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## PLACE BRANDING in Spring 2021 (CM5022)

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| <b>Course Code</b>    | CM5022                                             | <b>Professor(s)</b>     | Charles Talcott                                |
| <b>Prerequisites</b>  | None                                               | <b>Office Number</b>    | G-402                                          |
| <b>Class Schedule</b> | T: 13:45-15:05 in G-002<br>W: 13:45-15:05 in G-002 | <b>Office Hours</b>     | Tuesday 3-5pm Friday 9-11am and by appointment |
| <b>Credits</b>        | 4                                                  | <b>Email</b>            | ctalcott@aup.edu                               |
| <b>Semester</b>       | Spring 2021                                        | <b>Office Tel. Ext.</b> | x575                                           |

## Course Description

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### Place Branding: Travel, Tourism & Competitive Identity

Communication has always been intimately related to travel—be it the material and symbolic transfer and transmission of ideas and information or the circulation of people and cultures locally, regionally, nationally, globally. This course undertakes an exploration of *place*, particularly as a space impacted by cultures and commerce. We will interrogate the emergence of cultures of travel in the age of globalized branding. How does the communication of travel experiences, narratives and images impact a place? How does such communication generate cultural value? How does the circulation of bodies through travels, trips, voyages and tourism create meaning (let alone produce capital revenue exceeding 1.7 trillion USD in 2019 according to the UNWTO)? Through critical cultural studies and political economy approaches, we will investigate: the emergence of mass tourism and related leisure industries; travel, globalization and cultural hybridity; the concepts of place branding and of competitive identity and their roles in marketing, in civil society development, in public diplomacy and in social sustainability; the varieties of tourism and tourist practices: from cultural tourism and memory tourism to dark tourism and eco-tourism; heritage and heritage tourism and the tourist's desire for communicated history and material authenticity; the cultural politics of travel from neo-colonial legacies to travel as soft power public relations engaged in public diplomacy; mediated travel, from the tourist reflex of capturing photographic images to the explosive use of ICTs and social media; media and cinema-induced travel; and travel and the contemporary drive to consume and communicate cultural difference be it through food, drink and the experience of "other spaces." The focus of the course will be on the communication and circulation of experience-based branding.

## Course Learning Outcomes

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Understand the historical development of travel cultures and modern tourism.  
Understand the role of communication in contributing to the augmentation of the meaning and value of the experience of travel.  
Understand the concept of place branding and its role in marketing, in civil society development, in public diplomacy and social sustainability.  
Undertake communications-focused social science research of travel and tourism-related issues.  
Be able to apply branding theory and concepts to place and to travel and tourism contexts.  
Be able to conduct a place branding profile and audit and to evaluate the accuracy and effectiveness of contemporary cases of place and destination branding.  
Understand and be able to use qualitative communications research methodologies.  
Be aware of key issues in debates about globalization and their relationship to forms of global media and culture.  
Develop critical perspectives on major concepts and theories in Communication Studies and Cultural Studies.

## General Education

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## Course Outline

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**Spring 2021 | January 18 - May 4**

**Branding Place: Travel, Tourism & Competitive Identity**

**Thinking Critically About Place & Representation**

Tuesday, January 19                      Introduction; Outline of the course

Defining & Communicating Place | 'Siting' Spaces

First analysis: "Incredible India" promotional video 2013

How is 'India' represented?

How is 'tourism' represented?

What's the pitch? What is the narrative?

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Wednesday, January 20  
destinations, resorts

From *genius loci*, roots and *terroir* to homes, hoods, locales,  
and 'non-places'

What is the meaning & value of place?

**Assignment:** Analysis of "Incredible India" video

## **Space, Place, Branding – The Power of 'Origin' and 'Origination'**

Tuesday, January 26

Thinking about Space & Place

Branding & Place | Symbol, Meaning, Value

A review of branding & branding theory

What is 'Branding'? What is 'place branding'?

### **Readings:**

Michel Foucault "Of Other Spaces: Utopias & Heterotopias"

Adam Arvidsson, "Brands: A Critical Perspective"

### **Recommended Follow-up Reading:**

Douglas Holt, "Toward a Sociology of Branding"

Wednesday, January 27

*Made in...* The Value in Origin

### **Reading:**

Andy Pike, excerpt from *Origination: The Geographies of Brand  
and Branding*

Chapter 1-3

Tuesday, February 2  
ideological parasites and

Douglas Holt "Jack Daniel's America: Iconic brands as

proselytizers"

## **Assignment & Class mini-presentations: Product Origination Pitches**

Wednesday, February 3

**Nation Branding**

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**Reading:**

Chap 1-3

Keith Dinnie *Nation Branding: concepts, Issues, Practice*, Part I

**February 9 & 10**

**NO CLASS – University Holiday**

Tuesday, February 16

Branding Place

Branding Destinations: Regions, Cities

**Reading:**

Chap 4-6

Keith Dinnie *Nation Branding: concepts, Issues, Practice*, Part I

Lily Kong "City Branding"

- Brand Estonia"

Sue Curry Jansen "Designer Nations: Neo-liberal nation branding

Wednesday, February 17

Developing "Competitive Identity"

**Reading:**

Simon Anholt, excerpt from *Competitive Identity: The New Brand Management for Nations, Cities and Regions*

Tuesday, February 23

Defining Travel | Defining Tourism

Travel & Identity

Who is a Tourist?

**Reading:**

Dean MacCannell, excerpt from *The Tourist*

John Urry, excerpt from *The Tourist Gaze 3.0*

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Scott McCabe "Who is a Tourist?: A Critical Review"

**Wednesday, February 24**      **NO CLASS – University Holiday**

Tuesday, March 2      Travel and Visual Culture

What is 'authenticity'? What is the 'Real' of reality?

**Readings:**

Brown      "Visa Global Travel Intentions Study 2015" prepared by Millward

James Clifford "Notes on Theory and Travel"

Ning Wang "Rethinking Authenticity in Tourism Experience"

Wednesday, March 3      Visiting place | purposeful travel

Travel *genres*: cultures and purposes of travel

**Reading:**

Media-influenced travel

Travel Trends

Tuesday, March 9      History, Heritage, Memory, Nostalgia

**Reading:**

Laurajane Smith "The Uses of Heritage"

Millie Creighton, "Consuming Rural Japan: The Marketing of Tradition and Nostalgia in the Japanese Travel Industry"

**Assignment:** Travel feature pitches

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Wednesday, March 10

Tourism, Sustainability & Development

Branding *for* Development? Community Branding *for* civil society?

**Reading:**

Keith Dinnie *Nation Branding: Concepts, Issues, Practice*, Part III

Chap 7-8

Tuesday, March 16

Cluster branding - the place and power of multiples

Branding communities - towards civic engagement

**Reading:**

Cluster Branding and Marketing Handbook by Tendesor group

Wednesday, March 17  
Power

Public Diplomacy & Branding Nations | Place Branding as Soft

Fullerton's "Model of Country" concept

**Reading:**

Keith Dinnie *Nation Branding: concepts, Issues, Practice*, Part IV

Chap 9-10

**Critical approaches**

Tuesday, March 23

Tourism as Public Diplomacy

**Reading:**

Wally Olins, "Making a National Brand" pages 169-179 in *New*

*Public Diplomacy*

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Wednesday, March 24

Tourism, Sustainability & Development

**Reading:**

Simon Anholt, excerpts from *Places*

Case study: Iceland

Tuesday, March 30

Challenging Travel

**Reading:**

Jamaica Kincaid *A Small Place*

Wednesday, March 31  
circulation

'Post-colonial' Travel & Tourism: the Debatable Value of global

Lost in Translation; Neo-colonial encounters; The 'Tourist Economy';

**Reading:**

Hazel Tucker "Tourism as Postcolonialism"

**Recommended reading:**

Robert Shepherd "Commodification, culture and tourism"

**Tuesday, April 6**

**NO CLASS – Faculty Retreat Day**

Wednesday, April 7

The Gaze of the Tourist; The 'Other' as Entertainment

**Reading:** Cheryl Finley. "Authentic Dungeons, Whitewashing Castles: The Former Sites of the Slave Trade on the Ghanaian Coast"

**Film:** *Gringo Trails*

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Tuesday, April 13

Local/Glocal/Global

**Reading:**

Donald McNeill, "McGuggenisation? National identity and globalisation in the Basque country"

**"World Citizens' Guide"** (6-page brochure)

Check: <http://www.worldcitizensguide.org/>

**Due Assignment:**

Wednesday, April 14

Risk analysis

'Promoting' Place, Space & Capital Culture

The capital fetish of place

**Reading:**

Melissa Aronczyk, *Branding the Nation: The Global Business of National Identity*. excerpts

Tuesday, April 20  
Circulation

"There's an App for that...": Digitization, Mediated Space &

Travel, Tourism & the Digitization of Space

The impact of digital technology on travel, tourism and the  
experience of space

**Reading:**

Part 1. Ulrike Gretzel and Daniel R. Fesenmaier "Information Technology: Shaping the Past, Present and Future of Tourism"

Wednesday, April 21

Tracking bodies, tracing circulation

Towards an Ethnography of Tourism

**Reading:**

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Part 2. Ulrike Gretzel and Daniel R. Fesenmaier "Information Technology: Shaping the Past, Present and Future of Tourism"

Tuesday, April 27

**Last full class:** concluding remarks

**Tuesday, May 4  
Projects**

**Final Exam Period: Presentations of Place Branding**

**6:30-9:00pm**

**Course Summary Discussion and Conclusions**

## Textbooks

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This course doesn't have any textbook.

## Attendance Policy

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### AUP ATTENDANCE POLICY

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and should contact their professors to explain the situation. It is the student's responsibility to be aware of any policy that a faculty member might have set in the course syllabus. The French Department, for example, has an attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for participation in study trips related to their courses.

### COVID-19 TEMPORARY AMENDMENTS

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. During the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances arise. For example, when students are placed under quarantine by the French authorities or by their doctor, or when they have symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the attendance policy for remote learners.

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**Attendance at all exams is mandatory.**

In all cases of missed course meetings, the responsibility for communication with the professor, and for any missed work, rests solely with the student. Whether an absence is excused or not is ALWAYS up to the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. The professor may also recommend that a student withdraw, if absences have made it impossible to continue in the course at the college level. Students must be mindful of this policy when making their travel arrangements, and especially during Exam Periods.

## **Grading Policy**

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1. **Engaged Class Participation & Contributions** Participation includes active in-class discussion of the course readings. Attendance is mandatory at all sessions.
2. **Reflections/Reading Responses (written & video) 20%**
3. **Product 'Origination' Analysis & Pitch 10%**
4. **Travel Feature pitches + travel article 10%**
5. **Creative image-based ethnographic inventory related to tourism 10%**
6. **Analytical paper** ( 16 pages and a substantial bibliography to be submitted early-April) **20%**
7. **Place BrandBook & Destination Brand Conception 20%**
8. **Final presentation 10%**

**Failure to complete and submit any one of the assignments will double its coefficient value.**

### **GRADING – Graduate**

Each assignment during the semester will be rated on a numerical scale of 10 points per percentage point.

The following qualitative guidelines will be used to evaluate your work and performance.

### **MAGC Graduate Grading Framework**

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**A = Exceptional;** Work and participation exceed the course requirements and learning objectives. The student demonstrates creative mastery of the course concepts, themes and topics. Work evinces an exceptional level of analysis and interpretation, great planning, extensive development, originality, rigorous research and implementation, unique ideas and excellent written and oral expression.

**A- = Excellent;** The student demonstrates a thorough understanding of the course material and the course's learning goals. Work fulfils all the assigned requirements and then some. Work demonstrates: careful planning and organization; sharp implementation; and a solid grasp of course concepts and material. Written and oral work is clear, cogent and correctly constructed.

**B+ = Very good;** Work submitted satisfies all the basic requirements for the course and reflects a solid understanding of all the course fundamentals. Written work covers all the necessary requirements in terms of content and form and shows good command of argumentation, organization, style and grammar.

**B = Good;** Work satisfies all the basic minimum requirements for the course. Work reflects a practical understanding of all the course fundamentals. Written work covers all the necessary requirements in terms of content and form and shows reasonable command of argumentation, organization, style and grammar.

**B- = Unsatisfactory;** Work is missing or does not satisfy the basic minimum requirements for the course. Work submitted and participation do not reflect a serious sustained engagement with the course's learning goals. Work submitted does not reflect a minimal understanding of course fundamentals. Written work is incomplete and does not contain the minimal necessary requirements in terms of content and form. Written work does not demonstrate an adequate command of argumentation, organization, style and grammar.

## Other

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