
TOPICS: PLACE BRANDING in Spring 2021 (CM4091B)

Course Code	CM4091B	Professor(s)	Charles Talcott
Prerequisites	None	Office Number	G-402
Class Schedule	T: 13:45-15:05 in G-002 W: 13:45-15:05 in G-002	Office Hours	Tuesday 3-5pm Friday 9-11am and by appointment
Credits	4	Email	ctalcott@aup.edu
Semester	Spring 2021	Office Tel. Ext.	x575

Course Description

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

General Education

Course Outline

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?

Wednesday, January 20 From *genius loci*, roots and *terroir* to homes, hoods, locales, destinations, resorts

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:

and Branding

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

Chapter 1-3

Tuesday, February 2
ideological parasites and
proselytizers"

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

Assignment & Class mini-presentations: Product Origination Pitches

Wednesday, February 3

Nation Branding

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*

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

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:

Chap 9-10

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

Critical approaches

Tuesday, March 23

Tourism as Public Diplomacy

Reading:

Public Diplomacy

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

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

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

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*

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:

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

This course doesn't have any textbook.

Attendance Policy

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 department's attendance policy for remote learners.

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 excused 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 required level. Students must be mindful of this policy when making their travel arrangements, and especially during Exam Periods.

Grading Policy

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.

The following undergraduate guidelines will be used to evaluate and grade work and performance.

A = Exceptional; the quality of the student's work meets the highest standards of the department and the university, going well beyond the assigned requirements. A student demonstrates creative mastery of the course material. Work evinces great planning, extensive development, originality, rigorous research and argumentation, unique ideas and excellent written expression.

B = Very good; A student demonstrates a thorough understanding of the course material. Work fulfills all the assigned requirements and then some. Work demonstrates careful planning and organization, strong, well-formulated argumentation and a solid grasp of course concepts and material. Written work is clear, cogent and correctly constructed.

C = Satisfactory; Work satisfies all the basic minimum requirements for the course. Work reflects a basic 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.

D = Unsatisfactory; Work submitted is incomplete; Written work is confused in argumentation and lacks unity and coherence. Claims are unsubstantiated. Written work does not adhere to basic academic standards in terms of content, form, register and style; written work contains grammatical and stylistic errors of various kinds

F = Poor; little evidence of effort to fulfill even the most basic of course requirements.

Note: a *plus* or *minus* may follow these letter grades at the professor's discretion.

Other
