

Language of Instruction: English

Professor: José Fernández Cavia and Sara Vinyals Mirabent

Professor' s Contact and Office Hours: Contact: sara.vinyals@upf.edu and jose.fernandez@upf.edu. Office hours: Wednesday from 11h. to 12h.

Course Contact Hours: 15 hours

Recommended Credit: 2 ECTS credits

Weeks: 1 week

Course Prerequisites: None

Language Requirements: Students need a sufficient English level to follow the course.

Course Description:

Barcelona receives more than 7 million international visitors every year. Like other European cities, Barcelona' s growth and relevance in the territory' s economic development have positioned the city in a highly competitive globalized context. This growth does not only refer to the tourism activity, but also to the power of attracting investment, to favor exportations, to attract new human talent to live in the city, etc. This reality advocates the adoption of branding techniques to manage and promote a strong and rich city image, a source of symbolisms desired by all its publics.

This course focuses on the understanding of the new symbolic role of the territory and explores the difficulties to compose a coherent brand image that represents the complexity of the place. The case of Barcelona will guide the students to understand and apply the knowledge acquired in the theoretical lectures and further case studies of reference.

Learning Objectives:

At the end of the course, the student...

- will have acquired the fundamentals of Place Branding, its challenges, and its main focuses of action.
- will have learned the role and contribution of the different stakeholders in building contemporary city brands.
- will be able to critically analyze communication sources to identify weaknesses, threats, opportunities, and the strengths of a city' s image strategy.

Course Workload

The course is divided into lectures, case studies discussions, and field research project. Additional reading material will be provided during the course for the students to increase their knowledge on the different topics. Students should be able to use all the theoretical content presented during the lectures, the case studies and the additional reading material to their own project about the case of Barcelona.

Methods of Instruction:

The course includes both lectures and case studies in a two-hour session, and an additional one-hour practical session. On the one hand, the two-hour class sessions combine the theoretical lecture with the case study discussion related to the previous content. The students should read the additional reading material prior to the class. On the other hand, the practical classes will focus on working on the field project and discussing with the classmates its progress.

Method of Assessment

Class Participation: 30 percent

Final Project: 70 percent

Absence Policy

Attending class is mandatory and will be monitored daily by professors. The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

Classroom Norms:

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

Session 1. Introduction

Introduction. Syllabus, evaluation, and home-readings.

Content. Key concepts to understand branding applied to cities.

Content. European cities competing internationally.

Content. Barcelona' s growth in the last century.

Case study: The case of Turkey - Atatürk.

Reading material: short documentary and other reading materials.

Session 2. Territory, places and global cities

Content. The XXIst century, the era of consumption society.

Content. The symbolic value of the territories.

Content. Living in a global world, aiming for local identities.

Case study: The key success factors of 'IAMSTERDAM' .

Field research project: applying the theoretical content to the case of Barcelona.

Reading material: compilation of different materials.

Session 3. Branding places, stakeholders and co-creation

Content. Branding places, techniques borrowed from marketing.

Content. The complexity of contemporary city brands.

Content. Stakeholders contributing to the co-creation of the city image.

Case study: Oslo, 'ON BRAND' .

Field research project: applying the theoretical content to the case of Barcelona.

Reading material: fragment of Rethinking place branding from a practice perspective. Working with stakeholders (in: Warnaby, Ashworthm, and Kavaratzis, 2015).

Session 4. Places to live or to visit? The tourism challenge

Content. Positive and negative impact of tourism in the city.

Content. How to make tourism activity sustainable.

Content. Barcelona's tourism controversy.

Case study: Venice, the tourist city.

Field research project: applying the theoretical content to the case of Barcelona.

Reading material: fragment of *Venice, the tourist maze. A cultural critique of the world's most touristed city* (Davis & Marvin, 2004).

Session 5. Place and destination branding communication

Content. The key factors to strengthen a place's image.

Content. Communication sources and actors.

Case study: Barcelona global image (assembling the students' field research project).

Field research project: students' oral presentations.

Reading material: fragment of Rethinking strategic place branding in the digital age (in: Warnaby, Ashworth, and Kavaratzis, 2015).

Required Readings: The professor will assemble a course pack/or indicate mandatory textbooks' fragments.

Recommended bibliography:

- Anholt, S. (2004). Branding places and nations. In R. Clifton, J. Simmons, & S. Ahmad (Eds.), *Brands and branding* (pp.231-226). London: Bloomberg Press
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897
- Braun, E. (2012). Putting city branding into practice. *Journal of Brand Management*, 19(4), 257-267.
- Cho, M.-H, & Sung, H. H. (2012). Travel destination websites: Cross-cultural effects on perceived information value and performance evaluation. *Journal of Travel & Tourism Marketing*, 29(3), 221-24.
- Cohen, E. (2002). Authenticity, equity and sustainability in tourism. *Journal of Sustainable Tourism*, 10(4), 267-276.
- De Rosa, A.S., Bocci, E., & Dryjanska, L. (2017). Social representations of the European capitals and destination e-branding via multi-channel web

communication. *Journal of Destination Marketing & Management*. Advances online publication

Fainstein, S. S., & Judd, D. R. (1999). Global forces, local strategies, and urban tourism. In D. R. Judd & S. S. Fainstein (Eds.), *The tourist city* (pp.1-17). New Haven: Yale University Press

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2-3), 139-155.

Mazanec, J., & Wöber, K. (2010). *Analysing international city tourism* (2nd ed). Wien: Springer.

Warnaby, G., Ashworth, G. J., & Kavaratzis, M. (2015). *Rethinking place branding comprehensive brand development for cities and regions*. London: Springer.

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