3rd International Colloquium on Place Management, Marketing and Nation Branding

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Book of Abstracts
3rd International Colloquium on Place Management, Marketing and Nation Branding
8th and 9th September 2011,
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## Table of Contents

<table>
<thead>
<tr>
<th>No.</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Preface</td>
</tr>
</tbody>
</table>
| 7   | Rula M. Al-Abdulrazak  
Arab Spring and Nation Image |
| 8   | Salman Alajmi  
Marketing Kuwait as a Tourist Destination |
| 9   | Dr. Eleftherios Alamanos  
Live Your Myth in Greece, Drink it Back Home: The Effect of a Holiday Experience in Greece on Marketing Wine from Greece in the United Kingdom |
| 10  | Talal Al-Maghrabi  
The Spiritual Journey To Makkah: Re-Promote The Greatest Civilizations The World Has Ever Known |
| 11  | Martin Boisen and Dick de Jong  
On the marketing of cities in the Netherlands: A case study of the development of a discipline in a country crowded with cities |
| 12  | Jasha Bowe and Larry Lockshin  
Tour Destination Image, Associative Network Theory and Product Preference |
| 13  | Ainars Brencis  
Does City Size Matter? City Brand Index Vs Population Size |
| 14  | Andrew Doyle and Joe McGrath  
Shopping Migration Upon The Development Of A Place Marketing Led New Entrant: Liverpool City Centre. |
| 15  | Ying Fan  
Confucius meets Mao: The Changing Chinese National Identity and National Symbols |
| 16  | Emma Giles, Gary Bosworth and Joanie Willett  
Image or Identity? Perceptions of Place Among In-Migrant Business Owners |
| 17  | Chiara Mauri, Elena Maria Marcoz, Isabella Maggioni and Chiara Cantù  
Benefits from service bundling in destination branding: enhancing cooperation among operators in the hospitality industry. |
| 18  | Dmitriy Potapov and Irina Shafranskay  
Creative Class Prefers Special City: Is It True? |
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mizan Rahman and Azizul Hassan</td>
<td>19</td>
</tr>
<tr>
<td>'World Heritage Site’ Status as a Label in Branding a Place</td>
<td></td>
</tr>
<tr>
<td>Mizan Rahman and Daniela Garbowsky</td>
<td>20</td>
</tr>
<tr>
<td>Environmental sustainability: Tomorrow’s competitive advantage when</td>
<td></td>
</tr>
<tr>
<td>branding a nation?</td>
<td></td>
</tr>
<tr>
<td>Mizan Rahman and Shaqer Rasheed</td>
<td>21</td>
</tr>
<tr>
<td>Tourist’s Account of Korea: Its Political History and Society</td>
<td></td>
</tr>
<tr>
<td>Saila Saraniemi and Mikko Ronkainen</td>
<td>22</td>
</tr>
<tr>
<td>Co-Creating City Brands: Tourism Experience Perspective</td>
<td></td>
</tr>
<tr>
<td>Marius Sylvesteresen and Jacob Ikkala</td>
<td>23</td>
</tr>
<tr>
<td>Place Management – Combining Traditions of Planning and Branding</td>
<td></td>
</tr>
<tr>
<td>Heather Skinner</td>
<td>24</td>
</tr>
<tr>
<td>What’s Occurring? Barry since <em>Gavin &amp; Stacey</em></td>
<td></td>
</tr>
<tr>
<td>Stephen Lloyd Smith and Kate Darlington</td>
<td>25</td>
</tr>
<tr>
<td>Towards “a Brighter and More Beautiful Dartford”</td>
<td></td>
</tr>
<tr>
<td>Richard Voase</td>
<td>26</td>
</tr>
<tr>
<td>‘Unmapped into abstraction’: Baudrillard, Scotland, and the problem</td>
<td></td>
</tr>
<tr>
<td>of a powerful place-brand.</td>
<td></td>
</tr>
</tbody>
</table>
PREFACE

We are pleased to host the third colloquium in the series on the topic of Place Management, Marketing and Nation Branding following the two successful colloquia that were held at Brunel University, London in 2009 and 2010. These topics have gained much interest amongst academics and practitioners alike over the past few years. The global interest to the subject is evidenced by a growing number of publications and conferences in the field, and is also reflected in the Google entries that increased from 17 in 2004 to over five million in 2011. More importantly, these topics have been debated and discussed simultaneously, reflecting the intertwining nature of these areas of research. This shows the leap that has occurred in the understanding of the issues pertaining to place management, marketing and nation branding. Previously, you may be aware, these topics have been discussed and analysed as separate topics, with the result that few links have been made between academics and practitioners. Today, through rigorous and robust research, greater affinity has been uncovered between issues surrounding place management, marketing and nation branding. The ultimate outcomes of these research studies have enabled policy makers, tourism companies and government bodies to better design and implement appropriate strategies in marketing, managing and branding nations, cities, towns, villages, states, districts and other places. I hope further research advancement will be achieved in years to come. Please use this colloquium as a sounding board, networking venue and debate platform in our journey to heighten the knowledge and understanding of these areas of research.

I thank Veronica Cini and staff of Lincoln Business School, University of Lincoln for hosting the colloquium this year. Thank you to all of you who have been such great supporters of this research field and of this colloquium. Without you, the colloquium will not happen.

Enjoy the conference!

Professor TC Melewar
This paper is a theoretical discussion of the impact of the uprise in the Middle East on western stereotype of Arab nations. The paper examines the effect of the recent events on western image of the involved countries like Syria and Egypt. It reviews western stereotypes in the oriental studies in reference to nation branding phenomenon, followed by an analysis of the British media reaction to the uprise, as an example of western reflection on, and process of the events. The paper suggests that no major changes in stereotypes and long standing image of the involved nations will occur due to spring, 2011. However, positive changes in political stands leading to further interaction with these nations may in the long run impact their images in the west. Effective use of such events to lead to long lasting favourable change in image would require the aid of a nation branding programme that communicate simultaneously national identity changes. Celebrating the differentiation between these nations’ people and state in values and behaviours can be an opportunity as significant as the collapse of the Soviet Union for East European countries.

**Key words:**
Nation Image, Nation Brand, Middle East, Arab, Orientalism, Public Diplomacy
Marketing Kuwait as Tourist Destination

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The Purpose of this paper is to provide a base of discussion on Kuwait tourism industry and to explore the factors that might increase the attractiveness of Kuwait as tourist destination. In the past decades, the discovery of oil has contributed significantly to influence the country’s economic development and made it among the wealthiest countries in the world. However, Kuwait through no fault of its own has lost its appeal and tourism attractiveness in its major markets with an annual average of inbound tourism around 300,000 Thousands tourists only (Ministry of Commerce, 2011). This has been brought about not only by the Iran-Iraq war, Iraqi invasion and its adverse effect on Kuwait infrastructure, economy and growth but also by the dynamic tourism product development and marketing of its neighboring Gulf States of Bahrain, Qatar, UAE, Oman and Saudi Arabia for which tourism has now become one of the main sources of countries income (Howells, 2000). Whereas, contribution of tourism sector in Kuwait to the gross national product is fractional and by far less than all Gulf countries. Kuwait position in tourism needs huge revitalization and regeneration in both regional and international markets. The foremost challenges faces Kuwait tourism is to create a brand strategy that stands for something enduring in the mind of consumers and build true differentiation for Kuwait from its competitors. For a long time, it was sufficient for places just to promote the existing place package. Now, the place product needs to be developed and changed according to the place customers’ needs. This complex turnaround requires planning, strategy and brand strategy. Therefore, customers motivation in destination selection is very important to be explored in order to co-create the place products based on their needs.

References

Live Your Myth in Greece, Drink it Back Home:
The Effect of a Holiday Experience in Greece on Marketing Wine from Greece in
the United Kingdom

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The paper describes a study that focuses on the factors influencing wine consumption in the United Kingdom. The study uses a mixed methods approach employing both qualitative and quantitative research techniques. This paper examines the effect that holiday destination has on UK consumer behaviour towards wine. Specifically, the paper reports findings from the focus group discussions carried out at the qualitative stage of the study. Eight focus groups were conducted with wine consumers in the Newcastle Upon Tyne area, UK, who had bought at least one bottle of wine in the month prior to the group discussion. Full transcripts of the focus groups were analysed using NVivo7. Thematic analysis was employed at the initial coding phase of the data analysis followed by content analysis which facilitated a more rigorous examination of participants’ attitude and behaviour.

The findings suggest that holiday destination influences UK consumer behaviour towards wine, in particular the on-trade compared to the off-trade wine consumption. Holiday destination has a greater effect on consumers who display a high degree of involvement with wine. Wine tasting sessions as a part of the holidays strengthen this influence. In contrast, the main barrier to seeking wines which consumers tried while they were on holidays when they return in the UK is the perception that these wines are not available in the UK market. In relation to wine from Greece, a holiday experience in Greece has limited effect on participants’ Greek wine consumption in the UK, as they displayed limited knowledge about wine from Greece, in terms of the Greek wine producing regions, including the Protected Designation of Origin wine producing regions, and the indigenous Greek grape varieties. In addition, they displayed a low degree of willingness to search for wines from Greece in the UK, mainly due to the lack of knowledge and their perceptions about the availability of Greek wines in the UK.

The paper identifies and facilitates the in-depth understanding of the main factors that influence UK consumer willingness to buy wines from countries that have visited on holidays. In addition it highlights the effect of the post-holiday behaviour on the economy of the host country.

Keywords: wine consumption, holiday destination effect, consumer behaviour, local food, post-holiday behaviour
The Spiritual Journey To Makkah: Re-Promote The Greatest Civilizations The World Has Ever Known

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For any destination to operate as a solid, sustainable tourism economy the fundamentals of good business practice must be in place. Consistency of supply and demand is critical. In the case of a tourism destination, this requires a year-round experience, thereby creating year-round appeal.

However, this has not applied to Mecca (officially spelled Makkah). Since the day Abraham asked his wife “Hajar” to get her son “Ishmael” and prepare for a long journey to the Arabian Peninsula, through an uncultivated valley with no life or water, this site has had several advantages: a well (the Zemzem) of great depth, and two ancient caravan routes (from Africa to Iran and Central Asia, and from India to the Mediterranean world). Another significant advantage of Makkah is its importance as a religious sanctuary, where an ancient temple stood near the well, known as the Kaaba (cube). In the sixteenth century, Prophet Muhammad chose Makkah to become the spiritual and geographical focal point for all Muslims as the holy city of Islam and the direction (qibla) in which all Muslims should offer their prayers.

Each year, during Dhu’l-Hijja, around 2.5 million (in 2010) Muslims from around the world join a pilgrimage to Makkah (the Hajj), in fulfilment of one of the Five Pillars of Islam. Another 7 million also perform the minor Makkah pilgrimage (the Umrah) at various times throughout the year. For most Muslims, this is a spiritual renewal event of a lifetime.

Spirituality has recently become an important area of sociological and business research (Cochrane, 2009) and gained high significance among Muslim communities around the world (Francesconi, 2009). However, this has affected various businesses and markets (Brownstein, 2008). Tourism, one of the most significant growth industries (Rosentraub and Joo, 2009), has also been influenced by this upsurge in spirituality (Andriotis, 2009).

In Islam, religious and spiritual journeys are divided into three types: hajj/umrah (the obligatory (if possible) visits for all Muslims to Makkah and Medina (Haq and Jackson, 2009)); riha (journey in search of knowledge, commerce, or research (Kessler, 1992)); and ziyara (journey to visit the shrines or mosques for spiritual growth (Timothy and Iverson, 2006)).

Tourism organisations have aggressively marketed a variety of products and services at national and international levels. However, regardless of the potential, there is a lack of empirical research in spiritual Islamic tourism marketing (Li and Petrick, 2008).

Since Islam produced one of the greatest civilizations the world has ever known, Saudi Arabia, in general, and Makkah and surrounding cities should take advantage of the year-round appeal to create and organise international festivals, seminars and conferences to draw Muslims and non-Muslims together to integrate their professional, spiritual and intellectual capabilities. These activities facilitate non-Muslims to take part in Muslim functions, creating awareness for non-Muslims about Islam and an opportunity to market spiritual tourism.

Thus, establishing special interest (niche tourism) spiritual tourism is fundamental in establishing competitive, visionary destinations.

Furthermore, evidence from the National Brand Index shows that preference for a country and its people, politics, culture, and products tends to increase as a result of any personal experience of at least one visit to that country, even if the holiday experience is not positive. Creating niche tourism for Hajj and Umrah is a great opportunity for Saudi to become a leading tourist destination as well as providing a measurable improvement in the country’s overall international image.
On the marketing of cities in the Netherlands
A case study of the development of a discipline in a country crowded with cities

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Abstract
In the wake of the hegemonic perception of neo-liberal economic globalisation and the idea of the city as an entrepreneurial endeavour the branding and marketing of cities has been on the agenda of contemporary urban governance in most European countries in the last decennia's. The Netherlands is no exception to this rule. With more than 140 cities with a population above 50.000 located within a geographically confined area, the Netherlands is full of cities with ambitions. The country constitutes a tight competitive field of cities. From promotional campaigns directed towards tourists to the planning of infrastructure and the orchestration of specific selling propositions aimed at foreign companies, the mesh-mash that is termed city marketing knows an almost infinite variety of applications in Dutch cities.

We then sketch the rise of city marketing in the Netherlands, and analyses the gradual change from promotional campaigns towards a more integrated approach, and the subsequent rise of city branding. We illustrate this using observations from case studies amongst the four largest cities of the Netherlands – Amsterdam, Rotterdam, The Hague and Utrecht – and amongst other, smaller cities in more peripheral regions. We explore these cases along some of the cracks and gaps that inevitably exist between the theoretical concepts and their practical application regarding the marketing of cities in the Netherlands. We argue that most Dutch cities have not truly embraced marketing as a new way of thinking about cities and the way they could or even should be developed. City marketing has predominantly been equipped as a way of attracting new residents, new companies and new tourists to existing places. The links between image-building (often through promotion) and reality building (through planning and development) are feeble and the practice therefore has become dominated by communication rather than an integrated approach to the planning, development and governance of the city as a whole. The paper concludes by repositioning urban and regional planning as one of the key aspects of relevance to a true marketing-oriented, demand-driven approach to urban governance in entrepreneurial cities.

Keywords: city marketing, city branding, city management, urban governance, the Netherlands
Tour Destination Image, Associative Network Theory and Product Preference

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Purpose
Tourism is one of the world’s largest industries mobilising millions of travellers every year. What if exporters could effectively target this travelling consumer cohort? In this paper we consider the influence that experiencing a country as a tour destination has on perceptions of products produced in that country and the intention to purchase those products in the future.

Design/methodology/approach
We draw on Associative Network Theory (ANT) to offer a rationale as to how and why a country’s Tour Destination Image (TDI) may play an important role in promoting its export products. This provides an alternative model and theoretical basis to those studies that have traditionally underpinned Country of Origin Image (COI) and Tour Destination Image (TDI) studies with more linear cognitive processing theories. We test this by tapping the tour destination images, preference for and intention to purchase Australian wine of Chinese tourists in Australia and compare them to Chinese consumers in China.

Findings
The results of this study provide evidentiary support to our proposed use of ANT, and the influence that TDI may have on purchase behaviours. The purpose of the study was primarily to assess whether the theoretical propositions suggested herein were appropriate to justify further research in this area. From the results obtained there is enough evidence to suggest that this is the case.

Research limitations/implications
This study is now being replicated on a larger quantitative scale assessing other relevant factors (other products, the perceptions of non-visitors to Australia) and considering wider interaction effects, something not possible without establishing this as a baseline study. Future research will be of a longitudinal nature involving surveying non-visitors over time, visitors before they arrive, while they are here and once they return home to see if these observations change with time and experience.

Originality/value
This study aims to coherently link two interdependent, but related, international marketing fields – tour destination image research and country of origin image effects.

Paper type: Research paper

Key Words: Tour Destination Image, Country of Origin Image and Associative Network Theory
Does City Size Matter? City Brand Index Vs Population Size

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From one side the leading brands belong to larger cities but from other also smaller cities are able to make significant changes in overall city brand standings offered by different sources such as The Saffron European City Brand Barometer or the Anholt GfK Roper city brands index. What is not fully understood here is: can we put small city in the same scales with the big one? The aim of this research was to evaluate an impact city size leaves on city brand rankings.

The consumer-based city brand equity research was conducted in Latvia to acquire city brand index of 76 Latvian cities and towns. To evaluate city brand equity in domestic market, modified version of Anholt GfK Roper city brand hexagon was used excluding two of its elements – the presence (city’s international status and standing) and the people (friendliness and warmth of locals) as they are not appropriate while studying city brand equity in internal markets.

By collecting primary survey data we found how Latvian city brands are perceived. This enabled us to end up with city brand ranking where top positions are occupied by the cities with larger population. Officially Latvian cities by their size are divided as follows: large cities (more than 25 th.), averagely large (10 – 25 th.), average (5 – 10 th.) and small (less than 5 th.). Research data analysis revealed that small cities can compete only with the averagely large and average cities, but in Latvian case they do not stand a chance to compete with the large cities. Similar situation is with the average cities – they might overweight the averagely large cities, but never the large ones. These cities in Latvian case can be competed only by the averagely large cities. If we stay with 5 level population size categorisation (large, averagely large, average, small) prepared by Latvian officials, we can conclude that between 5 city size categories, competition can occur from 1 to maximum 2 levels. It means that a city in its brand rankings can positively or negatively fluctuate within the certain corridor in having little chance to break it. This was also proved by correlation analysis which showed that there is coherence between population size index and city brand index – in general it has tendency to rise and fall proportionally to rise or decline of city’s population. Cities can have either positive (small size, but high brand index) or negative (large size but low brand index) coherence between size and brand index.

We also suggest calculating per capita impact on city brand index by using simple formula \[ x = \frac{n}{m} \] where \( n \) is city brand index and \( m \) population size. Doing so per capita index can be acquired. Like average mean in mathematics this per capita index is abstract, but it shows the value city brand index gains from one population unit. Using per capita indexes we can create alternative city brand ranking where top places then belong to the cities with conditionally the most efficient utilization of human resources in their city branding initiatives.

In his research we conclude that population size has proportional impact on city brand index. This leads us to suggest categorization by population size while measuring or representing brand equity of cities and towns. We believe categorization criteria by population weight must be developed so that city brand rankings can be made according to size category each belongs to.
Shopping Migration Upon The Development Of A Place Marketing Led New Entrant: Liverpool City Centre.

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Abstract
This paper examines the shopping migration experienced in the Bold Street area of Liverpool whilst it emerged from a transformational change, this was due to the recent completion of the adjacent Liverpool One development. The theories and concepts relating to shopping experiences, shopping behaviour and city centre branding are vast, this study provides an insight into the effects shopping centre branding and place marketing to deliver a city centre brand has on existing high street shopping centres, through the target perceptual set of key retail attributes resulting from the development of a new entrant.

Essentially, the aim of the study is to examine the impact in which a large retail development has within the city centre environment, in order to establish place marketing of the city itself, in relation to an already existing high Street, Bold Street Liverpool. The study also explores the approaches to shopping experience theory and identifies key image and tangible retail attributes that affect the perceptions of consumers, in doing so this study highlights key indicators that establish themselves to better understand the migration of shoppers from an existing high street towards the new entrant. Subsequently these key indicators act as transferable markers to other city centre developers in order to reduce shopping migration where necessary for future planning of place marketing led large retail developments.

The identification of key indicators made within this research are in line with shopping experience and shopping behavioural theory and are drawn from the data collected from a questionnaire survey conducted within Liverpool’s city centre, this in turn will provide future city centre developers with a clear direction of strategy in order to reduce the shopping migration away from the existing retail areas of a city centre environment where applicable.

The key findings of this study show that the negative tangible change was limited largely to the migration of large branded retail outlets, these left behind vacant units and gave the consumer fundamental reasons to migrate. The biggest negative change that occurred in these findings was the consumers perceptions of key retail attributes in relation to the same attributes available in the adjacent Liverpool One development, it was this apparent perceptual change in regards to the Bold Street amenities that had the most significant negative change, resulting in considerable shopping migration away from the Bold Street area and towards the new Liverpool One development. Consequently these key findings associated with both the tangible change and perceptual change in retail attributes can be adopted by future city centre developers as markers to potential shopping migration upon the development of a new entrant.
Confucius and Mao are potent national symbols in China representing competing cultural forces. The brief appearance of Confucius statue on Tiananmen Square in early 2011 is a recent episode in China’s long political drama of seeking a new national identity. This paper looks at the recent changes in China’s national identity from a yin yang perspective: a number of seemingly opposite factors are intertwined and interact with each other in the construction of national identity. It draws the distinction between political identity and cultural identity, and distinguishes official national symbols from popular cultural icons. More research is needed on the relationship between national identity and national symbols to shed new light for nation branding.

Key Words: National identity, national symbols, country image, nation branding, China
Image or Identity? Perceptions of Place Among In-Migrant Business Owners

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Cornwall and Northumberland are two peripheral rural counties of England with very strong identities. In this paper we explore the ways that each county is marketed, both as a location for enterprise and for tourist appeal. A combination of secondary data sources and expert interviews will enable a comparison of approaches in each case. To analyse the marketing communication efforts from the Cornish and Northumbrian tourism and regional development agencies, the Interaction Model of Communication (Baines, Fill and Page, 2008; Fill, 2002) and the Marketing Communication Tetrahedron will be used. The Interaction Model will assist in analysing the flow of messages from the agencies to the end-customers; whilst the Tetrahedron provides a framework to explore the effectiveness of the marketing approaches applied by the two regions along four dimensions (consumer, communication, response and situation) (Keller, 2001). This research will enable us to revisit research into the experiences of business owners in the two counties (Bosworth & Willett, 2011) to evaluate the fit of the marketing rhetoric and the lived experiences of business owners. A particular focus will be apportioned to in-migrant business owners as they will have had perceptions of their destination both before and after moving. Understanding the ways in which entrepreneurial in-migrants formulate perceptions of place identity and how the reputation of a place influences their decision making will provide valuable insights for local marketers as well as developing a deeper understanding of mobilities in the contemporary rural economy.

Keywords: Place marketing; rural development; tourism; enterprise culture; rural idyll
counterurbanisation
Benefits from service bundling in destination branding: enhancing cooperation among operators in the hospitality industry.

Chiara Mauri, Elena Maria Marcoz, Isabella Maggioni, Chiara Cantù

ABSTRACT
The literature on place branding has shown that the tourism industry is a critical component of the brand equity of places. Gnoth (2002) highlights the power of tourism as a determinant of country image perceptions. Gnoth developed a model to leverage a country brand through a tourism destination brand, where the services facilitating a tourism experience would be employed to develop a country brand across different industries.

One of the main avenues through which tourism agencies develop the competitiveness of a place, and hence its equity, is service bundling, a practice which is gaining popularity in the tourism industry. The tourism operators’ product is more appealing when offered as a package than as a collection of individual services, sold at special pricing arrangements intended to offer better value for money. Nowadays tourism products are predominantly product-and-service bundles and customers can choose their favorite solution along a continuum with two extremes: entirely pre-packaged tourism products on one side and completely individual arrangements on the other side (Zins, 1998).

Cooperation in a tourism destination is key to create effective service bundling. Dickinson and Ramaseshan (2006) observe that the tourism industry performance is positively and significantly influenced by cooperation among operators, and that higher performance has a positive impact on the brand image of a location. The brand image is positively influenced by cooperation, which helps the destination in being perceived as unique and well-connected.

The main purpose of this paper is to shed light on the role of collaboration among tourism operators in place branding.

We have chosen to focus our research on hoteliers because they represent a reference point for tourists, and hence a critical player in the tourism industry. Thanks to their close contact with customers, they can be the initiators or promoters of potential partnerships.

We investigate the impact of benefits (economic and non-economic) achievable through service bundling on hoteliers’ attitude to networking, i.e. their willingness to collaborate with other organizations such as restaurants, theme parks, spas, etc. In other words, we want to test whether the perception of higher benefits through service bundling increases hoteliers’ propensity to cooperate.

We interview a sample of 200 hoteliers located in Valle d’Aosta, a small Italian region which has been involved for a long time in promoting its destination as a brand. Hypotheses are tested mainly using linear regression.
Creative Class Prefers Special City: Is It True?

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One of the basic principles of successful place marketing and branding is the thoughtful analysis of target groups needs and preferences (Kotler et al., 1993). Many authors show favour to the city residents as the core target group (Hernstein and Jaffe, 2008). They may also be segmented to the smaller groups, and in some cases successful brand strategies are targeted to the needs of this very specific group of citizens (Cassel, 2008). One of such groups – so-called creative class (Florida, 2005) – became very popular among practitioners as a primary target group for place marketing and branding.

Purpose
The purpose of the paper is to compare creative and non-creative class in terms of their preferences of particular attributes, which describe a city as a whole.

There are several research questions we try to answer:
1. What are creative class preferences (in application to the city as a place for living)?
2. Is there any statistically significant difference between creative and non-creative residents’ preferences over city attributes?
3. How these attributes are estimated in the particular city?

Design/methodology/approach
To answer research questions we describe the city in the terms of its attributes and measure preferences over these attributes (part-worths) with the help of specific conjoint analysis technique: hierarchical information integration (HII) approach, proposed by Louviere (Louviere, 1984). This technique is targeted to solve conjoint tasks with a large number of attributes. To describe the city we have chosen 4 sets of attributes (Urbanity and Diversity; City Comfort and Safety; Economic Development and Job Chances; City Facilities). Each set contains 4 attributes and each attribute has 2 or 3 intensity levels. HII approach implies building orthogonal experimental design for each set of attributes. Special bridge design is used to combine these sets. Then estimations of part-worths are calculated on the basis of linear additive model of total utility.

Findings
On the pilot sample of 40 respondents (creative class representatives) we have measured part-worths of the above-mentioned attributes and modelled residents’ preferences as trade-offs among multiattributive alternatives. Simultaneously we have estimated the perceived intensity level of each attribute for the city of Perm, Russia. By the end of July we will collect all data both for creative and non-creative class samples (200 respondents) to estimate part-worths more accurately and answer the second research question. Final results are supposed to be reported at the seminar.

Practical implication
Policy makers and practitioners may use our results as decision support instrument:
• to choose the ways of city improvement on the basis of residents preferences;
• to define and fulfill gaps between perceived and the most preferred attribute levels;
• to target particular activities to increase the level of satisfaction of city residents (e.g. creative class).

Keywords Place marketing, creative class, conjoint analysis, Paper type Research paper
Branding offers a ‘place’ a competitive edge by adding purposeful features and symbolic values. It is argued that the World Heritage Site (WHS) status as a label plays a pivotal role in branding, creating awareness among the tourists and promoting a specific place – be it natural or cultural. However, this designation is not theoretically meant for its associated ‘tourism’ value. It is rather for the ‘outstanding universal value’ of a place. Thus the seemingly conflicting relationship between a place as a tourist attraction and as a WHS is explored.

The paper analyses the role of WHS as a label in branding a place. Based on the behavioural theory, the objective of this study is to critically explain and analyse the diverse role the WHS invariably plays in the branding of a place. Citing examples of WHS in different places, this conceptual work explores the issues related to the creation of brand identity from a comparative perspective. Both primary and secondary sources of data are used. It consists of some key informant analyses coupled with extensive review of existing literature on the subject. The paper considers the sustainability issues globally and tourism friendly policies at the regional/local level.
Environmental sustainability: Tomorrow’s competitive advantage when branding a nation?

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Most of the developed countries make use of brand management on a national level. Many newly industrialised countries also are working on nation branding strategies now. In a competitive and dynamic market, where concerns about globalisation and climate change perceptibly impact on public values internationally, the need for new sources of competitive advantage is felt when branding a place or nation. This is partly because new technologies and innovative processes in today’s business environment give rise to challenging sustainability issues which may no longer allow long-term planning on the basis of traditional bases of competitive advantage. For example, a beautiful place on its own may not be good enough reason for generating preferences in tourism.

The main objective of this paper is to explore the suitability of the role environmental sustainability as an emerging concept plays in nation branding in the 21st century. Hypothesising the role of environmental sustainability in nation branding as that of being a hygiene factor, the paper links theoretical frameworks to the practicalities of consumption decisions in today’s society. Personal interviews as well as an online survey constitute the research method in the paper. Taking into account the German consumer’s views on the United Kingdom’s approach to sustainable development, Hertzberg’s applied dual factor theory illustrates the role of environmental sustainability in nation branding. The implementation of such an approach on a national level may form new perceptions of the “made in” label and tourism and may help countries like Germany, for instance, to provide a pioneer position in this field.

As there is not much academic research undertaken in this area seeking to explore the interrelatedness between these two themes, this study provides useful insights into how environmental sustainability can be part of the concept of nation branding – truly creating a sustainable competitive advantage for the future.
Tourist’s Account of Korea:
Its Political History and Society

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This is a qualitative paper where the authors give an account of Korea’s political history and society from a tourist’s point of view. Interviews and observation constitute the research methodology.

Korea occupies a unique position in the strategic map of Asia. Surrounded by three great world powers, the peninsula has been a battlefield that has decided the power balance in Northeast Asia. To brand Korea as a tourist destination, its history is a very important point. The charms of the place are magnified by the role the ‘national’ question of the Korean people played in the height of the cold war; the geographic position of Korea as a nation at the crossroads of three major world powers, namely China, Japan and Russia; and the central role that South Korean democracy can play in the revitalisation of democratic institutions in the region. The breathtaking natural beauty of the peninsula, the Confucian heritage of its society and the indomitable spirit of the Korean people reflected in the great pace of industrialisation that took place from the rubbles of the Korean War - all make the country an intriguing place in the minds of the international traveller.

The culture, the cuisine and the threat of nuclear Armageddon adds to the charm of the trip, while the economy in the South continually tries to reassert itself as one of the East Asian tigers.
Co-Creating City Brands: Tourism Experience Perspective

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Abstract
In literature, it is suggested that integration of concepts of branding, co-creation and experience should be further developed and studied (see Payne, Storbacka, Frow & Knox, 2009). Tourism experience offers an interesting arena to examine these concepts while a tourist is in a significant role in co-creating his/her memorable experiences. In this research, the purpose is to understand the tourist’s city experience as a meaningful aspect of the city brand development. Due to the development perspective, this study focuses on the brand producers in the city and their perceptions concerning co-creation. Our research question is: How the tourist’s city experience is linked to the co-creation of the city brand?

The empirical data were gathered from 6 expert interviews. The experts were either directly or indirectly involved in recently implemented city branding process in Northern Finland. The experts were asked to discuss city brand and experience topics keeping both developer’s and tourist’s perspectives in their mind. The empirical data were analysed in terms of systematic coding and categorization of qualitative evidence given by the interviewees.

In this study, the city brand experience is approached from a perspective of encounters between tourists and the city. These encounters enhance the city brand development through value co-creation by tourists and the city. Developing these interactive processes, the city brand could be developed, as well. As a result, this study identifies encounters comprising the city experience and the resources or sub-processes of the encounters. The three main encounters (processes) are cityscape, information of the city, and opportunities offered by the city. As a conclusion, city experience forms a meaningful aspect of the brand, in addition to brand image and brand identity. For managers, this study offers valuable information on developing interactive processes enabling co-creation of the value, and the brand.

Keywords: City brand, experience, co-creation
Place Management - Combining Traditions of Planning and Branding

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Place branding – so the authors argue – as a vehicle of place promotion is exhausted. In the place branding of the 21st century each initiative is brought to outshine the others in novelty and originality and thereby creating a misleading distance to underlying ‘real realities’ of the place. This abstract as a prelude to a later paper, argues that place branding 2.0 is a cul-de-sac and that the heir of place branding is place management.

Place management, in its emergence as an accepted and consolidated term, seeks to include present place branding methodologies and to combine them with place development. Place development, for the sake of this abstract, is termed as the ‘glass, concrete and steel’ facets to a place. Or, in more accepted terms, the infrastructural attributes.

The original ambition of place branding though is one to hold on to: Establishing places as attractive geographical entities in the minds of citizens, tourists, business and investors.

The paper will analyse and discuss the points below with the aim of accounting for present views on place branding and place management. This serves as basis for a unified bid for what comes after place branding in its present form.

1. To come out as a winner in the global competition one needs to manage both planning and branding aspects of a place
2. In the study and practice of place management to very different approaches are conjoined  
   a. Planning is focusing on the physical aspects of the place such as infrastructure. It is a pragmatic perspective that deals with the elements and needs present at a specific place  
   b. Branding is preoccupied with the image and perception of places, their values and what we expect from them. It is a communicative approach.
3. The two approaches tend to ignore each others presence but actually they have the potential to strengthen each other.
4. Place management can be defined as the practice that combines the two traditions in order to align planning and communication and thus to move the value and image of places.

The proposed integration of traditions of planning and branding has consequences for the practical work in the field of place management. In the design of methods, goals, organization and communication place management must take into account that place management is in reality a joint venture between traditions of planning and branding.
What's Occurring? Barry since *Gavin & Stacey*

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The concept of place brand image is recognised as an important determinant of a destination’s popularity, and therefore important to the success of its marketing (Greaves and Skinner, 2010). Thus, issues concerning not only how this image is formed, but also how it is received (Tasci and Kozak, 2006) become suitable subjects for place branding research.

Prior to the UK-wide showing of the award-winning BBC television series *Gavin & Stacey*, Barry, the largest town in Wales, was better known around the UK for being the home to a funfair and the large Butlins holiday camp situated at Barry Island. The holiday camp was open for twenty years between 1966 and 1986, and many UK holidaymakers’ memories remain inextricably linked to this aspect of the town. However, in the following twenty years, while the town had moved on, many people's perceptions of Barry had not. More recently the perceptions of the ageing demographic of previous Butlins holidaymakers are being replaced with perceptions from a new generation being informed more by *Gavin & Stacey*, a TV comedy, set in both Billericay in Essex and Barry in South Wales. The programme first aired on BBC 3 on 13th May 2007, moving to BBC 2, and then to BBC 1, and running for a total of 20 episodes including Christmas Specials. *Gavin & Stacey* attracted a viewing audience of 543,000 for its first episode in 2007, rising to 10,250,000 for its final episode in 2010, with countless more people viewing the programme on DVD and on digital channel repeats. The town of Barry has a population of over 47,500, and still retains status as a tourist destination. Therefore attempting to arrive at a suitable sample size using quantitative methods or even more traditional qualitative research methods would be unrealistic and unachievable, even if that was the preferred method of the researcher. For this study, a less than usual approach will be taken.

While tourism studies remain dominated by quantitative approaches (Holloway et al., 2010), there have been recent calls for enquiry into places based more on narratives (Brighenti, 2010; Dzenovska, 2005; Lichrou et al., 2008; Skinner, 2011) than on the more usual methods adopted by the social sciences (Lawrence and Philips, 2002). Due to the multi-faceted nature of places and the people who inhabit them it would appear useful to adopt a narrative approach. However, while the call for narrative is highly attractive to a researcher like myself who in general favours a qualitative approach to research, and in particular favours approaches based on people and their stories, a narrative approach to studies in business and management tends to require a logical and linear sequence to telling these stories, achieving a coherent approach that develops the story’s plot (Czarniawska, 2009; Gabriel, 2004). Thus, instead, as this research is relatively small-scale and exploratory this paper will adopt the approach of antenarrative, which is more ‘fragmented, non-linear, incoherent, collective, unploted, and prenarrative speculation, a bet a proper narrative can be constituted’ (Boje, 2001:1).

A range of webpages will be interrogated for the fragments of narratives they may reveal without the need to form these into a coherent story with a beginning, middle and end. Moreover, while stories can help make sense of phenomena, to be credible, they tend also to need to be based in authentic factual truth (Gabriel, 2004). Yet Croft et al. (2008) contend that even long standing legends about a place are often based upon carefully crafted ‘fakelore’ (Atkinson Wells, 1994) rather than authentic folklore. Thus the dubious authenticity of some web-based sources becomes less problematic for this than for other studies, as the narrative fragments they reveal may contribute as equally to our understanding of the changing perceptions of Barry as those from more official sources.
Towards “a Brighter and More Beautiful Dartford”

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We have argued that public emotions and public ethics vary significantly from place to place - the outcome of local enactment of different (ethically specific) rituals over long periods - and that public emotions have long ‘half-lives’ that Town Centre Managers need to acknowledge and accommodate in their own work.

We describe two forms of ritual practiced in one town, the chief protagonists, and the prevailing public emotion. In Dartford, like many industrial towns, local authority, public feelings and ethics were contested energetically between Economisers and Improvers especially between the 1870’s and the 1930’s. Improvers promoted a ‘Brighter and More Beautiful, garden-girt Dartford’, including better street lighting and sanitation. Economisers resisted in the name of ‘self-help’. They resented tax increases and encroaching regulations. Besides animating the public, both ‘sides’ stimulated each other to action, drawing on the opposing principle for their own vitality.

The challenge is to provide a vocabulary for what we see that encompasses both explanation and practical steps. We can describe the protagonists as ‘cults’ and not just ‘class interests’, and their interdependence as an encounter between the ‘Pure and Impure Sacred’. (Durkheim, 1912; Riley 2005).

An early 20th. rhyme, ‘Dirty Old Dartford, Peculiar People, Bury their Dead, Above the Steeple’ can be read as a riposte to ‘Brighter and More Beautiful Dartford’, as abject pride in ‘Old Dartford’ and as an urgent call for fresh Improvement. Local sentiment embraces and preserves two opposing ethical commitments. The Pure and Impure Sacred are mutually dependant: Brighter and More Beautiful Dartford and Dirty Dartford interconnect. This cryptic verse, which every Dartfordian can recite, summarizes this interdependence. If this incantation can be kept going, further improvements can be accomplished…

Bibliography
‘Unmapped into abstraction’: Baudrillard, Scotland, and the problem of a powerful place-brand.

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The argument is that attempts to ‘brand’ tourist destinations require caution. Brand guru Wally Olins is bullish about the advantages possessed by countries that appear to come ready-branded: ‘Scotland is OK…it has tartans, kilts, Scotch whisky, the Highlands, ‘Braveheart’ and the Edinburgh Festival’ (2010, p.23). These, to which one could add haggis, cabers and bagpipes, constitute an iconography that enjoys exclusive symbolic association with Scotland. Scotland is thus, we are assured, ‘OK’.

This paper seeks to reveal a reality more complex. A theoretical background is provided by the work of Baudrillard. His views on brands are, as one might expect, dismissive: ‘…the “loyalty” to a brand name is nothing more than the conditioned reflex of a controlled affect’ (2001, pp 20-1). But the implication that the brand is a reductionist device, that inhibits conscious thought, is arguably true. This puts the brand at odds with what is known about the experiential expectations of the exploratory tourist.

Briefly, it is argued that a brand exists when a product acquires symbolic value, which converts into economic value in the form of premium price, or into emotional value, in the form of consumer loyalty. The stronger the brand, the more the symbolic eclipses the real, inhibiting the consumer’s conscious evaluation of essence. Branding is thus useful for creating product distinctiveness where the essence is weak, and the product is simple. One thinks, for example, of a cola drink, or soap powder.

But geographical places have pre-existing personalities, in the form of perceptions shared by people. Unlike the cola drink, the essence is strong, and the product is complex. It is this essence, an ‘authentic’, that the exploratory tourist seeks to uncover (MacCannell,1976). The existence of genre of travel literature dedicated to the uncovering of the ‘hidden’, ‘secret’ and ‘undiscovered’ is testimony to this (Voase, 2006). Therefore, to apply branding to tourist destinations, uncritically, is to ignore this dimension of tourist expectation. A study of the case of Scotland shows how the iconography associated with that country has not been treated by the Scotland’s destination marketing organisation as a de facto asset.

A content analysis of Scottish Tourist Board (STB) brochures revealed, between the mid-1990s and mid-2000s, a distancing from the use of stereotypical iconography. An STB television advertisement of the mid-1990s featured a Scottish poet, Norman MacCaig, who spoke of Scotland having been ‘unmapped into abstraction’: an aching expression of a country reduced to stereotypes. This is uncannily redolent of Baudrillard’s writings on the era of simulation, in which ‘the map…engenders the territory’ (1994, p.1).

The paper concludes with an exploration of practical implications, informed by a research interview with VisitScotland’s Head of Marketing for the UK and Ireland. Deployment of the stable of stereotypical Scottish images is very much a managed process, with differential and selective use of Scottish iconography for different markets. The conclusion of the paper suggests that ‘branding’ is not a concept that can be applied uncritically to the complexities of tourist destinations. Caution needs to be exercised.

References