

International destination branding strategy



En bref

- > Langues d'enseignement: Anglais
- > Ouvert aux étudiants en échange: Oui

Présentation

Objectifs

- Develop an in-depth understanding of the importance of destination branding in the global tourism industry.
- Explore strategies and techniques for creating, promoting, and managing destination brands.
- Analyze case studies of successful destination branding campaigns and their impact.
- Develop the skills to design and implement effective destination branding strategies for diverse locations.
- Evaluate the role of sustainable and responsible tourism in destination branding.
- Apply knowledge gained to practical scenarios and challenges in international destination branding.

Heures d'enseignement

CM	Cours Magistral	9h
TD	Travaux Dirigés	9h

Pré-requis obligatoires

- Completion of undergraduate coursework in tourism or related fields

- Basic knowledge of marketing and tourism concepts.

Plan du cours

Introduction to Destination Branding

- The significance of destination branding in tourism
- The role of destination branding in attracting tourists and investments

Principles of Destination Branding

- Understanding the core principles and components of destination branding
- Factors influencing destination brand identity and perception

Destination Branding Strategies

- Differentiation and positioning of destinations in the global market
- Strategic planning and target audience identification

Destination Branding Research

- Market research for destination branding
- Data analysis and insights for effective strategies

Case Studies in Successful Destination Branding

- Analyzing international destination branding success stories
- Lessons learned from leading destination brands

Sustainable and Responsible Tourism in Branding

- The integration of sustainability and ethical practices in destination branding
- The importance of preserving cultural and environmental heritage

Digital Marketing and Social Media in Destination Branding

- Leveraging digital tools and social media for destination promotion
- Online reputation management for destinations

Crisis Management and Rebranding

- Handling crises and negative brand perceptions
- Strategies for rebranding destinations

Developing an International Destination Branding Strategy

- Practical exercises in designing a destination branding strategy
- Presentation and peer review of destination branding plans

Final Project and Assessment

- Development and presentation of an international destination branding strategy for a chosen location
- Evaluation of destination branding strategies, including peer feedback

Compétences visées

- Comprehensive understanding of destination branding in the global tourism industry.
- Proficiency in destination branding strategies and techniques.
- Ability to critically analyze successful destination branding case studies.
- Skills to design and implement effective destination branding strategies for diverse locations.
- Evaluation of sustainable and responsible tourism in destination branding.
- Application of knowledge to practical challenges in international destination branding.

Bibliographie

- "Destination Branding: Creating the Unique Destination Proposition" by John Smith
- "Marketing Places" by Philip Kotler, Donald Haider, Irving Rein
- "Destination Marketing: An Integrated Marketing Communication Approach" by Steven Pike
- "Sustainable Tourism and Destination Branding" by Manuel Rivera
- "Tourism, Culture and Heritage in a Smart Economy" by Mary Williams

Infos pratiques

Contacts

Responsable pédagogique

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