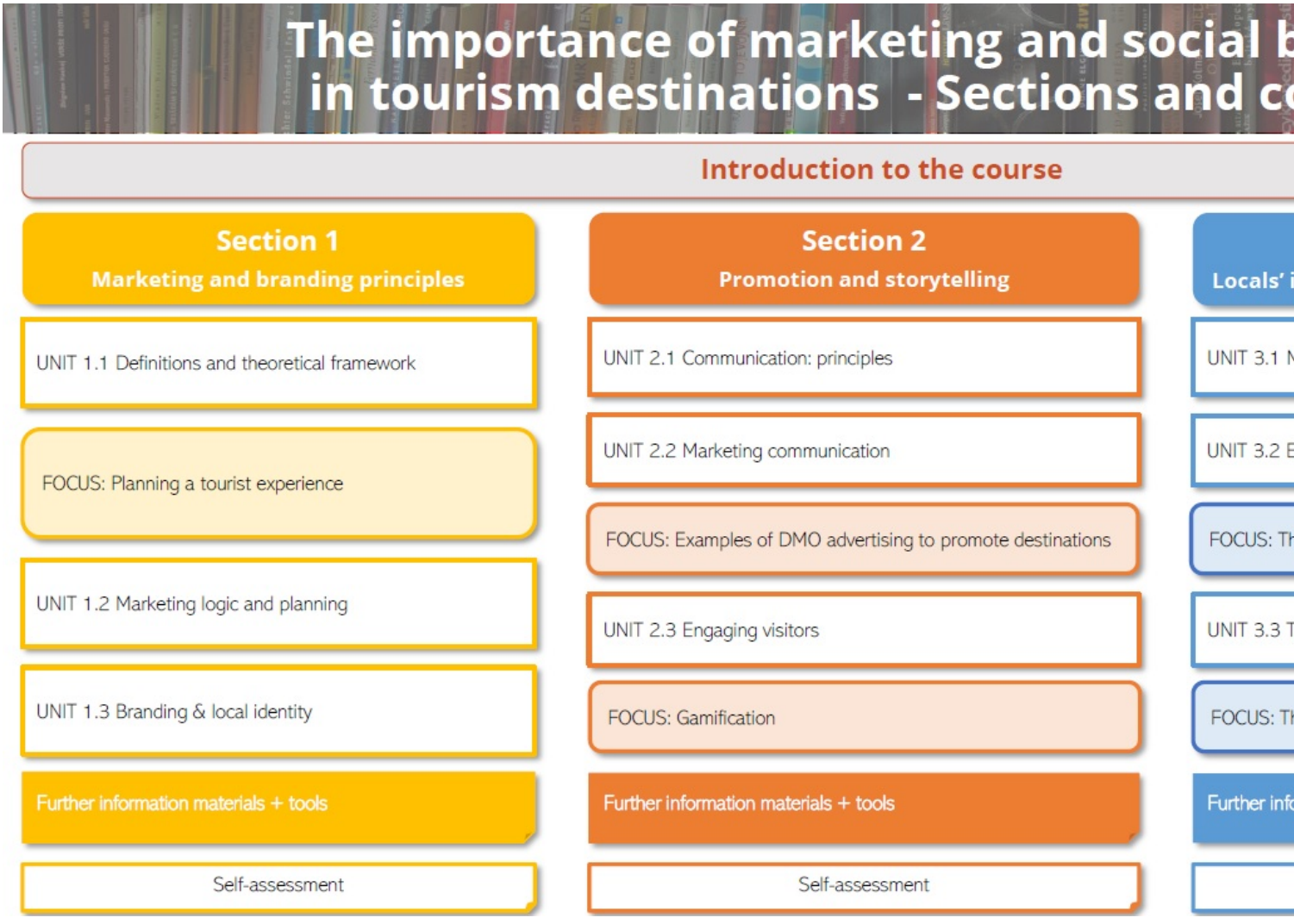
INCULTUM marketing and social branding in tourism destinations



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.

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