, High Involvement Practices, Transdisciplinary Approach, International Case Study.

Abstract

The COVID-19 crisis affecting territories questions traditional models of place marketing questioning the quality of life and safety in cities. Demographic tensions add to this health crisis, increasing citizens' mistrust of local and national policies (Karens *et al.*, 2015). As shown by alternative models of public management (Stoker, 2006; Osborne, 2006), territorial stakeholder participation mechanisms facilitate the understanding and ownership of public policies (Arnaud and Soldo, 2017). However, it is still

-
- 1 PhD, Senior Lecturer. Director of the New Place Marketing and Attractiveness Chair, Director of the Public Management and Territorial Governance Institute (IMPGT), University of Aix-Marseille (AMU), Center of Studies and Management Research of Aix-Marseille (CERGAM EA 4225), France. christophe.alaux@univ-amu.fr
 - 2 PhD, Junior Lecturer. New Place Marketing and Attractiveness Chair, Public Management and Territorial Governance Institute (IMPGT), University of Aix-Marseille (AMU), Center of Studies and Management Research of Aix-Marseille (CERGAM EA 4225), France. laura.carmouze@univ-amu.fr
 - 3 PhD, Junior Lecturer. Public Management and Territorial Governance Institute (IMPGT), University of Aix-Marseille (AMU), Center of Studies and Management Research of Aix-Marseille (CERGAM EA 4225), France. djelloul.arezki@univ-amu.fr

necessary to identify the mechanisms that influence participation. Indeed, the desire to understand and characterize the links between territorial marketing practices and stakeholder participation is recent in the literature (Lucarelli and Berg, 2011; Kavaratzis, 2012). In particular, authors show the insufficient integration of citizens in these approaches (Braun *et al.*, 2013).

While a multitude of stakeholders can intervene in strategies aimed at increasing territorial attractiveness (Eshuis *et al.*, 2013), we question more particularly the involvement of ambassadors in these strategies. The objective is then to identify and propose ambassadors' involvement practices. In this sense, this work seeks to clarify the concept of territorial ambassador and to understand how territorial managers can influence their participation.

In order to answer this question, we first construct a theoretical and conceptual framework to characterize the profiles and actions of territorial ambassadors (1). Moreover, as the literature on ambassadors is recent and therefore not very extensive (Andersson and Ekman, 2009), it's not possible to identify practices of ambassador involvement, and it does not allow for the identification of ambassadorial involvement practices. We propose to mobilize the strategic management of human resources and more particularly, high involvement work practices (Becker and Huselid, 1998; Osterman, 2006; Messersmith *et al.*, 2011) in order to build a portfolio of involvement practices (2).

We then conduct an empirical study. First, a case study (Yin, 2018), carried out on the basis of secondary data, allows us to identify territorial ambassador initiatives through 6 French cases (*i.e.* Alsace, Finistère, Grand Reims, Grand Reims, Grand Lyon, Isle sur la Sorgue and Normandy) and 8 international cases (*i.e.* the Coaticook Valley and Edmonton in Canada, Baltimore and Detroit in the United States, Berlin, Eindhoven, Ireland and Manchester). In a second phase, a focus group (Miles *et al.*, 2014), carried out in 2019, made up of 45 experts in territorial marketing facilitates the characterization of the ambassador object. A participatory method allows the experts' perceptions to be identified thanks to the Wooclap platform: four questions are asked to the experts concerning the ambassadors' profiles (1), possible actions (2), the tools for ambassador participation (3) and the roles of the territorial managers in charge of leading the ambassador networks (4).

Finally, on the basis of the various results, we propose clusters of high involvement work practices, contingent on the management of ambassadors. The results aim at modelling a city brand co-ownership process based on the gap between sense made by external stakeholders (*i.e.* residents, companies and visitors). This understanding can help public managers to improve the sense given by their city brands, in order to foster attractiveness.

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The UPF Department of Communication is hosting this fifth conference with the desire to give Barcelona the opportunity to position itself as a leading city, not only in the practice of place branding but also in research on this topic. Barcelona, Spain, Europe and the whole planet are experiencing difficult moments, but also moments that demand solidarity and collaboration from all of us. The world is not as it is, the world is as we make it, and the place branding academic and professional community can undoubtedly contribute to the creation of a better future for all.



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