Course "The importance of marketing and social branding in tourism destinations"
List of FIMs (Further Information Materials)
on Section 1 – Marketing and branding principles

About databases and definitions

CABI Database. CABI database is an international, inter-governmental, not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. The CABI's database puts information, skills and tools into people's hands. CABI's 49 Member Countries guide and influence our work which is delivered by scientific staff based in our global network of centres. Retrievable at: https://www.cabi.org/leisuretourism

European Landscape Convention. The European Landscape Convention is a policy document of the Council of Europe, also known as the Florence Convention, is the first international treaty to be exclusively devoted to all aspects of European landscape. It applies to the entire territory of the Parties and covers natural, rural, urban and peri-urban areas. It concerns landscapes that might be considered outstanding as well as everyday or degraded landscapes. The Convention is aimed at: the protection, management and planning of all landscapes and raising awareness of the value of a living landscape. Retrievable at: https://www.coe.int/en/web/landscape

UNWTO Glossary. This glossary contains words and definitions of common tourism terms. Retrievable at: https://www.unwto.org/glossary-tourism-terms

About marketing logic and planning

Hasan, M. M., & Islam, M. F. (2020). The Effect of Marketing Mix (7Ps') on Tourists' Satisfaction: A Study on Cumilla. The Cost and Management, 48(2), 30-40. Retrievable at: https://www.academia.edu/download/63708822/4.The-Effect20200622-85471-umcnz.pdf

Jönsson, C. (2005). Tourism marketing basics, in book: Marketing Basics for the Caribbean (pp.417-443.) Publisher: Ian Randle Publishing: Kingston. Retrievable at: https://www.researchgate.net/publication/229428573_Tourism_Marketing_Basics Description:

Krippendorf, J. (1987). Ecological approach to tourism marketing. Tourism Management, 8(2), 174-176. Retrievable at: https://www.sciencedirect.com/science/article/abs/pii/026151778790029X

Moon, Y. (2005). Break free from the product life cycle. Harvard Business Review, 83(5), 86-94. Retrievable at: https://hbr.org/2005/05/break-free-from-the-product-life-cycle

Schmitt B., Zarantonello L. (2015) Consumer Experience and Experiential Marketing: A Critical Review" In Review of Marketing Research. Published online: 09 Mar 2015; 25-61. Retrievable at: https://doi.org/10.1108/S1548-6435(2013)0000010006 Description: This book chapter provides a critical review of the emerging field of consumer experience and experiential marketing

Sutevski D. How to use the product life cycle to expand your products' life. Retrievable at: https://www.entrepreneurshipinabox.com/27532/how-use-product-life-cycle-expand-products-life/

About branding and local identity

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