

Global Place Branding Campaigns across Cities, Regions, and Nations

Part of the Advances in Hospitality, Tourism, and the Services Industry

Ahmet Bayraktar (Bozok University, Turkey) and Can Uslay (Rutgers University, USA)

Description:

Place branding has made it possible for international destinations to be able to compete within the global economy. Through the promotion of different cities, natural beauty, and local culture or heritage, many regions have been able to increase their revenue and international appeal by attracting tourists and investments.

Global Place Branding Campaigns across Cities, Regions, and Nations provides international insights into marketing strategies and techniques being employed to promote global tourism, competitiveness, and exploration. Features case studies and emergent research on place branding, as well as issues and challenges faced by destinations around the world.

Readers:

This book is ideally suited for professionals, researchers, policy makers, practitioners, and students.

ISBN: 9781522505761

Release Date: August, 2016

Copyright: 2017

Pages: 346

Topics Covered:

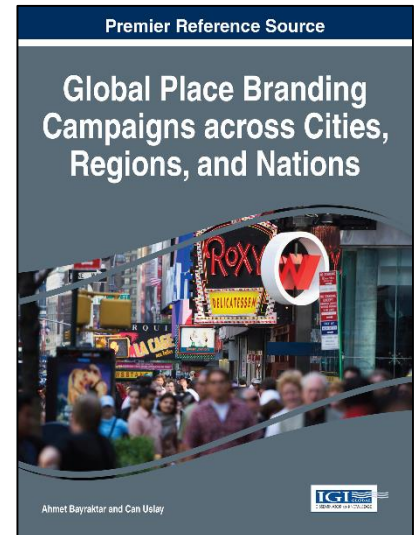
- Brand Identity
- Economic Hardships
- Millennial Perspectives
- Participatory City Branding
- Sensemaking Data
- Social Media
- Sustainability

Hardcover +
Free E-Access:

\$205.00

E-Access +
Free Hardcover:

\$205.00



Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com



Table of Contents

Foreword

Preface

Acknowledgment

Section 1

Contemporary Cases of City Branding from Three Continents

Chapter 1

GoT Belfast? Film Tourism and the Re-Imagining of Northern Ireland's Brand Identity
Noel Martin Murray, Chapman University, USA

Chapter 2

Touring Pittsburgh's Glocal Narratives: Leveraging City Brands for Global and Local Audiences
Kasey Clawson Hudak, Pennsylvania State University, USA

Chapter 3

Los Angeles: Diversity and Dreams as Brand
Kristen Smirnov, Whittier College, USA
Gabriela Khowploum, Whittier College, USA

Chapter 4

The Intended Image of a Place Brand: A Danish Case Study
Martin Hannibal, University of Southern Denmark, Denmark
Erik S. Rasmussen, University of Southern Denmark, Denmark

Chapter 5

Using Social Media for Participatory City Branding: The Case of @cityofizmir, an Instagram Project
Ebru Uzunoglu, Izmir University of Economics, Turkey

Chapter 6

A Brief History of City Branding in Istanbul
Ulke Evrim Uysal, University of Helsinki, Finland

Chapter 7

A Psychological Perspective on City Brand Positioning: The Dimensional Organization of Sensemaking Data
Henrik Gert Larsen, The Chicago School of Professional Psychology, USA
LeAnn G. DeHoff, The Chicago School of Professional Psychology, USA

Section 2

Branding Places: Destinations, Cities, Regions, and Nations

Chapter 8

Sustainable City Branding: CITTASLOW, The Case of Turkey
Hande Begum Bumin Doyduk, Yeditepe University, Turkey
Elif Yolbulan Okan, Yeditepe University, Turkey

Chapter 9

Whose City Is It Anyway? Limits of City Branding in Harare amidst the Storm of Economic Hardships in Zimbabwe
Innocent Chirisa, University of Zimbabwe, Zimbabwe
Elmond Bandaoko, University of Zimbabwe, Zimbabwe
Gladys Mandisvika, University of Zimbabwe, Zimbabwe
Aaron Maphosa, University of Zimbabwe, Zimbabwe
Liaison Mukarwi, University of Zimbabwe, Zimbabwe

Chapter 10

Branding Various-Sized Destinations: A Study of Millennial Attitudes
Anders Parment, Stockholm University, Sweden
Sara Brorström, GRI Gothenburg Research Institute, Sweden

Chapter 11

Challenges in Promoting Cities Through Culture Within the New Global Economy
Dilek Hocaoglu, Dogus University, Turkey

Chapter 12

The Role of Local Governments in City Branding
Emel Gonenc Guler, Trakya University, Turkey

Chapter 13

Promoting America: How do College-Age Millennial Travelers Perceive Terms for Branding the USA?
Lisa T. Fall, University of Tennessee, USA
Charles A. Lubbers, University of South Dakota, USA

Section 3

City Re-Branding through Sports

Chapter 14

Leveraging Sport to Build City Brands: The Case of Cape Town as an Emerging City Brand
Brendon Knott, Cape Peninsula University of Technology, South Africa
Ms. Janice Hemmonsbey, Cape Peninsula University of Technology, South Africa

Chapter 15

Branding Ideas for the Tokyo Olympics 2020
Erica Liu, University of Hertfordshire, UK

Compilation of References

About the Contributors

Index