

# 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

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

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## 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.

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## 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

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## Infos pratiques

### Lieux

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

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### Campus

- › Chambéry / campus de Jacob-Bellecombette