

International destination branding strategy (GEST702_ITMCY)

 ECTS
2 crédits

 Composante
IAE Savoie
Mont Blanc

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

International destination branding strategy - CM	Cours Magistral	9h
International destination branding strategy - 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

Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

Campus

› Chambéry / campus de Jacob-Bellecombette