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Visiting the margins
INnovative CULtural ToUrisM in European peripheries

Course "The importance of marketing and social branding in tourism destinations"
List of FIMs (Further Information Materials)
on Section 2 – Promotion and storytelling

About marketing communication: logic and tools

Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond user gaze: How Instagram creates tourism destination brand?. *Procedia-Social and Behavioral Sciences*, *211*, 1089-1095. Retrievable here

Kirti Solanki (2022) Marketing Communication | Definition, Objectives, Process, Strategies & Importance Retrievable at: https://www.toppers4u.com/2022/04/marketing-communication-definition.html#point5

Persuit, J. M. (2013). *Social media and integrated marketing communication: A rhetorical approach*. Lexington Books.

Tomše, D., & Snoj, B. (2014). Marketing communication on social networks: Solution in the times of crisis. *Marketing*, *45*(2), 131-138. Retrievable at: https://www.researchgate.net/publication/269658460_Marketing_communication_on_social_networks_Solution_in_the_times_of_crisis

About example on tourism destination advertising and its expected effect

Regret, inclusion, freedom:

- Peru and the flashback/regret: (2012) https://www.youtube.com/watch?v=sTUi3JTuRys

- Québec as inclusive destination (2016): blind love https://youtu.be/_s7ZnzzOJKc

- Sweden and Airbnb (2019): the freedom to walk and sleep wherever you want https://youtu.be/C6671CL5fFg

Irony:

- Tschlin, the silent small Swiss village (2016): https://www.youtube.com/watch?v=NS5r-rUaypg&t=11s

- Introducing Icelandverse: the natural alternative to the Metaverse (2021) https://youtu.be/enMwwQy_noI

Crisis management and peer reassurance:

- Call Brussels campaign after the terrorist attack (2016): https://youtu.be/PL7hvXeOAKw

About engaging visitors

Solakis, K., Katsoni, V., Mahmoud, A. B., & Grigoriou, N. (2022). Factors affecting value co-creation through artificial intelligence in tourism: A general literature review. *Journal of Tourism Futures*. Retrievable at: https://www.emerald.com/insight/content/doi/10.1108/jtf-06-2021-0157/full/html

Saini N. Below the line (BTL) / Above the line (ATL) / Through the line (TTL). Online article, January 14, 2016. Retrievable at: https://www.linkedin.com/pulse/below-line-btl-above-atl-through-ttl-nidhi-saini/

Newberry C. (2023) 109 Social Media Demographics Marketers Need to Know in 2023. Online article published on August 28, 2023. Retrievable at https://blog.hootsuite.com/social-media-demographics/#Facebook_demographics

Hunicke, R., LeBlanc, M., & Zubek, R. (2004, July). MDA: A formal approach to game design and game research. In *Proceedings of the AAAI Workshop on Challenges in Game AI* (Vol. 4, No. 1, p. 1722). Retrievable at: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.game-developers.org/wp-content/uploads/2022/09/MDA.pdf