

INCULTUM marketing and social branding in tourism destinations



The importance of marketing and social branding in tourism destinations - Sections and course structure

Introduction to the course		
Section 1 Marketing and branding principles	Section 2 Promotion and storytelling	Section 3 Locals' involvement
UNIT 1.1 Definitions and theoretical framework	UNIT 2.1 Communication: principles	UNIT 3.1 Marketing and social branding
FOCUS: Planning a tourist experience	UNIT 2.2 Marketing communication	UNIT 3.2 Engaging visitors
UNIT 1.2 Marketing logic and planning	FOCUS: Examples of DMO advertising to promote destinations	FOCUS: The role of local stakeholders
UNIT 1.3 Branding & local identity	UNIT 2.3 Engaging visitors	UNIT 3.3 The role of local stakeholders
Further information materials + tools	FOCUS: Gamification	FOCUS: The role of local stakeholders
Self-assessment	Further information materials + tools	Further information materials + tools
	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 [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.

