Global Place Branding Campaigns across Cities, Regions, and Nations

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

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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.


Topics Covered:

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

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