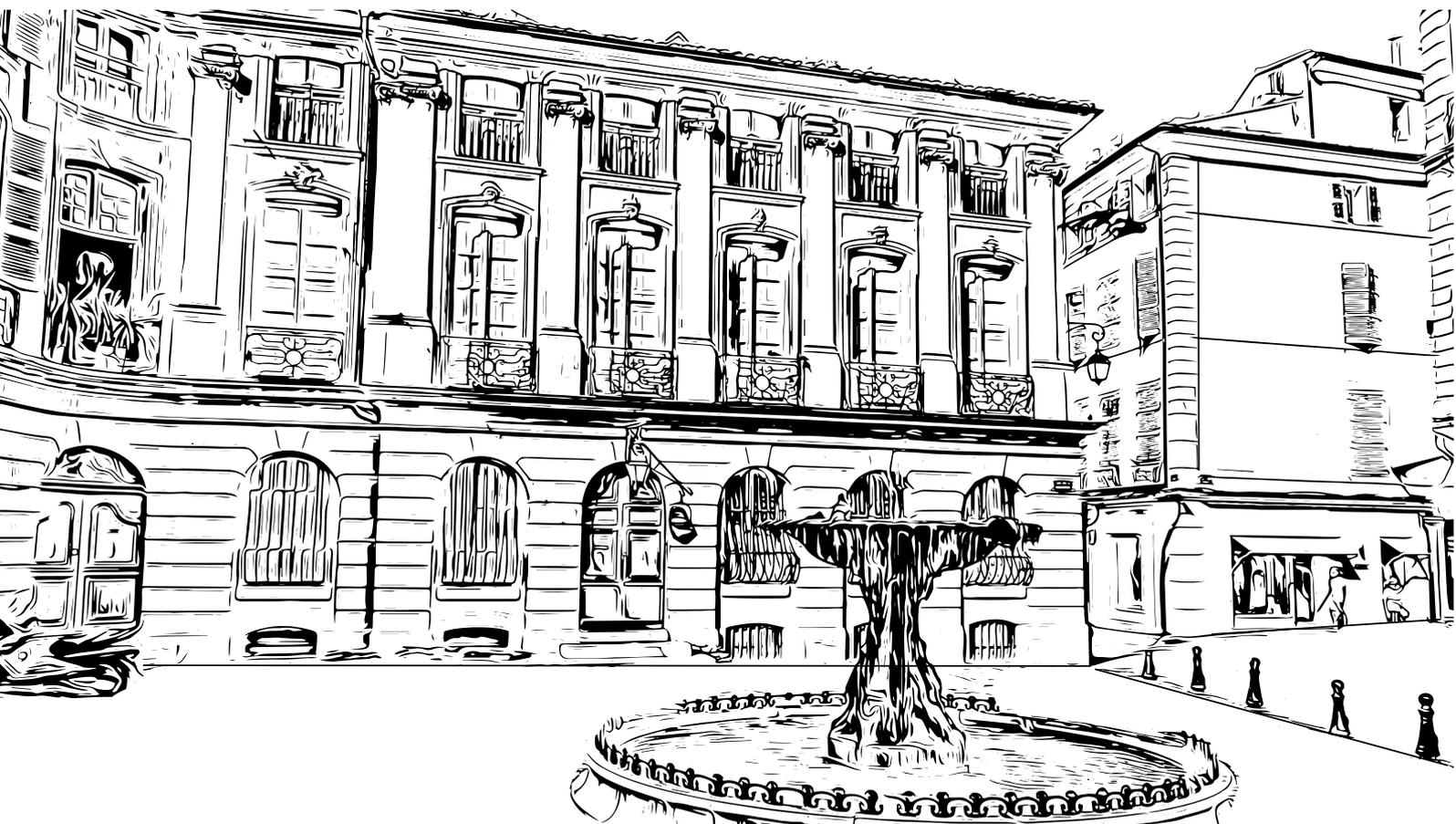


**6<sup>TH</sup> ANNUAL CONFERENCE**

# **INTERNATIONAL PLACE BRANDING ASSOCIATION**

Institut de Management Public et Gouvernance Territoriale  
Aix-Marseille Université  
Aix-en-Provence, October, 12-14th



**BOOK OF ABSTRACTS**

# 6<sup>th</sup> Annual Conference

## International Place Branding Association

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**WELCOME**  
**TO THE 6<sup>TH</sup>**  
**IPBA CONFERENCE**

# Welcome from the founding Chairman of the International Place Branding Association



**Robert Govers**  
Founding Chairman  
International Place Branding Association

Dear delegates,

It is a great pleasure for the host and IPBA to present you with this book of abstracts as a welcome to the 2022 6th Annual Conference of the International Place Branding Association (IPBA). Aix-en-Provence is a wonderful location for a conference in October. With the Côte d'Azur within reach, I hope some of you have some time to stick around for the weekend. The venue at the Institut de Management Public et Gouvernance Territoriale (IMPGT), Aix-Marseille University, I hope to be particularly inspiring. In the heart of downtown Aix-en-Provence the premises are listed and classified as historic monuments: the former Hôtels Maynier d'Oppède and Boyer de Fonscolombe should be welcoming to us. Thanks, in particular to our host and conference chair Christophe Alaux and his team. In addition, we also thank the city and university for their hospitality.

Of course, as you are very well aware, we implemented a major change this year in comparison to our earlier conferences, by moving the conference from early December to October. The rationale for this was to avoid seasonal impacts of pandemics. It has resulted in a changed planning cycle and altered process of submission (only one deadline for all submissions, whether abstract or full paper). These adaptations required a learning process, which – inevitably – resulted in some hiccups along the way. We sincerely apologise for this while we hope for your understanding. It is likely that we will continue the new course that we set – and its planning cycle – for the years to come; particularly as the covid pandemic is still wreaking havoc.

Dear all, I wish you a great conference with interesting presentations and conversations, joyful social events, and – in particular – new and revived contacts with international colleagues the way we used to experience them prior to the annus horribilis 2020. For one, the location this year should certainly facilitate that. We have a beautiful downtown venue, close to the hotels and bars and restaurants, so I'll see you around; if not at the conference itself, then certainly somewhere in town after hours. Have fun!

# Welcome from the Chair of the Organizing Committee



**Christophe Alaux**  
**Chair of the Organizing Committee of the 6th IPBA Conference**  
**University Professor**  
**Dean of Institute of Public Management and Territorial Governance (Aix-Marseille University)**  
**Dean of Chair of Attractiveness and New Territorial Marketing**

Dear colleagues,

We are very honoured to welcome the 6th IPBA conference in France, in the city of Aix-en-Provence, with our Chair on place attractiveness and place marketing, in our faculty of public management (IMPGT) at Aix-Marseille University.

In collaboration with IPBA board, we have been working since Barcelona with Laura Carmouze and Lely Tan, and all our team to welcome you. I have been talking about this project since 2016 to Robert and I want to thank him and the board for this opportunity to host this Conference in France for the 1st time. In our vision, with our chair, we aim at developing synergies and bridges for the ecosystem of place branding actors:

- Places from urban and rural areas;
- Companies;
- University : student programs and academic research ;
- Transversality of sectors: economic development, tourism, MICE and governance;
- Students/Phd program in Place branding;
- Organisation of academic and professional events.

For this 6th edition, we will welcome active partners and speakers with Natache Destelle, Marketing manager for Provence tourism, Hubert Calmettes, consultant and former CEO of Toulouse attractiveness Agency and Gary Warnaby from Manchester Metropolitan University.

In our buildings of IMPGT, in Aix-en-Provence, we mix university and culture with the welcoming of Lyrics Art festival and movie shooting each year. In that spirit, the IPBA art gallery, led by Mihalis, will be revealed with a new special edition!

In the historical center of Aix-en-Provence, you will also enjoy the facilities of Thermes Sextius (Aquabella Hôtel & Spa) for our welcoming reception and gala dinner. An eductour to visit the city is available on Saturday morning 15th.

Mixing culture, stakeholders, education and scientific research is the DNA of our Faculty (IMPGT). It's also the DNA of IPBA.

Welcome to all of you!



## **THE INSTITUTE OF PUBLIC MANAGEMENT AND TERRITORIAL GOVERNANCE**

Created in 1996, the Institute of Public Management and Territorial Governance (IMPGT) is the only public management training and research unit in France. Within the law and political science sector of Aix-Marseille University, the IMPGT trains future managers in the service of the performance of public systems. Based on a multidisciplinary approach (law, economics, management), extended to the social sciences and applied to the non-market sector, the training offer, supported by dynamic research in public management, is open to students in initial and continuing education. It ranges from a Bachelor's degree in public administration, public management course, to various Master's degrees covering several fields of specialisation (Administrations & local authorities, Health & medico-social, Culture, Communication, Marketing and Territorial Attractiveness, Quality - risk management and development) as well as a research Master's degree that can lead to a PhD in management sciences.

## **THE IMPGT HOUSES ATTRACTIVENESS & NEW TERRITORIAL MARKETING CHAIR**

Operated by IMPGT and founded by more than 20 French local authorities, the “Regional Attractiveness & Place Marketing” Chair is the first “regional chair” dedicated to attractiveness and new place marketing practices throughout the world. It has a strong focus on innovation and follows an operational approach of place marketing. Supported by french local authorities, the Chair promotes a holistic vision of attractiveness: from the capacity of local places to «shine» and promote their offers to their ability to attract on-site people (tourists, businessmen, researchers, students, retired, new residents ...) and capital (investors, developers, new entrepreneurs ...)

# ABSTRACTS

# **A Case Study of the Development of Chanthaboon Mats as Souvenirs Using the Bio-economy, Circular Economy, and Green Economy Models (BCG Model)**

**Sricharoenpramong Sittichai (1)**

**Yingyong Rudeewan (2)**

**Thipsot Sattawat (3)**

## **ABSTRACTS**

This study aims to 1) examine the evolution of Chantaboon mats as souvenirs using the Bio- economy, Circular Economy, and Green Economy Model (BCG Model) and 2) present the elements of souvenir development based on the BCG model. This is a qualitative study conducted through focus group discussions with a community leader and five representatives of souvenir business entrepreneurs of “Chanthaboon mats” from the Bang Kacha community of Chanthaburi province, as well as desk research. The findings revealed that souvenirs are linked to aesthetics and reflect places or tourist attractions that help travelers remember special moments. Presenting souvenirs under the banner of local identity is a soft power that leads to managing a place’s image. 1) the development of Chantaboon mats as souvenirs based on bio-economy was envisioned by entrepreneurs in the community, who used indigenous reeds that have a unique feature. The reed line, used to make the mats, has a soft, shiny, and non-fragile surface. 2) Based on a circular economy, villagers in the community consider waste reduction (reduce), reuse, recycling, and repair by collaborating with both government and private agencies to drive business. 3) Using the green economy, they create Chantaboon mats as souvenirs. Villagers in the community work together to produce souvenirs by emphasizing the balance in three areas: economic, social, and environmental focus on producing “green products” that are environmentally friendly, including green marketing. Entrepreneurs and villagers collaborate to develop community businesses into community-based tourism social enterprises (CBT-SE) that help create jobs and income for people in the community. It is a fundamental economic development and improves the quality of life.

## **KEY WORDS**

Chanthaboon Mats, Souvenir, Bio, economy, Circular Economy, Green Economy

# A resilience approach to DMO communication during the COVID-19 pandemic

**Månsson Maria (1)**

**Eksell Jörgen (2)**

## ABSTRACTS

This article addresses how urban Destination Management Organisations (DMOs) in Sweden, have understood their communicative role, developed communicative strategies and tactics in relation to stakeholders during the COVID-19 pandemic. The aim of this research is to explore communication strategies for urban destination resilience.

DMOs have a key role in balancing the interest of stakeholders, the management and branding of a destination, and attracting visitors (Rodríguez-Díaz & Espino-Rodríguez, 2008; Stienmetz & Fesenmaier, 2019). DMOs are expected to facilitate the conditions for other organisations within a defined administrative boundary to meet political ambitions concerning economic and sustainable development (Elbe et al., 2017). Hence, urban DMOs have a particularly challenging communicative task given the number of stakeholders involved in a tourist destination. DMOs often have limited budgets (Pike, 2004), work in complex organizational settings, representing municipal, political, and industry interests, and work with stakeholders of various fields of operation, size, interest, and budget. Several previous studies have pointed to the arduous task of DMOs to develop a strategy to mobilize resources controlled by others (Buhalis, 2000; Gretzel et al., 2006). While the DMO is a central actor in the destination, the literature indicates that the task of the urban DMO is complex and challenging given the number of involved stakeholders and limited resources and decision-making power.

Resilience at a destination is based on the individual and the organisational level and how these levels are connected to different networks in the tourism system like businesses, government, NGO's and the community (Hall et al., 2017). The different stakeholder networks within each destination and surrounding regions are also of importance. Research concludes that the more range of networks there is, the more resilient is the destination (Hall et al., 2017). However, resilience is not the same for all stakeholders. It is important to take into consideration: resilience for whom, what, when, where, and why? (cf. Meerow et al, 2016). This needs to be carefully considered when developing the communicative strategies

This research is conducted in collaboration with the Swedish network of destination management organisations (SNDMO) in a research project financed by the Swedish Agency for Economic and Regional Growth (2021-2022). During 2021, 40 semi-structured interviews with members of SNDMO were performed. Additionally, a couple of DMOs in different urban regions in Sweden have been selected as partners to identify and discuss problems and best practises to develop communication strategies in collaboration.

To deal with the difficult situation, DMOs established many new stakeholder collaborations locally. A hurdle in these collaborations is the complexity that comes with stakeholder communication that includes local businesses, residents, public organisations and so forth. Additionally, the communicative role of the DMOS has expanded during the pandemic and accentuated new actors and relationships. The communicative strategies and tactics that evolved during the crisis in relation to stakeholders are characterised by handling several contradictions and dilemmas. The results indicate the success of the

DMO is dependent on its ability to be proactive, adapt to a constantly changing environment, and use established networks for communication work.

To conclude, this ongoing project increases the understanding of communicative strategies employed for urban resilience that emerges in complex interactions between different stakeholders and the communicative role of DMOs in an extraordinary situation.

**KEY WORDS**

Resilience, destination management organisations, collaborative research, urban tourism, strategic communication

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# A temporal perspective on the 'representation work' of urban place marketing

Warnaby Gary (1)

Medway Dominic (2)

## ABSTRACTS

In this paper we argue that place marketers need to consider the role of temporality in their 'representation work' if they are to effectively convey a richer sense of urban places. We analyse the complex relationship between temporality and the place entity being marketed, drawing on diverse temporal and spatial scales, and consider how both material and immaterial temporalities may be (selectively) appropriated for the purposes of place marketing representation work. The paper concludes by suggesting that place marketing scholars may need to incorporate history/historiography into the interdisciplinary mix that forms the place marketing canon.

## KEY WORDS

Place, Branding, Time, Temporality, Representation

# A theoretical framework for the integration of technology, youth, and innovation in country branding: a case study on South Africa

**Salela Pumela (1)**

**Dinnie Keith (2)**

**Pathak Abhishek (3)**

## ABSTRACTS

### Aims

A review of the literature revealed that there have been studies on topics such as country branding in times of digital disruption, country branding and economic development and youth's contribution to competitiveness and growth in Africa. However, the relationships between youth, technology and innovation do not appear to have been studied in relation to country branding. This study therefore aims to contribute by developing a theoretical framework integrating youth, technology, and innovation into the strategic development of country brands.

### Theoretical framework

The key areas of focus of this study will be guided by a theoretical model consisting of the variables mentioned under the aims of the study. This framework will uncover how these factors aid in the creation of a country branding strategy and the underlying mechanisms for these relationships.

Through its youth a nation may be perceived as young, innovative, exciting, and agile. Innovation, through Information and Communications Technology (ICT) has given youth the power to be nation brand ambassadors by using tools such as social media to promote their countries.

A country's innovative capacity refers to the potential of a country to produce commercially relevant innovations, as both an economic and political entity (Furman, Porter & Stern, 2002; Reguia, 2014). The concept of a country's innovative capacity was first introduced by Christopher Freeman, who believed that innovation was to be viewed as a pillar for economic growth (Sesay, Yulin & Wang, 2018). This study will draw upon transient competitive advantage theory. This theory focuses on the advancement of technology which causes competitive advantage to rise.

### Main research approach

This study adopts a qualitative, theory-building approach. The data collection technique is purposive/purposeful sampling. This involves reaching out to professional and diplomatic networks, for example brand agency leaders, tourism body executives, investment promotion leaders, policy makers, academics, brand strategists, foreign offices, and country marketing bodies.

### Key arguments/findings

Based on the findings that emerge from the primary data, a framework will be developed. The framework will answer: How can technology contribute to country branding? In what ways can a youthful population contribute to country branding? How can innovation contribute to country branding? What are the links between technological capacity, youth, and innovation and how can these links be conceptualised in the pursuit of country branding?

### **Conclusions**

This framework will uncover how the three factors, namely youth, innovation and technological capacity aid in the creation of a country branding strategy and the underlying mechanisms for these relationships thus providing a foundation for enriching country branding efforts beyond the current well known frameworks of nation/country branding.

### **Practical implications**

Based on the research findings, the study aims to propose a theoretical framework that assists countries to incorporate the three identified categories such as demographic dividend, the use of technology and their innovative capacity in enhancing the value proposition of the country brand.

### **KEY WORDS**

Country Branding, Youth, Technology, Innovation

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# Achieving climate neutrality through co-creation: understanding how middle managers and citizens interact. The case of Klagenfurt.

Potz Magdalena (1)

Oriol Gillian (2)

## ABSTRACTS

Faced with the complexity of the challenges of the 21st century, public organizations are invited to adjust their organizational structure by attenuating vertical approaches in favor of more inclusive and participatory models. As such, co-creation of public policy assumes that together, different types of stakeholders can better identify common problems and develop solutions by sharing their experiences and knowledge (Torfing, Sørensen and Røiseland, 2019). Currently at the experimental level in public organizations, it allows for the aggregation of a diversity of perspectives to develop innovative responses that suit the needs and expectations of citizens, and thereby has the potential to effectively address complex societal problems (Bentzen, Sørensen and Torfing, 2020; Ansell and Torfing, 2021) and create public value (Torfing et al., 2021; Voorberg et al., 2015).

Among the post-New Public Management (NPM) models of public administration, public value (Moore, 1995) emphasizes the role of government in producing value for users and society by building trust and legitimacy in public decision-making through democratic dialogue (Bryson et al., 2014). Its strong managerial dimension (Rhodes & Wanna, 2007) positions managers in the orchestration of public value creation. This renewal of public management implies a strategic change for public organizations. Change management at the level of decision-making functions has been widely studied (Hambrick & Mason, 1984; Hamel & Välikangas, 2003; Lahouel et al., 2015). In our research, however, we are interested in middle managers, both objects and actors of managerial transformations (Alis & Fergelot, 2012) with a limited latitude for action (Karlsson, 2019). They act as 'linking pins' (Raes et al., 2011) between top managers and citizens, which implies that they have a key role in the appropriation of change.

At present, it is discussed whether and how it is possible to transfer the public value approach to European public administrations from the United States where it originated (Rhodes & Wanna, 2007). This invites us to ask to what extent traditional procedures are alleviated in co-creation processes. We wonder about the role middle managers play in this context. Hence, we aim to explore how co-creation transforms the relationships between citizens and middle managers.

To do so, we study the city of Klagenfurt, Austria, which, as part of the European Commission's "100 Climate-neutral Cities" program, aims to co-create local public policy for a more sustainable future. To explore the relationship between the local public organization's middle managers and citizens in a co-creation process, we propose to mobilize a qualitative approach based on non-participant observation of co-creation workshops, and semi-structured interviews (Romelaer, 2005) with these two types of actors.

This research is still in progress at this point. Preliminary findings show that while managers seem to cling to their established role perceptions, and hierarchy effects remain strong, intentional efforts are made for citizens to express themselves. Citizens appear to be eager to seize this opportunity, and open to engage in the co-creation process. However, separation between types of actors with different competences, degrees of expertise, and backgrounds persists throughout the co-creation process. We

propose to construct a typology of the relationships between middle managers and citizens participating in a co-creation process. Several types can be identified, ranking from a reciprocal relationship to mutual incomprehension.

**KEY WORDS**

Cocreation, local public action, middle manager, public value

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# Additional Answer to the Question: What's in a Place Name? Components of Reputation through a Comparison of Five European Cities

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**Carmouze Laura (3)**

## ABSTRACTS

In a globalizing world, cities are under pressure and must face increasing competition (Chamard and Alaux, 2018) and the COVID-19 crisis affecting territories questions traditional models of place marketing. Demographic tensions added to this health crisis increase citizens' mistrust of local and national policies (Karens et al., 2015). A growing number of cities around the world incorporate promotion, marketing and/or branding to attract and retain residents, businesses, and visitors. In this context, those territories must adapt to seek a better balance between attractiveness and hospitality to improve their place reputation.

While some academic works focused on key dimensions of a place's reputation, there is no stabilized model that would allow local managers to understand it. According to Braun et al. (2018, p. 23), place reputation reflects people's collective attitude towards a place and is structured around four characteristics: its consistency with the place image, its importance as the key factor in people's attitudes and behaviors towards a place, the result of past investments, actions, achievements and images, and the evolution over time as it is less volatile overall than the image of the place.

Based on the model proposed by Alaux and his colleagues (2020), the research question raised by this article is: what are the components of place reputation?

This article aims to fulfill this theoretical gap through an empirical investigation based on a mixed and longitudinal methodology dealing with five well-known European cities: Amsterdam, Barcelona, Berlin, London, and Paris.

The goal of the theoretical background is twofold. First, based on the work of Boisen and his colleagues (2018), the purpose is to clarify the similarities and differences between place promotion, place marketing, place branding and place development, to better understand the concepts of identity, image, and reputation in the digital era. Then, a review of the models identifying the place reputation components shows the need for a stabilized model so that place managers can promote attractiveness and hospitality.

To clarify the differences between place identity, place image, and place reputation, we use the unifying terminology of Brown et al. (2006) synthesized by Alaux et al. (2020, p. 141), that we put into perspective in the digital era (Table 1).

Table 1: Towards a Unified Terminology in the Digital Era

Viewpoint	Definition	Concept
“Who are we as an organization?”	Mental associations about the organization held by organizational members	Identity
“Who are we as an organization on the internet?”	All the content published on the internet - also called digital traces - that allow an organization to be defined	Virtual identity
“What does the organization want others to think about the organization?”	Mental associations about the organization that organization leaders want important audiences to hold	Intended image
“What does the organization believe others think of the organization?”	Mental associations that organization members believe others outside the organization hold about the organization	Constructed image
“What do stakeholders actually think of the organization?”	Mental associations about the organization actually held by others outside the organization	Reputation
“What do stakeholders actually think of the organization on the internet?”	Mental associations published on the internet about the organization actually held by others outside the organization	E-reputation

Source: Adapted from Alaux, Carmouze and Serval (2020, p. 141)

To show the need for a stabilized model of the place’s reputation components, Table 2 summarizes the different models existing in the literature.

Table 2: Main Models Identifying the Key Components of Place Reputation

Authors	Components of a place’s reputation	Definitions of the components
<b>Kotler et al. (1999)</b> 4 functions of a place	<b>The place as a character</b>	Sense of place
	<b>The place as a fixed environment</b>	Infrastructure and natural environment
	<b>The place as a service provider</b>	Quality of public services, such as safety, waste collection, education etc.
	<b>The place as entertainment et recreation</b>	Events, leisure facilities and cultural place of consumption
<b>Anholt (2006)</b> 1 complementary function to the previous model	<b>The place as a cultural area</b>	Economic and educational opportunities
		Urban lifestyle
		Hospitality of inhabitants
<b>Chamard (2014)</b> 4 components to develop place attractiveness and hospitality	<b>Physical identity of the place</b>	Landscape, geographical indications, fauna and flora
	<b>Cultural and leisure dynamism</b>	Local culture and traditions, leisure, sports, events
	<b>Perceived hospitality of the territory</b>	Quality of life, transportation, characteristics of the inhabitants, demographic characteristics, climate
	<b>Influence of the territory</b>	Economy, gastronomy, local personalities
<b>Alaux et al. (2020)</b> 4 components of place reputation	<b>Place personality</b>	Sense of place
	<b>Cultural dimensions</b>	Culture heritage, events, leisure, art, urbanism and landscape
	<b>Economic vitality</b>	Tourism dynamism, education and business opportunities
	<b>Quality of life</b>	Quality of environment, infrastructures, good public services, local amenities

Source: Authors

To answer the research question, our research design is threefold. First, a multiple case study (Yin, 2018) seeks to analyze the reputation of Amsterdam, Barcelona, Berlin, London, and Paris through a longitudinal analysis (Hassett and Paavilainen-Mäntymäki, 2013). Then, the data collection is based on two Computer Assisted Web Interviews addressed to 250 people (sample representative of the French population) and carried out by the New Place Marketing and Attractiveness Chair, in collaboration with the French Institute of Public Opinion. The first has been sent from the 15th to the 26th of February

2017. The second has been sent from the 16th to the 23rd of December 2020. Finally, the data collected are analyzed with a content analysis which is a widely used qualitative research technique (Miles et al., 2014).

As the coding work is currently underway, we will be able to present the results in October.

**KEY WORDS**

Place Marketing, Place Reputation, Place Attractiveness, Gioia Methodology, European Cities

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# Can a bishop from the nineteenth century be used for city branding? Cocreating cultural experience for residents by residents

Rauhut Kompaniets Olga

## ABSTRACTS

Using personality association is a well-known instrument in place branding. Starting with a “Gaudí gambit” and Barcelona, different places are constantly in search for successful individuals who has an attachment to the place. Some categories of “place celebrities”, such as writers, artists, musicians, and sportsmen, are proven to be more suitable for place branding than others like politicians and scientists, who are a quite vulnerable one. But what about a person with a clergy attachment to the place?

Lund is considered one of the oldest cities in Scandinavia. Being a religious capital of Scandinavia until the Danish reformation, Lund got its status of an “academic village” after, and kept this title, with strong university cultural in historical traditions. Johan Henrik Thomander, bishop of Lund, professor of theology and vice-chancellor of Lund university, and the first translator of Shakespeare’s poems into Swedish, holds a very central position in the modern cultural history of Lund.

Ten years ago, some residents of Lund started a non-profit association “Thomanders world” aiming at creating city identity based on the reach cultural history of the city, by associating these traditions with one of the city’s profiles from the mid-nineteenth century, Johan Henrik Thomander.

The first activity dealt with Christmas traditions in nineteenth century Lund (Thomander’s Christmas) and its Christmas fair was ranked among top-10 most attractive Christmas fairs in Sweden a few years in a row. During the pandemic, an online Easter charity week was organised, and this year the first Easter fair was arranged in central Lund in cooperation with local producers, craftsmen, and hospitality sector. All the profit went to charity. Thomander’s world is also involved in different cultural events organised by local stakeholders.

## Aim

This paper discusses how a nineteenth century local character is used to build a cultural- historical place brand for the city of Lund as a bottom-up residents’ initiative.

## Theoretical framework

Place branding framework together with personality association and hallmark events builds up a conceptual framework, where also a bottom-up approaches and residents’ engagements are included.

## Main research approach

Participatory observation and content analysis of different media are used.

Key arguments/findings. The events co-organised by Thomander’s world are good examples on place branding activities going beyond traditional time-limited events. The findings suggest that personality association can be used to build a place brand in a more continuous and complex way and revitalise the city’s cultural history.

## Conclusions

Residents’ initiative in cocreating city brand and identity revitalises local cultural history and bringing together different local stakeholders. This is important for building an internal place brand. The added value of this paper is that it indicates that the disconnection between culture and place branding is not as hard as suggested by Kavaratzis and Ashworth (2015), rather it can act in a complementary way.

**Practical implications**

laces have to go beyond the classical celebrities identifying individuals who touches the emotional strings of the residents and local stakeholders. Secondly, NGOs and non-profit associations may be more successful in doing so than local DMOs.

**KEY WORDS**

Place branding, personality association, residents' engagement

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# **Can numbers tell the story? - An investigation on the impact of three place branding and marketing campaigns 2003 – 2019 on the attraction of new residents to the Isle of Man**

**Clements Florida**

## **ABSTRACTS**

This study investigates the impact of three place branding and marketing campaigns conducted by the Isle of Man government between 2003 and 2019. Using archival data from the IoM Census and data on the taxpayers in the IoM, research analyses the fluctuation on the number of residents relocating to and from the Isle of Man during the period covered by the campaigns and tries to establish whether any changes can be attributed to the campaigns. Findings suggest that the residents' numbers increased during two of the three campaigns, however full causality cannot be confirmed.

## **KEY WORDS**

Place branding, place marketing, resident attraction, campaign evaluation

# Citizen participation in place branding through cocreation and coproduction: a systematic literature review

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## ABSTRACTS

Place branding has evolved from a marketing-led approach to enhance a positive place image to a governance tool to support place development (Eshuis & Klijn, 2012). Scholars and practitioners have highlighted the need to involve residents in place branding processes for the effective implementation of symbolic and physical interventions (Kavaratzis & Kalandides, 2015) to increase buy-in and democratic legitimacy (Eshuis and Edwards, 2013). The concepts of cocreation and coproduction are increasingly loosely applied to highlight the interactive nature of place branding and the key role of residents in the process. From a process perspective, cocreation and coproduction can refer to: 1) different groups of actors (or citizens) involved; 2) various degrees of intensity of their involvement, and; 3) distinct phases of the branding process where it is supposed to play an important role. We conduct a systematic literature review of conceptual and empirical approaches to engaging citizens under the place brand co-creation or co-production approaches towards a research agenda and a framework for citizen participation.

## KEY WORDS

Systematic literature review, co, creation, co, production, citizen participation, place branding

# City branding in a multi-level governance context Five types of Urban Development approaches in Saudi Arabia and their branding performance

**Alsayel Abdulrhman (1)**

**Fransen Jan (2)**

**De Jong Martin (3)**

## **ABSTRACTS**

Place branding (PB) is increasingly utilized as a tool to achieve national, regional, and local policy objectives. As centralized administrative systems are likely to exercise control on PB, this may however affect its effectiveness. While PB is widely studied, the effect of multi-level governance (MLG) on PB performance in centralized administrative systems remains understudied. This paper therefore examines how MLG models affect PB performance in centralized administrative systems. Saudi Arabia offers a unique opportunity to examine this relationship as it pilots five MLG models within the context of its national transformation program. The study is approached as a multiple case study of nine cities. Its main conclusion is that MLG models affect PB performance. In Saudi Arabia, direct access to central leadership and resources aids the performance of PB, while privatization enables flexibility of PB. Study findings furthermore show that some cities are too big to fail. Cities such as Riyadh and NEOM are of prime importance and receive plenty of resources and leadership attention, while others are considered peripheral, are under-resourced, and therefore their branding performance also suffers. Emerging differences in PB performance associated with different MLG models are thus likely to deepen the gap between urban economic winners and losers.

## **KEY WORDS**

Place branding, Saudi Arabia, Multi, level governance

# City branding, regional identity and public space; Mapping the use of historical and cultural symbols through architecture and public works in historically contested Nord and Pas-de-Calais (France)

De Jong Martin (1)

Lu Haiyan (2)

## ABSTRACTS

Many regions in the world have been historically contested: they tend to be located at the territorial edge of strong national powers and have been occupied and influenced by different nations. The French départements Nord and Pas-de-Calais, which until recently jointly constituted a French region, is one of them. After having been part of the fairly rich and baroque Southern Netherlands until the late 17th and early 18th centuries, since Louis XIV they have been incorporated with the French Kingdom (later Republic) of France. Nonetheless, the historical counties of Flanders, Hainaut and Artois are still often symbolically referred to in city branding activities of municipal governments such as Lille, Dunkirk, Valenciennes, Cambrai and Arras. In this contribution, we will examine what historical and cultural symbols can be found in public space, more specifically public buildings. Almost all cities, towns and villages that existed many centuries ago still exist to the modern day, but the intriguing question is how they currently brand themselves and the region they find themselves in and what symbols they adopt to bear out their respective identities. This is done by (1) distinguishing the various historical and cultural symbols relevant to this region, (2) identifying the relevant public buildings in towns in the region with over 20,000 inhabitants and (3) mapping the patterns of referencing historical and cultural symbols through so-called primary communication (in public space). We have divided up the region under study in five different sub-regions: maritime Flanders, roman Flanders, Hainaut, Cambresis, Artesia and found one or more towns for data collection and analysis in each of these sub- regions. The findings reveal that ancient Flemish symbols such as regionalist architecture, the Flemish lion, ancient (Dutch) street names and heroic pirates are most strongly fostered in maritime Flanders and to a lesser extent in roman Flanders, but that they now appear to be used in harmony with French symbols, such as the Mazarin fortifications, war memorials and modernist high-tech constructions erected at later dates. Regionalist (neo-Flemish) building styles and typical estaminets (for drinking beer rather than wine) are almost equally conspicuous in the other three sub-regions and cherished as local folklore, but this has not precluded the region as a whole from being chronically undervalued within France as an economic lesser developed, cold, foggy and generally unattractive part of the country.

## KEY WORDS

Regional identity, public space, architecture style, historical and cultural symbols, Nord, Pas-de-Calais

# Co-creating city brand identity: the case of Ghent

**Wolf Egbert (1)**

**Van Selm Martine (2)**

**Peelen Ed (3)**

## **ABSTRACTS**

This paper focuses on the co-creation process which was used in the city of Ghent to question and form its brand identity. The study evaluates the co-creation process and the subsequent reception of the city brand identity by stakeholders selected by Stad Gent (the municipality of Ghent).

The paper reports on a single case study focusing on the formal co-creation process material and thirteen interviews, nine with external stakeholders, three with brand managers and one with brand consultants.

The main findings are on the co-creation process and the evaluation of the connection between the city brand identity and the city's characteristic features. The study shows that Stad Gent followed the requirements of co-creation in city branding, with a result that is contextually grounded. In addition the study shows that finding is that the result of co-creation expresses a city brand identity that is shallower than the more heterogeneous cultural understandings expressed by stakeholders.”

## **KEY WORDS**

Co-creation, city brand identity, city branding, city branding policy, stakeholder engagement

# Consuming Authenticity: In search of an 'authentic' neighbourhood brand

Fair Lindsey

## ABSTRACTS

Within the place branding literature, most studies occur at the macro urban-level and are missing the critical elements of people's perceptions and experiences at the neighbourhood level (Hårsman Wahlström, et al., 2020). As media turns neighbourhoods into brands (Zukin, 2011), and digital actors participate in a new mixing culture (mixing offices and homes, coffee shops and bars), the economic survival of our urban system depends on places that not only offer jobs but that are 'fun,' 'safe,' or other trendy and transient terms often used to entice investment (McWilliams, 2015). And if that is the case, what is meant by 'fun' and 'safe'? These terms that make up our imaginary of place need unpacking.

The purpose of this study is to help close knowledge gaps related to platform placemaking, neighbourhood branding and place branding. The mixed-methods approach and the use of social sensing will support the need for more concrete theoretical frameworks in studying place branding. This study also supports the value of interdisciplinary studies by combining theories from business, geography, media studies and sociology.

For community stakeholders and place branding practitioners, this study provides a framework for measuring and interpreting their own community's brand dimensions and incorporating neighbourhood brands in city-level strategies. In particular it seeks to answer the following questions: What is a neighbourhood brand? What attributes are notable in neighbourhood brands, and have they changed over time? What actors, and through what platforms, contribute to the neighbourhood brand? How aligned are the attributes of neighbourhood brands and the city brand now?

## KEY WORDS

Stakeholder engagement, place scale analysis, case study, brand dimensions, neighbourhood branding

# Curating Brand Essence Through Place: A Case Study of Glendalough Distillery

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## **ABSTRACTS**

The aim of this paper is to explore how product brands can leverage and transfer the identity and attributes of a place to create and/or enhance their own brand characteristics, brand story and to build their brand assets. We address this research question within a case study methodology, framed theoretically by the constructs of place branding, storytelling, and brand heritage. The case study company is Glendalough Distillery, an Irish craft whiskey distillery. We explore the practitioner's perspective on harnessing the power of place to build brand assets and create a brand identity. Through in-depth interviews our industry experts share their professional knowledge and insights on curating brand essence through place and heritage enacted through a unique brand narrative and story. The paper is structured as follows. To begin, we review the theoretical framework underpinning the research. The case study methodology is then outlined and the case of Glendalough Distillery and how they have curated their brand architecture, incorporating place, is presented. While our findings offer insights and best practice guidelines for practitioners, we also explore the practical and managerial challenges facing the company in the short-to-medium term.

## **KEY WORDS**

Place branding, Storytelling, Brand Heritage, Glendalough Distillery

# Decoding destinations, know your audience - An empirical analysis of image and functional drivers of city brand attractiveness across stakeholder audiences

Linley Michael

## ABSTRACTS

### Aims

Stakeholder groups who can influence perceptions of a destination include residents, past-residents, past-visitors and those who have yet to visit. This research sought to measure these multiple stakeholder perspectives on cities in New Zealand, Australia and Singapore, to identify image (brand personality) and functional attribute differences related to improved interest in living/working, visiting and studying in a destination brand.

### Theoretical framework

A lack of empirical studies in place brand measurement was noted in a review of 217 studies, concluding that there is a “tendency among researchers to largely rely on case studies” (Lucarelli et al., 2011) rather than empirical studies of place brand dimensions (Zenker and Kalandides, 2011). More recently, researchers have sought to validate and develop empirical dimensions (d’Astous and Boujbel, 2007; Kumar and Nayak, 2014) and draw on different stakeholder perspectives, including residents’ (Insch and Florek, 2008; Zenker and Petersen, 2014).

The involvement of residents as stakeholder is vital, as research has found tourism contributes to residents’ development of sense of place, image, quality of life and social capital (Marcouiller, 1997; Fredline et al., 2003). Residents are important advocates for their city.

The image of a destination can be developed through primary experience or externally received (induced) information (Gunn, 1972; McCartney et al., 2008). Cities compete for the opportunity to showcase their place (Sant and Mason, 2015) to attract remote audiences, but the image may not translate as intended amongst those who lack experience of that place (Zeng et al., 2011). This is especially true given the multifaceted dimensions places seek to showcase, including “development, competency, natural beauty, as well as culture and diversity” (Allen et al., 2013).

An empirical comparison of stakeholder perspectives could uncover misalignment in experience vs. induced perceptions, especially when needing to delineate the differences in attributes that drive interest as a ‘place to live’ compared to a ‘place to visit, as long-term city growth depends on “their ability to attract people from the outside” (Florida, 2003: 10).

### Research approach

Analysis of media reports demonstrated that functional aspects of cities such as safety, cleanliness and congestion were recurrent in their characterisation, but were missing from brand personality dimensions. Hence a list of 18 personality and 11 functional items were used to capture a balanced perspective of each city rated.

A general population sample of n=1,031 New Zealand adults was collected from an online panel by a global research company. The sample was stratified to be nationally representative for age, gender and geography in accordance with census data, with additional respondent demographic data collected.

**Key findings**

Analysis identified significant differences in the ratings of cities across stakeholder groups. While Familiarity with place declines from 'currently live' to 'never visited', stakeholder group ratings of attractiveness as 'place to visit' or 'place to live' do not conform to a predictable relationship. As induced perceptions are impacted by visitation, unless the experience is congruent with expectations, the post-visit schema held may not be enhanced by the experience (Kim and Chen, 2016). This research delineates the experience profile of the relevant cities from the induced profile, highlighting where incongruence of the experience is found.

**Conclusion / Practical implications**

Significant differences in perception of place brands exist across stakeholder groups in ratings of image and functional attributes. These reflect a nuanced view across and within cities that reaffirms the need for research to inform stakeholder communications, such that they can be tailored to the specific target audience and city and are congruent with experience.

**KEY WORDS**

Place brand measurement, stakeholder alignment, personality & functional drivers, city attractiveness

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# Discovering the Metropolitan Functional Urban Areas brand propositions projected on Instagram: evidence from Poland

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## ABSTRACTS

**Theoretical framework:** As Functional Urban Areas (FUAs) combine features of diverse territorial units, the approach to managing their brand becomes a challenging task. While literature concerning FUAs themselves or brand management is available, the combination of these issues, however, is definitely under-developed, which constitutes a research loophole.

### Aims

The aim of this paper is to identify categories of brand attributes and categories of brand values included in brand propositions of Functional Urban Areas in Poland projected on Instagram platform. A social media-based city branding perspective was adopted, focusing on marketer-generated contents published by the FUA' management organisations (Pasquinelli et al., 2022).

### Main research approach

The authors of the paper adapted a qualitative approach in the process of obtaining research material. Such an approach serves to deepen the understanding of new or hitherto unexplored phenomena in all their diversity and complexity (Maison, 2007). The selected research method involved the content analysis of posts collected from the official Instagram accounts of the nine Metropolitan Functional Urban Areas management organizations in Poland. The samples were collected during the peak tourism season between July 1 and August 31 2021. A total of 559 posts were analysed. The conducted analysis involved skimming (superficial examination), reading (thorough examination), and interpretation (Bowen, 2009). The human coding method was adopted.

### Key arguments/findings

Based on a conducted analysis, it is noticeable that among the examined FUAs the most frequent were such attributes as: "nature", "cityscape" and "things to do". Within brand values, on the other hand, throughout the analysed period, most common were posts manifesting values such as: "excitement", "sincerity" and "neatness". The available studies (Pasquinelli et al., 2022; Hanna & Rowley, 2019; Glińska & Kilon, 2014) provide lists of both brand attributes and brand values that largely overlap. The study identified an additional two values that are specific to the FUAs analysed, these are: "knowledge" and "playfulness".

### Conclusions

The findings suggest that Metropolitan FUAs within their Instagram presence primarily want to highlight the beauty of their area by encouraging tourists to visit it, while keeping them informed about what is happening in the FUA. With the way they present their posts, FUAs want to express the excitement of the activities they undertake, distant from values such as malignancy or conservatism. It can therefore be assumed that social media is used by FUAs primarily to warm up their image, particularly of FUAs' centres without focusing on the areas surrounding them.

### **Practical implications**

It appears that so far the projected branding of Metropolitan FUAs on Instagram appears to be more a work of chance. Thus, this research contributes to the debate on the usefulness of FUAs branding on social media. They open the way for future research that will encourage the conscious creation of brand propositions projected online.”

### **KEY WORDS**

Metropolitan Functional Urban Area, FUA, Poland, brand propositions, Instagram

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# DMOs and influencers as co-designers and performers of place brands

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## ABSTRACTS

Digitalization has revolutionized the way places and destinations are branded. In particular, digitalization has caused a shift in the control of brands, from marketers to social media influencers (SMIs) (Belk, 2020). SMIs represent a new type of independent third party endorsers who shape the audiences' attitudes through blogs and other social media (Freberg et al., 2011). Commonly recognized as opinion leaders, SMIs impact the branding of places and destinations and play a crucial role in shaping people's tastes when it comes to destination choice and perception (Ebrahimi, Hajmohammadi & Khajeheian, 2020). As partnering with social media influencers for content production is gaining popularity, destination management organisations (DMOs) are increasingly forming partnerships with SMIs (Peralta, 2019). The aim of this study is to critically examine how DMOs work with SMIs, and how SMIs represent destinations through tales and visuals. The study is inspired by the performance turn in tourism, which highlights how tourists experience places in multi-sensory ways (Larsen, 2011). The study includes in-depth interviews and document analysis centring on how DMOs work with SMIs, as well as a multi-modal analysis (Rasmussen, 2014) shedding light on how SMIs represent destinations. The findings illustrate how DMOs and SMIs act as co-designers and performers of destinations and place brands. The study offers advice to organisations involved in place branding on the opportunities and challenges of influencer marketing; and contributes theoretically to literature that connects place branding and destination image to influencer marketing and SMIs (e.g., Gholamhosseinzadeh, Chapuis & Lehu, 2021; Skinner, 2022).

## KEY WORDS

Social media influencers, place branding, place image, destination management, representation, performance

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# Employer brand as a determinant of competitiveness of regional labour markets

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## ABSTRACTS

The ability of regions of attracting and retaining employees is crucial issue for competitiveness of regional labour markets. The standard factors which assure growth potential of regional labour markets are determined by the size and skills of the labour force, flexibility of the labour market, the number of vacancies, the level of wages. However, currently in the era of the employee labour market there is identified the growing importance of perception of employers by economically active population. The ability of creating positive and attractive image of company and managing its role as an employer influences not only corporate success but also the regional labour market identity. The paper discusses the employer brand concept as a component of meso structure. For that purpose the systematic literature review methodology combined with bibliometric analysis were implemented to identify the components and the determinants of employer brand as well as its influence for competitiveness of regional labour markets. Moreover, using rigorous bibliometric and visualisation tools, there were identified clusters of research topics on employer brand. As a result, the classification of research perspectives in the area of employer brand was proposed and the scheme that reflects the relationship between employer brand and regional labour market was worked out. A clear understanding and practical application of employer brand determinants and principles, based on establishing, maintaining and positioning of the unique attractive image of the company as an employer in the labour market enables the company to operate successfully in terms of the so-called war for talents.

## KEY WORDS

Branding, employer brand, regional labour market, systematic literature review

# Enhancing Saudi Arabia as a Tourist Destination: An Evaluation of Current and Future Branding Approach

Ghulman Salma

## ABSTRACTS

A design is defined as an initiative to create a plan for the development of an object, system, or process. Branding plays an important role in contemporary organizations as it helps to solve specific problems and helps to enhance brand competitiveness. There exists a strong connection between design and culture, given that the creative process greatly depends on the cultural context involved.

Using nation branding to promote a country is not a new concept, and many countries have been utilizing it for many years. In this group, Greenland has joined forces with a professionally designed campaign that focuses on reaching an audience primarily through the Internet website and social media platforms. In order to be effective, a website's content and message must be straightforward and purposeful, and it appears that the content and message of Greenland.com are both straightforward and purposeful. Furthermore, it is since campaigns for national branding are designed for specific target groups. (Kotler and Gertner, 2002)

Research has shown that national branding has a great influence on how countries develop tourism. Little research has however been developed towards understanding the counterproductive role of branding intangibly changing a culture.

The research, therefore, seeks to explore this research gap with the aim of helping Saudi Arabia develop a rationale for using branding as an influence for cultural patterns and trends, making it easier for organizations to make more strategic decisions. The research draws from cultural evolution theories to demonstrate the dynamism of culture as a result of social learning, which helps create the conceptual framework for how branding can influence tourism.

The research is a mixed method and involves a survey research design which allows the researcher to identify varied opinions and perceptions from a larger audience.

The results will be significant to brands and tourism, who wish to improve the perceptions of domestic and international tourists towards Saudi Arabia, allowing for a more competitive advantage.

## KEY WORDS

Tourism, Culture, Communication, Branding, Saudi Arabia

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# Evolution of COVID-19 Tweets about Southeast Asian Countries: Topic Modelling and Sentiment Analyses

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## **ABSTRACTS**

Despite the global scale of this pandemic, comparison and contrast of topics, sentiment and emotions of tweets among countries are limited. Further, most previous studies covered a short timeframe due to the recency of the event and the large volume of tweets. The purposes of this research were to (1) identify the multiplicity of public discourse about countries during the COVID-19 pandemic and how they evolved, (2) compare and contrast sentiment levels and (3) compare emotions about countries over time. The research scope covered 115,553 tweets that mentioned ten countries in Southeast Asia (SEA) from 22 January 2020 to 31 July 2021. This research presents the infoveillance methods – using a topic modelling algorithm (LDA), VADER and NRC sentiment analyses – that elucidated the evolution and the emergence of public narratives and sentiment affecting country brands during the pandemic.

## **KEY WORDS**

COVID 19 pandemic, Twitter, topic modelling, sentiment analysis, Southeast Asia, place branding

# Female Entrepreneurs as Brand Ambassadors and Rural Tourism Development during a Crisis

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## ABSTRACTS

Admittedly, tourism is one of the most significant economic engines for achieving growth and financial sufficiency in island states (Lin, Yang and Li, 2019). Being a tourism-dependent island, Cyprus's economy is mainly driven by tourism activities (Sharpley, 2001). Female entrepreneurship plays an essential role in an industry's growth. Researching female entrepreneurship within rural contexts can shed light on the societal and institutional influences that rural areas exert on female entrepreneurs (Wu, Li and Zhang, 2019).

Stakeholders in rural areas in Cyprus, such as 'Orini Larnakas' (Rural Larnaka), focus on creating tourism-related enterprises through female entrepreneurs. Relevant research examines rural business development; however, its association with tourism and place branding deserves attention, especially during periods of crisis (Li et al., 2021; Coles, Ritchie and Wang, 2021). The Covid-19 pandemic posed a threat to the recovery of tourism, especially in the vulnerable rural areas, and entrepreneurs' role is central to their enterprises' recovery and their destination's reputation.

Residents' communication about their region as a tourist attraction has started recognized in place branding (Wassler, Wang and Hung, 2021; Jeuring and Haartsen, 2017). Entrepreneurs as brand ambassadors of a region is a relatively new phenomenon in regional marketing and rural development, but it is steadily becoming more entrenched as a practice. Such novel elements of regional marketing might be a reaction to rural tourism development during a crisis (Stephens, Cunningham, and Kabir, 2021; Eichelberger et al., 2020). Research has shown that female entrepreneurs are involved in regional marketing and place branding practices and tend to form ambassador networks (Poulaki, Lagou and Valeri, 2021; Jeuring and Haartsen, 2017; Andersson and Ekman, 2009).

The purpose of this study is twofold: first, to examine how a group of rural area-based female business owners become place ambassadors, and second, how female entrepreneurs enact place branding to achieve rural tourism development during a crisis, notably the Covid-19 pandemic. Empirical evidence will be derived from qualitative research through twenty-five (25) semi-structured face-to-face interviews with female micro-entrepreneurs in the 'Orini Larnaka's' area in Cyprus. The selected sample method is purposive and thematic analysis will be employed.

While a pandemic exposes breaches and chronic deficits of established destination management practices, the expected findings will indicate how female entrepreneurs can overcome the obstacles that a crisis brings and the association between female entrepreneurship practices and place branding, aiming to create spaces of coexistence to accomplish tourism development in rural areas. Our study will contribute to the literature on female entrepreneurship in several ways. Initially, it will provide insights into unique practices and interactions underpinned by the joint endeavors of a group of entrepreneurs aiming to engage in place branding. Secondly, it will give a context-based theorization and shed light on how a context (rural region) influences and is influenced by female entrepreneurship. Lastly, it will connect entrepreneurship with a significant exogenous shock, explaining how a crisis, such as a pandemic affects the place branding of a destination.

**KEY WORDS**

Female Entrepreneurship, Tourism, Covid, 19, Brand Ambassador, Cyprus

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# Food Heritage, Culinary Tourism and Place Branding in Macao

Yuxin Fu

## ABSTRACTS

### Research Background

In this age of globalisation, there has been a surge of international interest in cultural heritage reflected in an increasing number of heritage attractions fueling the global tourism (Taylor 2004). Heritage is “a form of mediation in the process of creating the past in the present” (Harrison 2013, 38). Culinary culture provides crucial insight into the history of humankind till today which is in congruence with the notion of heritage. Amongst diverse categories of heritage tourism, culinary tourism has gained influence since UNESCO’s inclusion of food and foodways as intangible cultural heritage in 2010. Gastronomy brings cultures together (van Westering 1999), and globalisation allows geography-specific cuisines to become more accessible to a diverse and widespread population (Timothy 2016). In addition, culinary tourism has often become a destination attraction (Ab Karim and Chi 2010).

An increasing number of cities started to position themselves as heritage cities (Pearson and Pearson 2017). Macao is one of them. With its rich blend of Chinese and European architecture and culture, its Historic Centre has been designated a UNESCO World Heritage Site. Nevertheless, Macao is also a city of rich tapestry in intangible cultural heritage, especially food heritage. In 2017, Macao was designated as UNESCO Creative City of Gastronomy. Thus, interests in culinary tourism based on Macanese cuisine is gaining ground.

### Research Aims

By reviewing relevant literature and employing a few research methods, this research attempts to investigate the role of food as heritage and the contribution of culinary tourism to place branding as well as the cultural and economic development with the case study of Macao.

### Significance of the Research

The study of the food heritage and culinary tourism in Macao is of significance in the following three aspects. First, this is an applied research that can provide useful insights for policy makers and practitioners. Second, it will be inspiring to other cities with rich food heritage resources that also want to promote culinary traditions and boost economic developments from culinary tourism. Third, to the future researchers, this study bridges the knowledge gap of limited available literature on food heritage in Macao and culinary tourism in the Asian context.

## KEY WORDS

Gastronomy, food heritage, culinary tourism, place branding

# Goal congruence in place branding

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## ABSTRACTS

### Aims

Interorganizational collaboration is essential for destinations, which rely on cooperation between multiple actors in order to achieve sustainable development and planning goals (Arnaboldi and Spiller, 2011; Baggio, 2011; Beritelli, 2011; Merrilees, Miller, & Herington, 2012; Wondirad, Tolkach, & King, 2020). Such collaboration may occur either as formal and contract-based or as informal and relation-based (Lee & Cavusgil, 2006).

Although the importance of goal congruence is well documented, the underlying drivers of goal congruence in destination management are little understood. Following this, the current study explores which factors can lead destination organisations to share similar goals and thus achieve interorganisational collaboration.

### Theoretical framework

Stakeholder theory in the context of destinations has been applied to collaborative endeavours such as tourism planning, tourism policy communities, and destination marketing in which multiple stakeholders must be actively involved to ensure positive outcomes (Garrod, Fyall, Leask, & Reid, 2012; Wilke, Costa, Freire, & Ferreira, 2019; Zhang & Smith, 2019).

Drawing upon stakeholder theory and on destination branding literature, this study explores the drivers of goal congruence between museums and destination marketing organizations (DMOs).

### Main research approach

The case study approach is a research strategy that facilitates theory-building (Eisenhardt, 1989), and as such was deemed appropriate for our investigation of the hitherto little researched topic area of goal congruence drivers and collaboration outcomes. For this study we utilised a multi-site case analysis of museums in three countries, investigating their relationships with their local DMOs.

### Key arguments/findings

Based on the findings that emerged from the data, we developed a typology of the drivers of goal congruence. The three major categories of drivers are conceptualised as situational, attitudinal, and behavioural. Situational drivers comprise large projects, awareness of matching objectives, scale, and past relationship. Attitudinal drivers include willingness to share ideas, information and/or resources, mutual understanding, and willingness to cede control. Behavioural drivers encompass solidarity, reciprocity, and responsiveness.

### Conclusions

The study enriches the theoretical understanding of the drivers of goal congruence and provides a practical framework for stimulating interorganizational collaboration within destinations. This study has identified the drivers of goal congruence between two crucial stakeholders within destinations –

museums and DMOs. The typology of the drivers of goal congruence developed in this study reveals the multidimensionality of the goal congruence construct, providing a foundation for enriching our understanding of interorganizational collaboration theory.

**Practical implications**

The study reveals the drivers of goal congruence that potentially influence the temporal evolution, path dependence and path creation processes of tourism institutions (Mellon & Bramwell, 2018). Additionally, the typology of drivers of goal congruence advanced in this study may contribute to enhanced collaborative path creation processes by tourism institutions. The set of drivers of goal congruence identified in this study provide a useful framework for stimulating interorganizational collaboration within destinations.

**KEY WORDS**

Goal congruence, Interorganizational collaboration, Museums, Destination Marketing Organizations

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# Iconic Storylines: linking culture, heritage and tourism for successful place branding

**Kocken Marc**

## ABSTRACTS

International tourism has seen rapid growth and diversification over recent decades to become one of the leading economic sectors in the world. Certain European destinations are suffering under the strain of excessive tourism. Amsterdam is by no means the only European city where locals suffer from growing numbers of visitors. Therefore, since 2015, NBTC Holland Marketing, uses storylines to distribute tourism across all seasons and the entire country. These storylines are an integral part of the national HollandCity strategy and crisscross the country like imaginary metro lines. They connect different places through a specific cultural theme or interest. This helps showcase well-known landmarks while simultaneously the lesser-known sites are highlighted.

On a regional level, Dutch provinces like Gelderland, Drenthe and Zeeland have developed strategic narratives for the branding and marketing of their heritage. For instance, many different economic actors across sectors in Zeeland work with different stories, but too few of them come together and take root at the provincial level. Hence, the strategic narrative is an important step in achieving the desired consistency and thus marketing Zeeland's heritage more effectively through stakeholder collaboration. A collection of overarching storylines brings focus and coherence in the branding and marketing of Zeeland's past and serves as an inspirational tool for inhabitants and attracting visitors.

Having held multiple sessions stimulating cross-sector stakeholder co-creation and co-ownership, this served the development of a strategic narrative based on the culture and heritage in Zeeland. It also stimulated the development of creative and new products based on local stories using local food and the use of branding techniques by assigning uniquely short but attractive regionally relevant names to the strategic narratives, easily recognisable in content and relevance in relation to the provincial brand.

## KEY WORDS

Strategic narrative, storylines, place branding, food and design, heritage

# Imagining Diversity in Discourse: A thematic literature review of nation branding research on multicultural societies

Florian Dr Kund

## ABSTRACTS

Visual and narrative references to cultural diversity are often mobilized in nation branding. These images and stories of a country's multinational workforce are expected to attract investors and employers, and the projected multicultural harmony and tolerance of a society promise easy integration for foreign talents and immigrants alike. The cosmopolitan history and charm of a place are highlighted to seduce travelers and tourists, and its metropolitan buzz is said to inspire creatives and professionals. While these familiar discourses of diversity and worldliness are mostly interpreted in the international context of a suggested competition between states, a growing number of critical studies on nation branding problematize the domestic relevance of these interventions to the contestation of collective identity within a state (Kaneva 2011, Varga 2013).

An early thread of critical studies examined the domestic reception of nation branding strategies in the newly independent states of the post-Soviet region (Aronczyk 2013, Dzenovska 2005, Jansen 2008, Kaneva 2021). Focusing on the specific historical moment of the 1990s, nation branding in these countries was seen to be deeply intertwined with the power struggles of local elites for establishing hegemony over the interpretation of collective identity. Discourses of (ethnic and cultural) difference and diversity took center stage in these claims for the nation-state, and nation branding inevitably became implicated in the articulation of the competing narratives (Jordan 2014).

Critical studies also explore how nation branding functions as a measure of competing minority and majority nationalisms in states where multiple territorial and cultural images of "nation" overlap in institutionalized systems (Moskowitz 2021). In this context, the discourses of multiculturalism and multinationalism label antagonistic political strategies, and nation branding can either empower or contradict the recognition of national and cultural plurality (Rius-Ulldemolins and Zamorano, 2014).

While a recently emerging body of research traces the politicization of the concept of cosmopolitanism in nation branding discourses at such places of neoliberal globalization and migration as the Arabian Gulf (Koch 2019, Pagès-El Karoui 2021) or Singapore (Florian 2014), a handful of studies call for the decolonization of discourses of multiracialism and multiculturalism in the context of nation branding (Florian 2019, Roy 2019).

Most of these studies, however, remain to represent disparate and single cases without a connecting theoretical framework developed beyond a broad regional focus. Addressing this gap, this paper aims to provide a systematic reading of the interdisciplinary scholarship on nation branding in multicultural societies. By doing so, it aims to collect and synthesize previous research on the topic to facilitate the creation of theoretical frameworks and conceptual models, and to identify areas in which more research is needed (Snyder 2019). By integrating results and perspectives from a variety of empirical findings, it also aims to address the supposed connection between nation branding and nation building with a power that no single study has (Snyder 2019). As it argues, establishing a typology of cases and interpretations will contribute to a better understanding of the conditions in which nation branding can gain a paradigmatic domestic relevance, challenging the skeptical interpretations of its potential domestic significance (Ståhlberg and Bolin 2016).

**KEY WORDS**

Nation branding, nation building, cosmopolitanism, multiculturalism, nationalism

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# Inclusivity and sustainability as place brand attributes in the creative economies: evidence from ten European case cities

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## ABSTRACTS

This study joins the stream of research investigating the influence of the creative sector on the development of cities (Boccella & Salerno, 2016); the importance of place branding for local development (Maheshwari et al., 2011); and the process of place branding in the creative economy (Evans, 2015). De Noni et al. (2014) studied brand attributes with a focus on influencing city brand attractiveness, and Pasquinelli et al. (2022) recently addressed the creative economy, place branding, and place brand attributes, thus combining place branding and the creative economy at a specific location, thus legitimizing investigating a city/place as a creative brand (Dudek-Mánkowska & Grochowski, 2019).

Like Pasquinelli et al. (2022), we study place/ecology brand values and attributes as a component of the urban approach to addressing current challenges, such as the Covid-19 crisis. Pasquinelli et al. (2022) study the pre- and post-pandemic brand communications presented on Instagram of four Italian iconic cultural destinations (Rome, Florence, Venice and Milan). Another study on Milan (De Noni et al., 2014) identifies opportunities to enhance a city's perceived image and cultural creativity. Sasaki (2010) also addressed urban social inclusion in a study of the Japanese city of Osaka. Place branding plays an increasing role in influencing the competitiveness and attractiveness of cities, which influence their ability to attract investors, companies, tourists, new citizens, and most of all, a skilled workforce.

The current research contributes to the earlier studies by examining the target cities in the context of creative economy and investigating how the cities, as creative brands can be differentiated from their competitors by utilizing inclusiveness and sustainability as brand attributes. From the perspective of creative economies, enhancing the cultural, artistic, and historical experience exchange between the cultural service ecosystem actors is important (Ciasullo et al. 2018). Our data are gathered from ten European cities and interviews with more than 300 representatives of the creative economy in 2020. In addition to a comparative analysis of the case cities, we conducted an intensive case study of one of the cities to illustrate the branding process in context. The outcome was an understanding of the unique nature of the city (see Eriksson & Kovalainen, 2016)."

## KEY WORDS

Brand attributes, city branding, creative economy, place branding, inclusiveness, sustainability

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# Measuring the brand value of countries: ranking of the best countries and Croatia

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## ABSTRACTS

Today, when branding is no longer an added value but a necessity, it is very well understood by countries that are trying to become globally recognizable and that are constantly developing their brand. The reasons for such “commercialization” of a country are various, from attracting tourists, students, and investors to strengthening the image among its population, etc. There is no unambiguous answer to the question of how strong a country is as a brand, but it differs according to various relevant world indices that measure the strength of countries as a brand using different methodologies and valuation categories, as well as indices that take into account financial assessment of the country brand.

Thus, among the world-renowned indices, following are discussed in more detail: Simon Anholt’s Nation Brand Index, Future Brand: Country Brand Index, Brand Finance, Bloom Consulting, and Best Countries by U.S. News. All these indices indicate about the importance of managing countries as brands and the impact of their image on economic, political, and other successes on the international market, which ultimately speaks of the importance of high positions on indices that enable countries global media promotion (Skoko, 2021: 88).

The aim of this paper is to present and clarify the methodology of the mentioned indices, but with special emphasis on Croatia as a brand. The authors analyze how the methodologies in each of the mentioned indices are set, but also how the position of Croatia as a brand has changed over the last 10 years. In addition to Croatia’s current position according to the analyzed indices, special emphasis will be placed on which areas Croatia can be considered as a competitive and desirable country brand.

## KEY WORDS

Country brand, branding, country index, country value, Croatia

# Motivational drivers of territories to host film productions

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## ABSTRACTS

### Study Background and Research Gap

In 2021, and against all expectations following the covid crisis, France has never hosted as many films and series shoots on its territory before – the highest record since the first CNC studies in 1994. Due to the various recovery plans, the setting up of a guarantee fund for filming and a certain interest in the audio-visual sector by the general public, France has seen an increase in sales of French audio-visual programmes abroad, an increase in the number of films approved (+43.5% compared to 2020 and +13% compared to 2019) an increase in the number of international co-productions (+66.3% compared to 2020 and +23.3% compared to 2019) (CNC, 2022). Public funds in approved production in 2021 reached €33.85M for 142 films, the highest level recorded. Thus, through this dense activity, we observe the progressive emergence of local public structures aimed at hosting film shoots. However, these organisations are structured in a heterogeneous way at the national level, in terms of internal functioning, hosting processes, practices and motivational drivers. Therefore, in this research, we will focus on an exploration of the motivational determinants of these public structures and their impact on place attractiveness.

### Main Research Approach

The literature on place branding (Vuignier, 2017), tourism and destination marketing reveals direct and indirect impacts of film productions on territories. Films and series have power over the image perception of a territory (Hudson & Ritchie, 2006; Beeton 2016), impacting it positively or negatively, as well as on its notoriety (Tooke & Baker, 1996; Hudson, 2011). They also take on the role of marketing tools for tourism promotion (Busby & Klug, 2001; Kim, 2003) or the role of an economic leverage regarding direct economic benefits generated by filming (Croy, 2011). These impacts are not unsuspected by territorial managers (Hudson, 2011; Dominguez et al, 2021), and we observe a proliferation of dedicated public structures. However, the literature concerning these structures and their intentions is minimal. Therefore, we will use the theory of strategic intent (Hamel & Prahalad, 1989), which implies in the territorial framework the capacity of territories to mobilise their resources, competences and organisational capacities (Hernandez, 2008). Based on an exploratory approach (Stebbins, 2001), a qualitative study of semi-structured interviews will be conducted among territorial managers of the following structures : film commissions, film location offices, and film missions, representing different perimeters of public action (city, metropolis, department, region, in the administrative meaning) and throughout France. We intend to use the Gioia methodology (Gioia et al. 2013).

### Excepted Findings

At this stage, the study is not yet complete. However, the results excepted concerning the motivations for hosting film shoots would be multiple. Indeed, we assume that the drivers can be multiple and additional, and that they would appeal to the image of the territory, its economic development, and its tourist development. We hope to highlight the hosting motivational drivers, and correlate them to the different processes implemented by the local public structures devoted to film productions. The findings would lead to useful practical implications for these structures.

## KEY WORDS

Films productions, Film commissions, Place Attractiveness, Motivational drivers, Strategic intents

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# Neolocal approaches in New and Old World Wine Countries: Insights from Chinese vs Western wine tourists

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## ABSTRACTS

Globalization and the ongoing homogenization of place and culture (Wright and Eaton, 2018) may link to the commodification of local products and resources. In response to such developments, neolocalism resists to such trends – at least in theory. According to Holtkamp et al. (2016: 66), neolocalism is ‘a conscious effort by businesses to foster a sense of place based on attributes of the community’ and ‘an active, conscious attempt to create a new sense of place’. Consumers and travelers tend to value authenticity more and appreciate a shift from staged authenticity to immersive experiences (Mody and Koslowsky, 2019). As a result, places focus on interests embedded in the local place to create the basis of a localized social structure upon which place and destination branding and communication build (Cox and Mair, 1991). Hence, some places look into ‘elements of the past’ (i.e. cultural or heritage assets) to sustainably develop neolocal tourism, and, in this effort, places often prioritize food and drink (Ingram et al., 2020). In fact, neolocalism as a concept per se was first introduced nearly 25 years ago, building on micro-breweries in the United States (see Flack, 1997).

Place brands recognize that wine often reflects local heritage (Kladou et al., 2020), might boost the well-being of communities, and thus, is a key asset for branding efforts (Lee et al., 2020). As such, places (can) use wine to move beyond localism and into neolocalism by intentionally constructing cultural and place-based narratives through incorporating wine culture to wine tourism initiatives. The question emerging is whether such efforts can be generalized and are equally successful regardless (1) places addressing diverse wine traveler/consumer profiles, and (2) the Old/ New Wine Country classification of the place and the neolocalism approaches followed in order to build a wine-centric branding narrative.

## KEY WORDS

Wine tourism, Destination brand equity, Wine tourists

# New urban tourism mobilities: food as a means for sustainable destination branding

Josefine Östrup Backe

## ABSTRACTS

### Aim

This paper aims to explore how food can be used as a means for branding urban tourist destinations. Using Copenhagen as an example, the objective is to study the ways in which food and food related activities are put forward in order to stimulate new visitor flows, and enable a sustainable urban destination development.

### Theoretical framework

The research paper addresses destination branding in relation to food tourism, tourism mobilities and sustainable destination development. Food and food experiences are highly appreciated by many tourists, and food is to a still higher degree being the major point of interest to many tourists while visiting a destination (c.f. Hall and Sharples 2003; Everett 2016). Food is perceived to reinforce destination identity through e.g. local specialties, traditional recipes and cooking methods, while simultaneously representing e.g. innovation and creativity (c.f. Sundbo et al. 2013; Gyimothy 2017; Östrup Backe 2020). For this reason, food is often given significant space in destination branding efforts, as a means for competitiveness and differentiation. Furthermore, food can be a way for destination managers to meet increasing tourism flows in certain parts of a destination. Many visitors are interested in 'off the beaten track' experiences, as well as discovering local food products and culture. Food and food activities can, in this sense, be seen as a tool to spread out visitors and direct them to areas with less visitor pressure.

### Main research approach

The paper adopts a qualitative research approach. Copenhagen's food branding strategies are studied through semi-structured interviews, participant observations, and document studies (including websites, reports, and social media posts). Focus is on how food and food experiences are put forward to create new tourism flows and get the visitors to spread out and use other parts of the destination than the main tourist areas.

### Key findings and conclusions

Preliminary findings show that food can be used as a way of constructing new sub-destinations and create new tourism flows within a destination. Food and food experiences in terms of e.g. various types of restaurants, food markets, tours, food and drink-related festivals, can be motivating factors for visitors to discover parts of the destination that they would not normally have found. Preliminary results also show that the food-related destination branding is to a large extent aimed at bringing together visitors and local residents as a way to obtain a sustainable destination development.

The outcome of this research can thus shed light over the role of food in urban destination branding, as well as how we use urban space.

### Practical implications

The findings of this research paper will contribute to an enhanced understanding of the ways urban tourism organisations can develop new strategies for sustainable place branding through food. Furthermore, the outcome will be able to stimulate the development of new solutions for

service innovations in tourist destinations, as well as support the development of new guidelines or recommendations for sustainable destination branding.

**KEY WORDS**

Destination branding, food tourism, tourism mobilities, sustainable destination development

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# Outlining a feminist ethics of sustainable place branding

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## ABSTRACTS

### Aims

It is increasingly argued that place branding is an important element in sustainable urban development (e.g. Therkelsen et al., 2021; Taecharunroj et al., 2019). However, there are still unresolved ethical difficulties connected to the relation between sustainable development goals and place branding strategy. For example, a typical ethical dilemma arising at the nexus of sustainable development and place branding concerns the reconciliation of the promotion and commodification of places and making them into ecological and social just habitats. In order to approach such dilemmas, this paper proposes a feminist ethics to sustainable place branding that go beyond the idea of autonomy of place brands, and towards the recognition of inherent interdependency between places, people, and brands.

### Theoretical framework

This research builds on previous critical interventions in the field that has demonstrated that place branding is not an ethically neutral practice, but has political and normative consequences in its application (e.g. Sevin, 2011; Kavartzis et al., 2017). The theoretical argument is informed by Butler's (2020) recent work on feminist ethics of non-violence in order to shift focus from sustainable place branding as an autonomous practice to the complex relational constitution of place branding, sustainability, and society.

### Main research approach

The study advances a conceptual argument with empirical illustrations of sustainable place branding in cities.

### Key arguments/findings

In the analysis, typical views on ethics and ethical dilemmas identified in place branding research are discussed in relation to three key premises underpinning the feminist ethics approach: relationality, embodiment, and vulnerability. Taken together we argue that these premises help us to formulate an ethics for sustainable place branding that celebrate unavoidable interdependency and moral equality.

### Conclusions

The paper concludes that a robust ethical notion of sustainable place branding passes through the acknowledgment of the unavoidable geographical, political, social, and ecological bonds between place brands, and an honorability of the moral obligations that such interdependency entails.

### Practical implications

The ethics approach outlined in this paper is able to inform policy and practice of achieving ecological and social justice in places as part of their commitment to the 2030 agenda for sustainable development.

**KEY WORDS**

Place, branding, sustainable development, ethics, feminism

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# Participatory approach to applying DNA brand identity model to the city of Łódź, Poland

Hereźniak Marta (1)

Florek Magdalena (2)

## ABSTRACTS

**Aims:** The aim of the paper is to examine the development of the business brand of Łódź - the third largest city in Poland - and to explore the participatory nature of city branding by showcasing how stakeholders can be involved at different stages of brand development. With this process, the city of Łódź, represented by Business Development and International Relations Bureau, was seeking to redevelop its approach to creating a business ecosystem in the city and to reposition Łódź - previously known as a location mainly for BPO/SSC companies - as a destination of choice for tech companies and to stimulate the creation of jobs higher up the value chain.

**Theoretical framework:** To address the issue of brand scope and the specificity of the managing organization, the analysis of brand identity models (Florek 2022) was performed and as a result, the DNA brand identity model (Chapman and Tulien 2010), comprising four distinct brand identity components (differentiators, standards, values, style), was applied as a main framework. Moreover, the authors adopted participatory approach ensuring the involvement of the key external and internal stakeholders throughout the process. The participatory and inclusive place branding has been universally applauded by researchers and practitioners alike, as a paradigm that encourages stakeholder empowerment and as resulting in more sustainable place branding strategies and practices (e.g. Hatch and Schultz 2010; Kavaratzis and Hatch 2013, Eshuis et al. 2014, Zenker and Erfgen 2014, Hereźniak 2017).

**Main research approach:** The process of brand development was divided into four phases: set-up, analysis, strategic development and feedback. The set-up phase included preliminary consultations with selected partners, the articulation of strategic direction and redefinition of the role of the managing organization. Analysis comprised stakeholder mapping, desk research, IDIs with representatives of 25 external stakeholder organizations and internal workshops. Strategic development phase involved applying the research results to the DNA brand identity model, thus defining differentiators, standards, values and style of the business brand of the city of Łódź. The feedback phase (currently in progress) is aimed at bringing business brand identity concept to the key stakeholders and transforming it into real on-brand project and initiatives.

**Key findings/ conclusions:** Adopting a participatory and inclusive perspective to city brand development allowed to reduce the existing tensions among stakeholders, leading to their increased willingness to participate in joint projects and initiatives. Keeping stakeholders informed stimulated their interest in and understanding of the brand identity concept as well as the general level of trust in the activities of the managing organization.

**Practical implications:** With the current study, the authors aim to contribute to bridging the gap between the theory and the practice of city brand development. Observing the practice of where and how stakeholders should be involved and the outcomes of such involvement is likely to improve the stakeholder-driven place branding activities.

**KEY WORDS**

City branding, city brand identity, stakeholder involvement, participatory branding

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# Place brand management in Ghent - What makes Ghent 'Ghent'?

**De Vocht Melanie (1)**

**Vincke Eveline (2)**

## **ABSTRACTS**

In 2019, Ghent developed a place brand strategy in which it distinguishes itself from other cities by a Ghentian way of handling things. Ghent is a Belgian city of approximately 260.000 inhabitants and 150km<sup>2</sup>.

The strategy has one main goal: reflecting Ghent's unique style in all aspects of city life. It consists out of a brand essence (metaphorically stated "Ghent is a safe haven") and three guiding brand values, i.e. engaging, offbeat, and groundbreaking.

To develop the place brand strategy a co-creative trajectory took place with different stakeholders of the city.

In this case study we would like to elaborate, from a practitioners point of view, on 1) the co-creative trajectory to develop the place brand, 2) the place brand strategy itself, and 3) how this Ghentian style is being implemented in the city organization and in every aspect of city life."

## **KEY WORDS**

Case study, place branding

# Place branding as an approach to development of rural tourist area: the case study of the Bohinj - From Bohinj brand, Slovenia

Logar Erik

## ABSTRACTS

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 Bohinj/From Bohinj place brand to the Bohinj area in Julian Alps, Slovenia. This place brand has become a benchmark due to its international success and a role model for many other similar territorial initiatives to establish a place brand in other rural areas of Slovenia. The Bohinj/From Bohinj brand mark the authenticity of top-quality local products and services, endorsed by the locals. The place brand guarantees the highest standards of workmanship or service and is a guarantee of areas' authenticity.

Through the analysis of documentary sources, 12 semi-structured interviews and results of a focus group the article enlightens the developmental effects of the Bohinj/From Bohinj on local producers in 2021. 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 tourist shop-spots and online shop are established, festivals to promote the image of area are organised and diverse activities to update stakeholders' marketing strategies are now available too.

On other hand, challenges of current brand development are exposed. One decade of brands' history is constantly marked by re-organising and new emphasises of place brand. There is also lack of engagement in local communities to shape common strategy of future brand development in participatory bottom-up process. Young entrepreneurs 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 will thus be presented.

## KEY WORDS

Place branding, territorial development, rural geography, tourism, local producers, bottom up approach, Bohinj, Slovenia

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# Place stakeholders' participation in a rebranding initiative -How do different types of involvement influence perceptions, attitudes and behaviours?

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## ABSTRACTS

### Aim

The interest for participatory place branding and inclusive place branding practices is growing and place branding is increasingly seen as a collective exercise (e.g. Jernsand, 2016; Källström and Siljeklint, 2021). However, previous studies do not consider that the type of involvement among the place stakeholders can differ and the consequences of such differences. In the current study we have followed a place rebranding initiative and identified substantial differences in the place stakeholders' type of involvement, regarding both depth and time. Even if rebranding is common in practice, the studies on place rebranding are scarce (Hakala, Lemmetyinen and Nieminen, 2020). The aim of the current study is to explore how differences in involvement in a place rebranding initiative influences place stakeholders' perceptions, attitudes, and behaviours.

### Theoretical framework

Ten years ago, Kavaratzis (2012) started to talk about a new conceptualization of place branding, in which stakeholders are given a prominent role. This can be understood in the light of that residents and other place stakeholders not only are seen as "consuming" the place they live in, but also shaping it and playing crucial roles in the formation and communication of the place brand (Rozhkov and Skriabina, 2015; Braun, Kavaratzis and Zenker, 2013). It has been suggested that stakeholder involvement in place branding can lead to a clearer brand concept and increased effectiveness in attracting new residents, visitors, and businesses (Klijn, Eshuis and Braun, 2012), to united residents and a more legitimate brand (Martin and Capelli, 2017) as well as strengthened sense of brand ownership (Hakala et al., 2020) and sense of belonging and citizenship (Källström, 2019; Kavaratzis and Hatch, 2013; Kavaratzis, 2012).

### Research approach

The current paper is a qualitative case study where Kristianstad's re-branding initiative is in focus. Kristianstad is a municipality in Sweden which can be regarded a typical case. The research design is inspired by participatory action research as researchers have followed the process over a period of seven months (December – June, 2022) and are given the opportunity to co-design, be a part of, intervene, and critically reflect over the implementation process. Observations at meetings and a workshop are complemented by qualitative questionnaires and nine interviews with involved place stakeholders.

### Findings and conclusions

The study reveals substantial differences in place stakeholders' type of involvement in a participatory rebranding process, both in terms of depth and time, and that past involvement in similar branding initiatives needs to be considered as rebranding context brings constraints in terms of past experiences (Li et al., 2020). The preliminary analysis shows that the stakeholders' type of involvement influences participants' perceptions of the place brand identity as well as their attitudes, both in form of general

attitude to the rebranding initiative and attitude towards brand ownership. However, their behaviours in terms of acting as ambassadors for the place does not seem to be related to the type of involvement, rather it seems to be inherited in their role as residents.”

**KEY WORDS**

Participatory place branding, place stakeholders, involvement, place rebranding

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# Product-place co-branding: a case study

Briana Maria

## ABSTRACTS

Branding is about mental mapping and reputation management. Co-branding is a popular technique used to transfer the positive associations of the partner brands to a newly formed co-brand. Product branding as well as corporate branding principles and concepts have long been transferred to places broadening both the conceptual understanding of branding as well as the scope of place branding. Place branding has been practiced, whether consciously or not, ever since places have started competing with each other, focusing on managing distinctive image associations.

The current study builds on the three key sections of place branding: a) geographical nomenclature, b) product-place co-branding and c) branding as place management as proposed by Kavartzis and Ashworth (2005). Based on qualitative interviews as well as on data from secondary sources, “The Naxos Apothecary” is used as a case of place branding to: a) analyse a product-place co-branding strategy being applied, b) explore the causes of fit among the products and the place and c) compare this strategy with other place branding strategies. Thereafter, a theoretical model of product-place co-branding strategies is developed.

Findings indicate that place branding is neither the use of place names as products nor the use of place attributes as associations for products. Findings also suggest that commercial producers inadvertently are setting themselves up as public sector place managers as they occasionally play an active role in the delivery of place brands. Given the unique risks associated with product-place co-branding, managerial implications are also discussed.

## KEY WORDS

Place branding, Product, place co, branding, Spill, over effects, Place management, Naxos

# Research on the Tik Tok Short Videos and City Branding Communication in China

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## ABSTRACTS

Tik Tok is the most popular short video production and dissemination platform in China, and a new tool for city communication. The Aims of this research are to review the development of city communication in China, analyze the communication characteristics of city image in the short video stage, and to make suggestions for the city communication departments to make effective short videos to communicate their city brand.

This paper first reviews the development of city communication in China. It is found that city communication is mainly divided into three stages: pre-mobile Internet stage, mobile graphic stage and mobile short video stage. In the era of short video stage, the communicators are becoming more diversified, the communication contents are becoming more plentiful, and the communication channels are becoming more abundant. The city communication has been given a new vitality at short video stage.

There are four main features of city image short video communication: First, short video has become the latest blue ocean for city communication; second, the number of short videos of Chinese cities shows an even distribution between east and west, but the central cities are low; third, the western hub cities have achieved a jump in popularity ; fourth, Chongqing, Xi'an and Chengdu have produced a large number of popular videos, and some small and medium- sized cities have also produced popular video. The content themes of popular short videos on city image are relatively concentrated, mainly local food, landscape attractions and positive government image. And most of the popular videos come with challenge tags, which broaden the ideas of short video creation for users. Ordinary citizens become the main tellers of city stories and the main creators of city short videos. Through the analysis of popular short videos, this study summarizes four major communication symbol - BEST, namely BGM, Eating, Scenery, and Technology. These four categories of symbols form a three-dimensional city image and make the city more recognizable.

City image short video can drive city tourism, create and export city cultural brand, and also contribute to the international communication of cities, so it is necessary for cities to develop effective short video communication strategies. Government should do a good job of top-level design, clarify the city's positioning, strengthen the city's identity, concentrate advantageous resources and pay attention to city management. At the same time, short video creators need to adapt to the new communication rules, strengthen interaction and dialogue, increase the interest of stories, adopt appropriate narrative and filming methods, and tell city stories with innovative camera language.

## KEY WORDS

City communication, short video, Tik Tok

# Scared to action – how an outlook of decline sparked public-private collaboration for place development and branding in Sønderborg, Denmark

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## ABSTRACTS

### Aims

The aim of this paper is to investigate the challenges and opportunities arising in municipalities where much of place development and branding is done through public-private partnerships.

Theoretical framework: In Denmark, several significant industrial companies are based in rural and distant regions. These companies need educated and skilled workers, while the places where they are located suffer from a negative “outsirt” reputation, making it difficult to attract such employees (Sørensen and Svendsen, 2014). In Sønderborg, the family behind one such industry giant – Danfoss - established a foundation with the purpose of taking care of the company (Bitten & Mads Clausens Fond, 2015). Part of this work is to make the area where it is located an attractive place to live for the employees. In 2004, the foundation sponsored a study of the business environment and livability, which drew a pessimistic picture of the area. Prompted by the results of the study, collaborations between the municipality, the foundation, and other private stakeholders were established, with the aim of developing and branding the municipality to create a positive future. Situations with such a big presence of private actors in local development and branding, which usually is a public responsibility (Collins, 2021), is understudied and raises several questions. On the one hand, some local actors, private and public, might present a laissez-faire attitude towards the development, relying on the powerful actors (Collins, 2021). On the other hand, such an approach might still raise questions about democratic legitimacy (Eshuis and Edwards, 2013).

### Main research approach

The data are collected through qualitative, semi-structured interviews with various local stakeholders, treating the stakeholders’ attitudes towards the development and branding of Sønderborg.

### Key arguments/findings

There are several implications of applying this model of public-private partnerships for the development and branding of the place. On the one hand, it means access to funding, faster implementation, and completion of ideas. Nevertheless, on the other hand, it raises questions of overdependency on some private actors, risks creating a laissez-faire attitude among other actors’ for their contributions, and raises questions of democratic legitimacy.

### Conclusions

Few concerns can still be found regarding the input and throughput legitimacy, even with such a collaborative approach to place branding. Nevertheless, the output legitimacy when people see the results of the initiatives often outweighs those doubts and wins the critics over. However, the municipality depends on strong private actors to act for further development.

### Practical implications

Collaboration between the public and private sector is crucial for the successful branding and

development of rural areas. Such collaborations can be prompted by negative provisions, which highlight the need for action. Strong private actors can facilitate the implementation of ideas, while collaboration with such actors needs to be handled with care to gain and keep legitimacy for the branding done and avoid creating overreliance on the few actors.

**KEY WORDS**

Private foundation, democratic legitimacy, municipal branding, dependency, public, private partnerships

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# Soft power in a hard power world: The case of Ukraine

Jagodzinski Konrad

## ABSTRACTS

Brand Finance has been measuring the strength and value of nation brands since 2005. Since 2019, it commissions original market research to better understand the Familiarity, Reputation, and Influence of nations and the extent to which soft power impacts these measures – the Global Soft Power Index. It is the world's largest research study on perceptions of nation brands, surveying the opinions of 100,000+ respondents in 100+ markets on 120 nation brands.

Brand Finance defines soft power after Joseph Nye as “a nation's ability to influence the preferences and behaviours of various actors in the international arena (states, corporations, communities, publics etc.) through attraction or persuasion rather than coercion”. The Index also measures seven ‘soft power pillars’ contributing to the favourable or unfavourable perception of nation brands. The pillar research explores various aspects of Business & Trade, Governance, International Relations, Culture & Heritage, Media & Communication, Education & Science, and People & Values.

Understanding those perceptions is key for national, regional, city, and corporate brands to achieve success internationally, allowing to identify strengths and weaknesses and to improve growth strategies going forward. Historically, soft power developed spontaneously. But increasingly, countries see soft power as an important element of statecraft, and a number of countries, from New Zealand to Turkey, explicitly seek to develop their soft power as an instrument of foreign and trade policy.

As a result of Russia's invasion of Ukraine the world is at a crossroads and power dynamics are shifting permanently. While soft power has been the driving force behind reputation and influence on the global stage, hard power is now looming large. Russia seems to believe military hard power alone will achieve its objectives, but is being thwarted by heroic resistance from a much weaker military force. The rest of the world believes economic hard power will make Russia change course and withdraw. Meanwhile, Ukraine is providing a masterclass in the use of soft power to galvanise global opinion, using conventional and social media to win the argument. This paper will explore and debate the role of soft power in today's world, at a time when some have begun to consider it a concept of the past.”

## KEY WORDS

Soft Power, Nation Brands, Hard Power, Nation Brand Valuation, Global Soft Power Index, Brand Finance

# Sweden's public diplomacy in light of the Covid-19 pandemic. The role of day-to-day communication

Kobierecka Anna

## ABSTRACTS

In contemporary world soft power and the potential to influence other international actors became a necessity. Strengthening this power to influence is today a significant part of international activity of states as it allows to increase reputational security. Nicholas Cull identified this phenomenon and explained it as ensuring security through reputation, higher visibility, recognizability, and significance of an actor in international environment (Cull, 2019).

In pursuing reputational security, effective public diplomacy and nation branding seem to be a necessity. Sweden is one of the countries that successfully shapes its image and reputation. It is highly ranked in terms of its nation brand – in 2021 it was ranked 9th in the Anholt-IPSOS Nation Brands Index (IPSOS Nation Brand Index, 2021), soft power – in 2019 it was ranked 4th in the Soft Power 30 (Soft Power 30, 2019), reputation – in 2017 it was ranked 3rd in the Country RepTrak index (Reputation Institute, 2017). Sweden also shines in terms of innovation (ranked 2nd in the Global Innovation Index in 2021 (World Intellectual Property Organization, 2021)) or gender equality (ranked 1st in the Gender Equality Index in 2021 (European Institute for Gender Equality, 2021)). However, in turbulent times of the COVID-19 pandemic, there are many challenges to the international reputation of a country and many potential disruptions to the process of communication with foreign audiences and the process of image creation. Sweden during the pandemic, especially in its first stage, was frequently discussed by international media outlets, sometimes in a rather negative light (Erdbrink, 2020; Europnews, 2021; Soric, 2021; BBC News, 2020). This referred mainly to a significantly different way of managing the crisis situation in comparison to other European countries. Thomas Erdbrink (2020) in New York Times called Sweden a 'pariah state' owing to its distinct strategy of counteracting the pandemic, The Guardian was reporting about a decision made by Norway and Denmark to prolong closed borders with Sweden because of higher death rate in this country (Henley, 2020). According to one of the latest research by James Pamment (2021), negative media coverages can be perceived as a potential challenge to public diplomacy efforts and its transmission methods.

The purpose of this research is to investigate the Swedish communication through public diplomacy with foreign publics during the COVID-19 pandemic, both pursued by the Swedish Institute, and through official communication provided by the government. The case of Sweden provides an interesting object of analysis since it was subject to intensified interest of the foreign media. The main argument of this research is that in light of a specific situation in Sweden during corona crisis, which resulted from the way Sweden was handling health crisis, day-to-day communication within public diplomacy rhetoric served as a soft tool of explaining the Swedish specificity.

## KEY WORDS

Public Diplomacy, Nation Branding, Communication

# The Drivers and Inhibitors of Residents' Participatory Role in Place Branding

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## ABSTRACTS

Place residents have been referred to in the place branding literature as the 'bread and butter of place' (Braun, Kavaratzis and Zenker, 2013:3), and the primary place makers who, through their high level of interaction with place, further shape it by creating place brand associations (El Banna and Stoica, 2021). Place residents act as both place marketers and primary target audiences for place branding (Kavaratzis, 2004). And their participation in place branding activities significantly contributes to creating unified place images, credible worldwide associations, and authentic place identities.

Nonetheless, while residents' role in shaping their place cannot be ignored, oftentimes the factors that drive or inhibit their engagement in official place activities is far from clear (Insch and Walters, 2018). This holds even stronger for places with limited place branding budgets or those with a weak or negative reputation.

There are several factors that can enhance or obstruct the degree of residents' involvement in place activities. Previous place marketing and branding studies have attempted to look at residents' participation from a narrow perspective addressing single initiatives (e.g., either bottom-up or top-down) or examining residents' indirect involvement in decision-making usually in public diplomacy studies (e.g., voting). Moreover, there has been a lack of understanding of the drivers and barriers of residents' participation in place branding activities especially when it comes to places with negative reputation.

This study presents, from a cross disciplinary perspective, a comprehensive understanding of the drivers and barriers of participation across different place activities. The study follows an inductive qualitative approach to address the questions of why residents participate or avoid place activities and what can place brand managers do to drive residents' participation in places with a negative reputation. Participation is assessed in three initiatives that take place in Luton, a British town which has been widely known for its negative reputation, following a top-down, bottom-up and mixed approach. These approaches are investigated using twenty-eight interviews with residents and municipality workers, as well as ethnographic fieldnotes and netnography data.

The data led to a compilation of factors that impact residents' participation. Although often distinct in participatory research, our data suggested that the drivers and inhibitors are not mutually exclusive and can differ accordingly with the approach of the campaign. For example, what motivates residents' participation in a top-down campaign can be quite different than in a bottom-up campaign. The study further examines the implications of these factors in relation to the degree of residents' participation and the outcomes of the place branding activities. The findings contribute to the understanding of participatory branding and residents' involvement in branding places which are struggling with their reputation. The study concludes with a set of practical recommendations for place managers.

**KEY WORDS**

Participatory Branding, Residents Involvement, Participation Drivers, Participation Inhibitors

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# The Personal is Professional: Exploring Particular Challenges of Place Brand Practitioners

Warren Giannina

## ABSTRACTS

### Aims

This research attempts to understand the subjective occupational reality of personnel who work in place branding. The paper employs a cultural economy and promotional culture perspective (Davis, 2013; du Gay, 2013) to examine normative professional expectations placed on these promotional intermediaries, the commodification of their personal resources for promotional gain, and the cultural influence they wield due to the high-exposure nature of their work.

### Theoretical framework

Drawing on sociological theories of cultural intermediation (Bourdieu, 1984) and emotional labour (Hochschild, 2003), this paper applies a social constructionist approach to the analysis of the characteristics and work of the promotional actors in place branding. Bourdieu (1984) contended that cultural intermediaries draw from their personal lives and tastes as crucial occupational resources. The working lives of cultural intermediaries often overlap with their lives outside of work, with the lifestyles they lead personally helping them impart an authority and authenticity necessary for the organisations they represent to be perceived as credible (Smith Maguire and Matthews 2014; Warren and Dinnie, 2018). Feminist perspectives situate this type of promotional work as a form of emotional labour – where the performative emotional requirements of highly relational work can have negative repercussions on the identity and well-being of workers (Hochschild, 2003; Yeomans, 2013).

### Main research approach

Drawing from in-depth interviews with over 40 place brand practitioners globally, a qualitative approach was adopted using interpretive phenomenological analysis (IPA) which draws from the interpretivist paradigms that place lived experience as central to an analytic understanding of a subjective first-person account (Griffin and May, 2012).

### Key arguments/findings

The promotional agents who represent a place tend to view their work as the relatively passive interpretation and circulation of local cultural production and consumption; claiming that their actions are objective and rational – a series of brand management decisions based on measurable and achievable results (Aronczyk, 2013). However, this paper argues that this work is neither completely rational nor neutral, and in fact relies heavily on the personal and subjective investment of social and cultural capital, as well as performances of legitimacy, on behalf of the promotional actors responsible for the design and implementation of place brand strategies.

While recent scholarship on emotional labour in media work posits that this might result in complicated and negative consequences relating to wellbeing and mental health (Šimunjak, 2022), this research offers a new perspective – one that highlights the particularities of place promotion work and the resultant need for new approaches in training and support for practitioners.

### Conclusions

Given the meteoric rise of place branding, there have been calls to better understand the challenges

practitioners face and the mechanisms by which they can overcome these challenges (Moilanen, 2015; Reynolds et al., 2022; Warren et al., 2021; Warren and Dinnie, 2018) and this paper makes a strong case to better support practitioners through professionalisation, pedagogical pathways, and informed hiring practices.

**Practical implications**

Identifying the promotional actors in place branding within a socio-cultural framework can help to contextualise the importance of their work amongst broader sociological and institutional structures. It also identifies the important role they play and makes a strong case for support in helping them overcome the personal challenges they might encounter within the profession.

**KEY WORDS**

Cultural intermediation, emotional labour, professionalisation, practitioners

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# The political stakeholder in place and city branding - friend or foe?

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## ABSTRACTS

This is a literature study aimed to give more insight in and understanding of the role of the political stakeholder in place and city branding. We examine the role of political stakeholders from two different perspectives based on the stakeholder concept. In the first part we take a stakeholder centric perspective where we analyze what politicians have at stake, what their potential wins and losses are when they decide to invest in place and city branding. In the second part we use a focal organization-centric approach where we look at DMOs, consultants, specialists and others involved in execution of city brand projects as intermediaries with their own organizational hub. How do they see politicians as stakeholders in projects?

The political stakeholder has something at stake in place and city branding but scholars have primarily focused on the reputational loss perspective. Political prioritization of resources for brand projects in competition with other public responsibilities may lead to intra-organizational conflict, primarily in the political arena and in the administrative arena, but also inter-organizational with politicians from other organizations and extra-organizational conflicts with citizens. Few studies have approached the political gain potential, possibly because there are so few well-documented examples of successful brand projects.

No successful and well-documented place and city brand projects have been reported without political support, while there are a number of examples of aborted projects because political support disappeared. Politicians are also the only stakeholders who, based on their democratic legitimacy, have the power to maintain projects regardless of external opposition.

Intermediaries have a less clear impression of political stakeholders. They understand that political stakeholders are influencer stakeholders with a function to secure project funding but are not aware of the potential in having politicians as collaborators. Instead, politicians may be seen as passive recipient stakeholders. This lack of perspective may be related to the fact that several scholars have been critical towards political involvement in projects – so the issue of political stakeholders has not been part of any of the surveys and there has been no initiative to study the views of politicians.

The answer to the headline question: ‘The Political Stakeholder, Friend or Foe?’ is clear. It will depend on the degree of mutual understanding and cooperation between political stakeholders and brand responsible intermediaries. To be friends there must be a continued dialogue and contact with key politicians around projects to create political ownership and secure that politicians know what is happening and feel that they are well informed about progress. Besides, another key to keep them friends is the demonstration of documented successful results according to project goals and targets.

If the political support and ownership is lost, on the other hand, the ‘foe’ perspective is right at hand. We therefore conclude that a successful brand project requires active political leadership and ownership in addition to financial resources. This presupposes an understanding from both sides of the active political partnership. The political stakeholder must therefore be made and treated as a friend.

## KEY WORDS

Political stakeholders, place and city brand intermediaries, political gain or loss

# Toward Smart and Strategic Place-Brand Engagement

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## ABSTRACTS

A brand can significantly benefit a place by helping create a competitive advantage by attracting people, businesses, and investments into the area (Papadopoulos & Heslop 2002; Kotler & Gertner 2002; Papadopoulos et al. 2018). A brand can also strengthen the identity of the inhabitants of a place (e.g. Jaworski & Foshier 2003; Førde 2016). Value co-creation can enable more stakeholders to contribute to the place brand; a contribution that can take the form of using a service, making decisions, or communicating (Tapscott & Williams 2006; Saarijärvi et al. 2013).

This study aims to examine the place-brand engagement dimensions and determine what roles feature in co-creating a place brand and what type of engagement is needed to strengthen smart strategic place branding. The study relies on the service dominant logic (Vargo & Lusch 2008) applied in the context of tourism (Giannopoulos, Piha & Skourtis, 2021) and adopts a service ecosystem perspective to explain the importance of prevailing institutions and different levels to co-creation in the destination brand. Following Rihova et al. (2015), a new paradigm of customer-dominant (C-D) logic of value co-creation is acknowledged proposing that value is produced via experiences and practices located in and affected by customers' own social settings (Rihova et al., 2015).

The European Union's Smart Specialisation (S4) strategy emphasizes the Entrepreneurial Discovery Process (EDP). The EDP is inherently concerned with systemic stakeholder engagement and co-creation and aims to facilitate the identification of regional strengths and leveraging them for growth and sustainability enhancement (Komninos et al., 2021). Different actors make their own contributions to the place brand, so the joint result always involves the coordination of several factors (Førde 2016). However, Aaker and Joachimstahler (2002) note that it is important that the brand promise is also fulfilled strategically. Additionally, the ever-deepening influence of technology and data in a dynamic place-brand ecosystem context, in the form of the digital transformation and utilization of smart technologies including social media, big data, and mobile technologies in place-brand development, is becoming imperative for most organizations targeting economic and wider sustainability goals (Pohjola et al., 2020; Mariani et al., 2018). In the future, places will build their brands integrating physical and digital reality (Gretzel, Sigala, Xiang & Koo 2015, 180).

This article utilizes qualitative creative industry data from a case region of Satakunta in western Finland to complement and justify the theoretical approach to set out the dimensions of engagement with a place brand. It will then illustrate the interconnectedness of the place-brand actor roles (namely the Quadruple Helix counterparts) with the regional Smart Specialization Strategy (S4) objectives and their strategic significance to the place-brand. Particular attention will be paid to the role of a university in a place-brand value co-creation ecosystem. The case data is from three development projects that have been implemented in the province of Satakunta in Finland (2020-2022).

## KEY WORDS

Place, Brand, Engagement, Smart Specialisation Strategy, Value CoCreation

# Unpacking the dynamic nature of Geographical Indications (GIs): a longitudinal study on Prosecco as a territorial brand

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## ABSTRACTS

This exploratory study aims to unpack the dynamic nature of Geographical Indications (GIs) through a longitudinal case study on Prosecco. As pointed out by different authors (e.g. Vandecandelaere et al., 2009; Rinaldi, 2017), GIs combine product, place, people and their know how, and they act as cultural and symbolic markers of identity for local communities. These brands originate and cannot be separated from their territory, offering to enterprises within the territorial brand an overarching and collective brand identity (Charters & Spielmann, 2014). GIs have clear and defined rules for producers that determine the product's collective reputation, making them a relevant collective asset for value creation. When GI products have a strong collective reputation, they also become an instrument to signal quality – represented by their origin (place) and the local know-how (people) (Bramley & Bienabe, 2012). As cultural products with a collective dimension embedded in specific territories and situated within a global marketplace, GIs are not static and crystallized brands: they do possess a dynamic nature that changes over time.

This fluidity and dynamicity of GI branding (Ferrari, 2014) implies that across time the relationship among GIs' underlying dimensions, namely collective identity, geographies, and brand name might evolve and might potentially lead to frictions, both internally - among local stakeholders represented by the brand – and/or externally – in terms of meanings associated with the brand for consumers/tourists. Therefore, this study unpacks a worldwide renown GI brand – Prosecco – by determining its trajectory across time through the analysis of some “critical moments” where the relationship among actors' collective identity, geographies and branding has changed. In particular, this paper will analyze Prosecco through a longitudinal approach, investigating how the Prosecco brand has evolved from 1969 to 2021. Prosecco represents a particularly relevant type of GI as it has witnessed many modifications across the years: Prosecco firstly became a Protected Designation of Origin (PDO) in 1969 including only the traditional production territory of Valdobbiadene Conegliano located in one province of the Veneto region, while in 2009 the production area of Prosecco was extended to include also other provinces in Veneto and in the neighboring region of Friuli Venezia Giulia, leading to different types of Prosecco brands (2 DOCGs and 1 DOC), managed by three different consortia. Since 2009 Prosecco has become an incredible worldwide success (total sales in 2021 peaked at more than 700 million bottles); however, different visions around the brand identity, positioning, and its future have arisen, generating tensions that might influence the evolution of the PDO and the prospects of the firms insisting on its territories. One of the main issues emerging from this research is represented by the Prosecco name itself: some historical producers of the DOCG area do not feel represented by the Prosecco brand name anymore, due to the massive use of this brand name currently linked to the DOC production.

Accordingly, this study attempts to do justice to the complexity underlying a collective territorial brand, by addressing its dynamic nature across time. In addition, it seeks to identify the processes that might

endanger the stability of the GI in some sensitive periods (Marquis, Tilksic, 2013), influencing the evolution of the PDO and how it is perceived by different actors.

**KEY WORDS**

Geographical indications, territorial branding, longitudinal study

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# Urbanization in Pop Culture: An Analysis of Visual Representations of Downtowns

Sevin Efe

## ABSTRACTS

### Aims

This empirical paper will provide an account of how downtown areas are portrayed in a select number of movies. The rationale for this research is primarily based on local experiences in the United States, however, with the increasing adaptation of suburbanization in other developed nations (Klug et al., 2007), the focus is not exclusively on the U.S.. Since these pop culture representations of downtowns have the potential to influence people's behaviors, the paper will connect the descriptive accounts with their city branding implications.

### Theoretical framework

I am planning to rely on three theoretical frameworks. Initially, to build a codebook for analysis of visual representation, I will employ Shields's (1996) proposed alternative tradition to urban theory that combines critical questions (e.g. whose representation created for whom) with discourses about everyday life. I will support the critical questions aspect through studies on inequity (e.g. Kye, 2018) and suburban-urban relations (Dembski et al., 2021). To establish the connection between representations and branding, I will refer to Kavaratzis's (2004) city branding communication framework and Zenker and Braun's (2010) network of associations approach.

### Main research approach

This empirical research is a content analysis of a select number of movies to see how downtowns are represented. The selection of movies follows a purposive sampling strategy. Earlier this year, I sent out an informal survey to colleagues to solicit the movies that come to their mind when they hear someone saying "a movie that features a 'downtown'". Based on their answers, My preliminary and tentative ase selection includes Sleepless in Seattle (Seattle, WA, USA), Big Trouble in little China (San Francisco, CA, USA), Sex and the City (New York, NY, USA), City of God (Rio de Janerio, Brazil), and Lost in Translation (Tokyo, Japan).

I attempt to answer two research questions, within the critical context explained in the theoretical framework section: What is a city in movie representations? and Who are the main audiences for a city in movie representations?. These questions will provide how cities are seen, and how cities see their target audiences.

### Key arguments/findings

Since the starting point of this inquiry is based on the local American experience, a guiding argument is based on the urban-suburban relationship within the overall American dream (Bloom, 2001), in which there is a juxtaposition between these two areas with cities being more adventurous and risky life styles and suburbia being the more stable alternative. The findings can be used to highlight the strengths of cities as well as opportunities for city branding.

### Conclusions

In addition to urban-suburban relationship, I except my findings to contribute to place making debates by highlighting pronounced aspects of downtowns, and to city branding practices by highlighting both associations about cities and audience segmentation.

### **Practical Implications**

My findings are likely to help city branding practitioners better direct their resources as their knowledge of downtown representations increases. I believe the findings will be more applicable for practitioners working for urban regions with strong suburbs or suburbanization attempts.

### **KEY WORDS**

City branding, movies, urban, suburban

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# Variations in smart city terminology: A Systematic Literature Review

Chergui Darif Mohammed

## ABSTRACTS

Intelligent cities, knowledge cities, ubiquitous cities, sustainable cities, digital cities, etc. are all synonymous with smart cities, depending on what the word “smart” means to each context. It is clear that there is no universally accepted definition of the Smart City. Based on the literature review, Smart Cities and their terminological variations are used to describe a city’s smartness. The purpose of this article is to review the literature about Smart City and its terminological variation from 1985 to 2022 and the secondary data from cities that have introduced this project. Therefore, the aim is to understand how this terminology is used is the to comprehend how smart city project are conceived, how they developed, and what they have in common and in common. Three steps were undertaken to realize these goals: (1) to develop a search strategy for systematic literature review to collect a representative subset of papers about Smart City and its terminological variations using Google Scholar, web of science, EBSCO & Scopus; (2) to store the selected subset in a database to synthesize the literature review; (3) to organize the literature review subset to extract quantitative and qualitative data and information about Smart City. The author proposes an analysis of the literature through five specific analyses (1) temporal analysis, to explore the causes of the trend in the literature on the smart city and its terminological variations over the last three decades;( 2) linguistic analysis, to examine how and where these two ideas came into being and what were the main events that marked their development and the role they play in the development action plans of cities and territories; (3) selection and comparison of the most cited and validated delineations of the smart city and its variations, trying to identify parallels, differences or overlaps between these variations; (4) typological analysis, to check whether the smart city and other variations are included in a specific local policy and the objectives pursued by a city through the development of this kind of initiatives; (5) geographical analysis, to understand where the most attention is paid to smart cities in France and what is the terminological variations evolution.

## KEY WORDS

Smart cities, terminology, systematic litterature, variations, territorial developpment

# “We can’t eat culture”: Cultural institution and nation brand co-creation. The case of Treccani

Pasquinelli Cecilia

## ABSTRACTS

Cultural institutions, such as museums, opera houses, theatres, and other institutions, were discussed in relation to city branding for their significant role in reshaping post-industrial cities, being tourist attractors, change catalysts and gentrifiers in culture-led urban regeneration processes (Bailey et al., 2004; Jensen, 2007; Heidenreich and Plaza, 2015). This trend has gone parallel to the growing relevance of marketing and branding approaches to managing cultural institutions in times of shrinking public funds and financial pressure (Guerzoni, 2014; Baumgarth et al., 2016). Through symbolic and experience economy mechanisms, cultural institution brands have stretched over the commercialisation of products and services. Building on branded cultural thematizations, lifestyle products and experiences are purchased and consumed in the museum shops, museum coffee bars or theatre tearooms, to make some examples.

If the link between cultural institutions and city brands has been under scrutiny, the nexus between cultural institution brands and nation brands remained largely unexplored. Nation brands significantly rely on cultural heritage (Rojas-Mendez, 2013; Hao et al., 2021), but the active contribution of existing cultural institutions to the nation brand has been surprisingly overlooked. And yet cultural institutions play an active and ongoing role in maintaining alive and nurturing national cultural heritage.

This paper explores the relationship between cultural institution brands and nation brands and aims to frame the brand co-creation that is intrinsic to this relationship. This explorative study focuses on the case of Treccani, which is the most reputable Italian encyclopaedia of science and humanities, curated by the Istituto dell’Enciclopedia Italiana founded in 1925. It is a resonant brand for Italians, typically being in most Italian homes as a series of volumes and, today, a digital resource supporting the use of the Italian language and the search for detailed information on disparate topics. In 2020, Treccani launched Treccani Emporium (“the digital store of the Italian culture”), and Treccani X (“the Italian culture club”) digital platforms. The former is an online store where publishing, art, design and craft, stationery and gastronomy products are sold. These are Treccani branded products or product/company brands that are included for expressing the Italian high quality and excellence in their sectors and for being mentioned in one encyclopedia entry. Treccani X invites users to be part of a community and offers online and onsite cultural activities and experiences, including visits to iconic Italian cultural sites.

The proposed empirical study adopts an experimental approach that involves Italian respondents in in-depth semi-structured interviews investigating their experiences and perceptions after navigating the Treccani Emporium and Treccani X digital platforms. Treccani and Italy brand knowledge before and after the digital user experience, the perceptions of qualities of the products/experiences commercialised by the platforms, and their perceptions of the Italy brand-Treccani brand relationship are under scrutiny. Findings help discuss brand co-creation dynamics boosted by the digital platform experience, casting light on the bottom-up, plural, and dispersed mechanisms of nation brand building and the role of cultural institution brands in nurturing the country brand. Although abstract, emotional, and symbolic, the relationship between cultural institution and nation brands may co-create brand values that, on the one hand, boost the cultural institution’s brand extension capacity and, on the other

hand, may reinforce the cultural heritage dimension of nation brands building positive, distinctive, and relevant country image.

**KEY WORDS**

Cultural institution brand, nation brand, brand co, creation, digital platform, Treccani

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# What do we learn from politically engaged citizens concerning participatory tools and initiatives?

Ollier Claire

## ABSTRACTS

### Aims

Instead of always trying to obtain a representative audience without succeeding so, what can politically engaged citizens teach us about our models of participatory democracy and tools?

### Theoretical framework

Participatory democracy lies in “the institutionalization of citizen participation in the implementation of public policies” (Blondiaux and Sintomer, 2002). Considered as an “indispensable ingredient for the good governance of territories and public affairs” (Raymond, 2009), it now constitutes an inescapable reality of the evolution of forms of governance. The dissemination of good practice guides, exemplary cases, benchmarking practices or instruments demonstrate the efforts undertaken by local elected officials to standardize participatory policies regardless of ideological variable (Mazeaud et Nonjon, 2018). Participatory initiatives allow the territories to benefit a certain reputation in the field, as illustrated by the example of the participatory budget in Porto Alegre.

Yet, all the studies regarding representativeness of participating citizens in participatory policies exhibit that the multiplication of tools and initiatives does not mean an enlargement of the participants, their frequentation proving to be very unequal (Blondiaux, 2008; Nez and Talpin, 2010). Those studies indicate for the most part the reproduction of a “hidden quota” (Gaxie, 1987), an over-representation of certain categories of participants of participatory systems (Rui, 2004; Lefebvre, 2007) correlated with a difficulty of extending audiences to the most marginalized groups, the political problem remaining of a lack of consideration of popular demands (Blondiaux, 2008 ; Carrel, 2013; Gourgues and Mazeaud, 2018). Moreover, the political wish to consecrate the new political figure of the “ordinary citizen”, “the average citizen”, the neutral “profane” possessing a civic identity beyond partisan affiliations and traditional political divisions is very largely a matter of a political fiction according to academics (Blondiaux, 2007; Seguin, 2020). Indeed, participatory democracy is approved and experienced essentially by a public already strongly committed to politics: activists, syndicalists, attentive spectators of the political game with a good knowledge of these workings, who are often older, more masculine, better educated, richer and more satisfied with their living conditions than the average (Blondiaux, 2008).

### Main research approach

By taking the opposite view of representativeness, we administrate an online exploratory qualitative questionnaire with open questions targeting French politically engaged citizens on trade union, political or “Gilets jaunes” networks, free and willing to answer of the reasons why of deserting participatory initiatives. We recorded 76 answers.

### Key arguments/findings

The response rate indicates that these politically engaged respondents mentioned between two, three or four different participatory tools which illustrate a good knowledge of them, even if they highlight the importance and the non-substitutability of less conventional means of participation (protests). The referendum remains the most popular participatory tool among respondents, even though it has not been used since 2006 in France regardless of age, the right to vote the second most cited. This may explain the set aside participatory tools because of a lack of notoriety, but above all a lack of influence

of relevant territorial scale and concern. Another interesting result is the fact that “le Grand Débat” participatory tool was not mentioned only once for example by respondents, which may be surprising given the media, political investment and financial impact that the latter may be able to bring. Indeed, almost all the respondents wish to be integrated on decision-making and decision-design policies, ante, during and post projects.

### **Practical implications**

The desertion of participatory schemes does not mean a lack of interest in politics, in the contrary. The raise of unconventional political participation (protests, petitions, boycott, etc.) in which we find a significant proportion of young people, former militants but also non-partisan people are the turn of the emergence of a new model of citizenship, resolutely more inclusive, more horizontal with more influence of decision-making and process. It is crucial that intermediary, syndicalist, political organizations but also public authorities incorporate these mechanisms in order to remain attractive. Indeed, participatory local tools and initiatives will continue to be deserted as long as a truly proactive policy will not be established.

### **KEY WORDS**

Participatory tools, decision, making process on public policies, citizen participation

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# What is city image advertising in China: A comprehensive definition and classifications of city image advertising from both the perspectives of scholars and practitioners

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Zhang Bowen (2)

## ABSTRACTS

Since 1999, the year when the first city image advertisement was broadcasted on China Central Television (CCTV) in Weihai, Shandong province, city image advertising has become one of the most used means employed by the local authorities to cope with the increasing competition among cities inside and outside of China. Despite the extensive use in practices and scholarly discussion on city image advertising in China, a unified and comprehensive definition of the subject is lacking, and two essential research gaps remain. Firstly, existing studies either define city image advertising in China from the perspective of city branding or city marketing by following the definition given in Western countries, but ignore the possibility of defining such subject from advertising. More importantly, as the existing definitions of city image advertising in China are merely based on academic knowledge from the scholarly discussion, the practitioners' ideas are absent.

This paper, firstly, reviews the literature on city image advertising outside and inside of China, and categorises the scholars' definitions of city image advertising into six criteria from the perspective of advertising studies, namely, product category, target audiences, purposes, media outlets, geographical regions and advertisers. Then, the paper moves its focus to the practitioners' perspective. By analysing the interviews conducted with advertisers and directors involved in the production of Guangzhou's city image advertisements, the paper adds the categories of mobilisable resources and room for creativity. As a result, the author argues that the city image advertising in China can be classified into four types, namely: city branding advertising, government image advertising, city image advertising for specific purposes and other city image advertising, with the support of eight criteria from the perspectives of scholars and practitioners.

By presenting a comprehensive definition and classifications of city image advertising in China, this paper contributes to the academic knowledge in two ways. Firstly, it expands the mainstream understanding of city image advertising in city branding and city marketing perspectives to the perspective of advertising. Secondly, by adding the practitioners' perceptions on Chinese city image advertising, the paper bridges the gap between academic knowledge and advertising practices and further contributes to the understanding of the subject.

## KEY WORDS

City image advertising, China, advertising perspective, practitioners' perspective

# What is in a place brand? Unpacking the story of the Burning Bock

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## ABSTRACTS

### Aims

What are the underlying dynamics that render certain specific place-related brands popular while others remain unnoticed? What makes specific branded places famous, used and engaged with? What makes place-based brands accepted, loved and, at the same time, contested? While previous research has tackled these issues separately, no study to date has attempted to bring these questions in focus conjointly. It follows that the present paper poses the following overarching question: What is it in a place brand that makes it successful?

### Theoretical framework

There is a paucity of studies that have more specifically try to analyze specifically what is “inside” a place-based brand. In fact while repeated calls for analyzing both the places and the brands conjointly (see Giovanardi et al., 2013) still there has been an increasing level of attention on what is “in a place” in a place brand (Medway and Warnaby, 2014; Kavaratzis and Kalandides, 2015) and lesser attention has been given to what is “in brand” in a place brand, which has produced mainly studies embracing a communication and/or semiotic perspective (see Warnaby and Medway, 2010; Medway and Warnaby, 2014; Castillo-Villar, 2016) or a cognitive aspects (see Zenker and Beckmann, 2013; Hakala, Sjöblom, and Kantola, 2015), thus missing to embrace a cultural one (see Ashworth and Kavaratzis, 2015; Kavaratzis and Ashworth, 2015)

### Main research approach

The present paper adopts a longitudinal ethno-historical approach to the case of the Burning Bock in the small Swedish city of Gävle.

### Key arguments/findings

The results of the present study highlight that while seemingly similar to how the Colosseum has become an icon that stands for Rome and the Eiffel Tower and icon that stands for Paris, the Burning Bock is different in that it is a place-based object that across history has become more famous, more popular and more iconic than the place in which is located (i.e. Gävle). In fact, the case shows that the Burning Bock is not only “merchandized” in different forms and shapes in both national and international markets, but it is also communicated and appropriated both in local and international markets in different forms during specific time-frames. Examples include, of course, Christmas festivities, but it is also used more generally as a logo in the branding of Gävle. What is moreover interesting is that while the Burning Bock is indeed both popular and effective, it is locally and internationally contested and this ambivalence is reproduced in various ways in consumer culture.

### Conclusions

The Burning Bock should be seen as a “cultural brand” (see Holt, 2002) that does not only spatially hijack culture (see Giovanardi, 2011; Cassinger and Eksell, 2017; Kavaratzis and Ashworth, 2015) but that also culturally hijacks a specific space. In such context, and by endorsing a spatio-cultural perspective on brands, the analysis here suggest that the Burning Bock is successful because it has

spatiotemporally emerged as a malleable and powerful myth (see Barthes, 1973) not only because is characterized by certain level of iconicity (Holt, 2004), embedded technology (Giesler, 2012), enhanced morality (Luedicke et al., 2010), induced ambiguity (Brown et al., 2013), sparking change and stability (see Pierce et al., 2019; Molander et al., 2022) but also because it resonates specific (christian-pagan) theological dimension.

### **Practical implications**

The Burning Bock case accounts for a situation whereby the brand symbol of a specific place has taken on a life on its own, effectively spreading the reputation about the town of Gävle far beyond what would have been possible using conventional place branding methods. By understanding more about the underlying dynamics of this type of branding practice those interested in developing “cultural brands” that resonate with consumer culture can learn more about the opportunities and threats with using this kind of strategy.

### **KEY WORDS**

Cultural Brandings, Place Brands, Successful, Gävle, Theology

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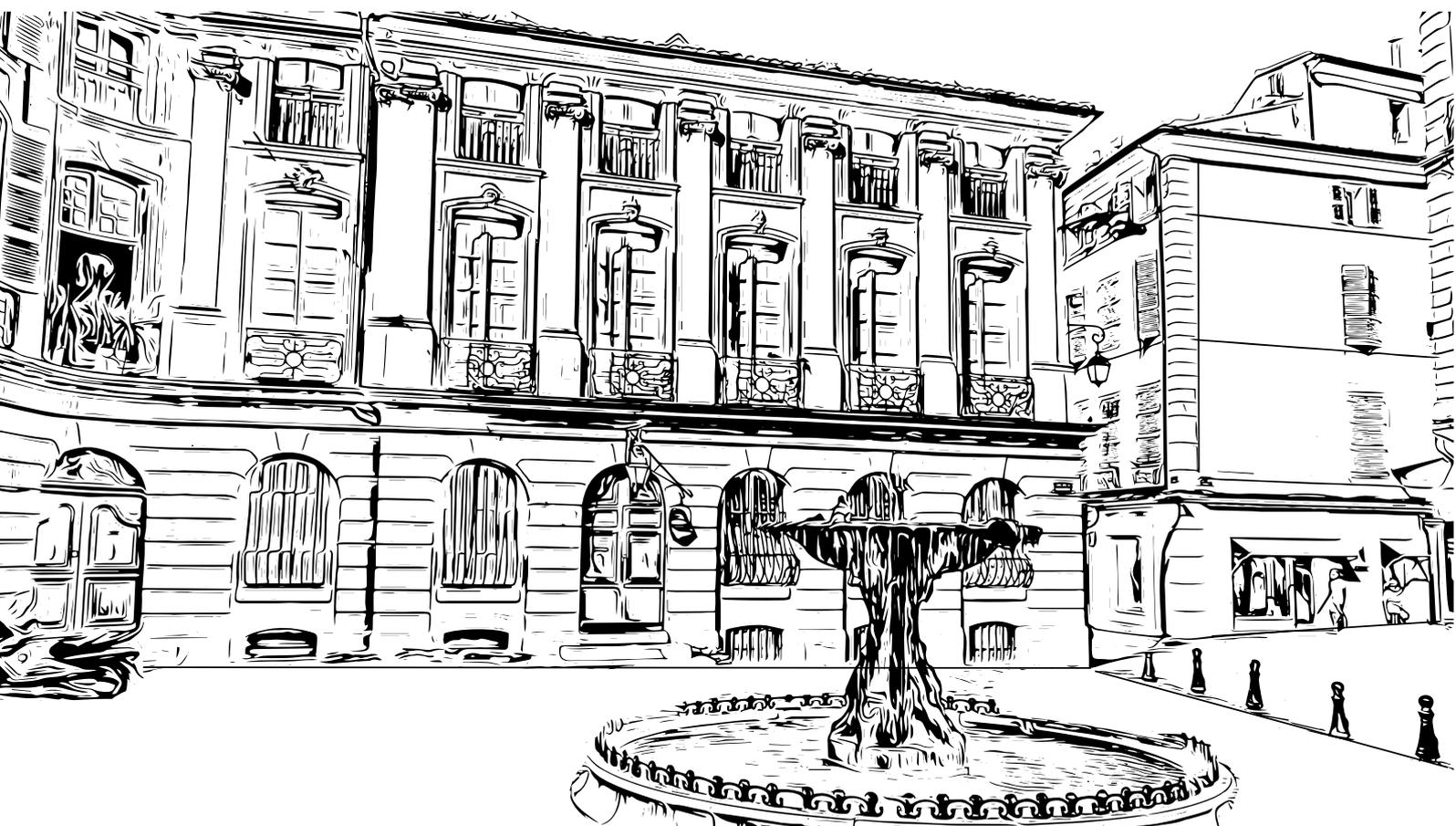
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