

## INCULTUM marketing and social branding in tourism destinations



# The importance of marketing and social branding in tourism destinations - Sections and content

## Introduction to the course

### Section 1

#### Marketing and branding principles

UNIT 1.1 Definitions and theoretical framework

FOCUS: Planning a tourist experience

UNIT 1.2 Marketing logic and planning

UNIT 1.3 Branding & local identity

Further information materials + tools

Self-assessment

### Section 2

#### Promotion and storytelling

UNIT 2.1 Communication: principles

UNIT 2.2 Marketing communication

FOCUS: Examples of DMO advertising to promote destinations

UNIT 2.3 Engaging visitors

FOCUS: Gamification

Further information materials + tools

Self-assessment

Locals' involvement

UNIT 3.1 Marketing and branding principles

UNIT 3.2 Promotional and storytelling

FOCUS: The role of local tourism boards

UNIT 3.3 Tools and resources

FOCUS: The role of local tourism boards

Further information materials + tools

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 [University of Pisa](#), partner of the [INCULTUM project](#). 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.

