INCULTUM marketing and social branding in tourism destinations



The importance of marketing and social keeping in tourism destinations - Sections and co Introduction to the course Section 1 Section 2 **Marketing and branding principles Promotion and storytelling** Locals' UNIT 2.1 Communication: principles **UNIT 3.1 N** UNIT 1.1 Definitions and theoretical framework **UNIT 3.2 E** UNIT 2.2 Marketing communication FOCUS: Planning a tourist experience FOCUS: Examples of DMO advertising to promote destinations FOCUS: Th UNIT 1.2 Marketing logic and planning UNIT 2.3 Engaging visitors **UNIT 3.3 7** UNIT 1.3 Branding & local identity FOCUS: Gamification FOCUS: TI Further information materials + tools Further info Self-assessment Self-assessment

The new academic **course on marketing and social branding in tourism destinations** is available in the INCULTUM Training Portal. for free access.

The contents have been developed under the scientific coordination of the <u>University of Pisa</u>, partner of the <u>INCULTUM project</u>. The course is made of three thematic subsections each composed by several subsection which cover both general marketing and branding issues and many specifics of tourism and place branding, with a special focus on peripheral destinations and local's involvement. It is all based on tutorial videos supplemented by additional material and quizzes for self-assessment.

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