Strategic Place Branding Methodologies and Theory for Tourist Attraction

Ahmet Bayraktar
Bozok University, Turkey

Can Uslay
Rutgers University, USA
Table of Contents

Foreword ................................................................................................................. xvii

Preface ...................................................................................................................... xviii

Section 1
Place Branding: Developing Favorable Place Image and Identity

Chapter 1
Defining Place Image .............................................................................................. 1
  Candi Clouse, Cleveland State University, USA
  Ashutosh Dixit, Cleveland State University, USA

Chapter 2
Do Places Have a Personality? A Perspective from Place Branding ..................... 21
  Sonya Hanna, Bangor University, UK
  Jennifer Rowley, Manchester Metropolitan University, UK

Chapter 3
A Theoretical Approach for Sustainable Communication in City Branding: Multilateral
Symmetrical Communication Model ........................................................................ 41
  Ayşe Banu Biçakçı, Yeditepe University, Turkey
  Zeynep Genel, Yeditepe University, Turkey

Chapter 4
Steps toward a City Marketing Mix and Its Perception Measurement .................. 67
  Katja Udir Mišič, University of Maribor, Slovenia
  Klement Podnar, University of Ljubljana, Slovenia

Section 2
Place Branding Tools and Methods

Chapter 5
Urban Design and the Entrepreneurial City: Place Branding Theory and Methods .... 88
  Alamira Reem Bani Hashim, University of California Berkeley, USA
Chapter 6
Exploring City Branding as a Tool to Conserve Urban Green Infrastructure in Developing Countries

Bhaskar Padigala, Centre for Environmental Planning and Technology University, India

Chapter 7
Promoting City Branding by Defining the Tourism Potential Area Based on GIS Mapping

Ya-Hui Hsueh, National Taichung University of Education, Taiwan
Chia-Chih Chang, National Taichung University of Education, Taiwan

Chapter 8
Business Fabric and Place Branding: Measuring Entrepreneurship at the Street Scale

Philip Speranza, University of Oregon, USA
Benjamen Prager, University of Oregon, USA

Chapter 9
Building City Brand through Social Media: The Effect of Social Media Brand Community on Brand Image

Linda Lea Elisabet Muinonen, Aalto University School of Business, Finland
Ashish Kumar, Aalto University School of Business, Finland

Chapter 10
City Branding and the Power of Netnography in the Era of Social Media

Tuğba Özbölük, Bozok University, Turkey

Section 3
Strategic Place Branding: Attracting Tourism and Investment to Cities, Regions and Nations

Chapter 11
The Role of Culture in City Branding

Selda Uca Ozer, Trakya University, Turkey

Chapter 12
The Effect of Religious Affiliation on Nation/Place Image

İhsan Kurar, Akdeniz Üniversitesi, Turkey
Saadet Zafer Kavacık, Akdeniz Üniversitesi, Turkey
Mehmet Emin İnal, Alanya Alaaddin Keykubat Üniversitesi, Turkey

Chapter 13
The Role of Movies/TV Series in Building Country/City/Destination Brands

Ramazan Pars Şahbaz, Gazi University, Turkey
Ali Turan Bayram, Sinop University, Turkey