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MODULE 5

BUILDING YOUR BRAND AND MARKETING STRATEGY



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Let's protect our environment!

TABLE OF CONTENTS

1. Introduction	3
1.1. Target Group of the Module	3
1.2. Learning Objectives and Outcomes	3
1. 3. Methods used during the lesson.	5
1. 4. Necessary equipment and materials	5
1. 5. Structure of the module	5
1. 6. Timetable	6
2. THEORETICAL PART	7
2.1. Introduction	7
2.2. Definitions	9
• Digital Advertising	12
• Social media	12
• Email newsletters	13
• Print advertising campaign.	13
• Radio advertising	13
• Television/video advertising	13
• Everything else	14
• Getting the mix right	14
2.3. Understanding the 7Ps	14
Introduction	14
ELEMENTS	15
PRICE	16
PROMOTION	17
PLACE	17
PEOPLE	18
PROCESS	18
PHYSICAL EVIDENCE	19
2.4. Case Studies: Successful brands in regenerative tourism best practices.	20
3. PRACTICAL PART	28
ANSWER KEY	33
References	35

The content of Module 5 is to support various groups of professionals (tourism, culture, food, nature, etc.) in the development building, brand and marketing strategy. It also offers valuable content for educators and students. The module centres around the way to build a site brand and successful marketing strategy. By exploring the process of experience development combined with the art of storytelling, this module aims to motivate participants to create their own brand and marketing strategy by providing both the necessary theoretical background and practical aspects for implementation.

1. Introduction

1.1. Target Group of the Module

Target: This module helps professionals who wish to improve their competencies in branding and marketing, ranging from industry experts to other professionals, to create personal brands and marketing strategies. The module also offers valuable content for educators and students with an interest in destination marketing experience.

1.2. Learning Objectives and Outcomes

Main Objective:

The primary objective of the module is to equip participants with the knowledge and skills needed to build brand and marketing strategies for regenerative tourism businesses.

Sub-Aims:

1. To examine the components of Destination Marketing, Branding and Marketing Strategy.
2. To provide an examination of the branding process and marketing mix, for achieving successful brand and customer satisfaction.
3. To examine the benefits of the 7ps Model in the marketing process in tourism businesses and how it can be right utilised.
4. Analyse the different Successful Brands in regenerative tourism best practices and understand how they can increase the impact in developing Brand and Marketing Strategies in destinations and sites.
5. To present the basic steps in Building Own Regenerative Cultural Tourism Brand with relevant target audiences in mind.

Outcomes

Outcome 1: Students will understand the meaning of the term Regenerative tourism and evaluate its potential impact on the development of the destination and site.

Outcome 2: Students will understand the elements of Brand and Marketing Strategy and how they can complement other activities that are already in play.

Outcome 3: With an understanding of 7Ps elements of the marketing mix in tourism, students will gain knowledge and skills to create their own tourism brand.

Outcome 4: Students will be able to understand why Building customer loyalty in regenerative tourism is crucial for the long-term success of a brand.

Outcome 5: By analysing this text, readers will be able to understand why brand and strategy marketing is so important to effective and successful tourism business in destinations.

Outcome 6: By understanding the basic components and steps of building their own brand, and getting to know the best practices, students can use them to develop successful tourism businesses in destinations and sites. In addition, by continually improving their skills, they can increase their ability to create new opportunities.

These learning outcomes aim to equip participants with a comprehensive understanding of branding, practical marketing skills, and trends in promoting regenerative tourism sites.

1. 3. Methods used during the lesson.

- ☒ Short intro to the topic
- ☒ Self-reflection and self-learning
- ☒ Guided discussions
- ☒ Practical exercises

1. 4. Necessary equipment and materials

- ☒ A laptop /desktop
- ☒ A projector
- ☒ Handouts provided by the teacher /educator.
- ☒ Short videos /animation video of the selected good practice
- ☒ Digital support (websites e.g. Mentimeter, to promote learners to assess their own knowledge at the beginning and /or at the end of the lesson

1. 5. Structure of the module

- ☒ **Theoretical Part**
 - ☒ Introducing the topic
 - ☒ Introducing a selected example of the best practices
 - ☒ Guided discussion
- ☒ **Practical Part**
 - ☒ Analysing
 - ☒ Synthesizing
 - ☒ Create and develop your brand in regenerative tourism.
- ☒ **Evaluation of the module's topic**

1. 6. Timetable

ACTIVITIES	TIME
Introducing the topic	20 min.
Summary and discussion	20 min.
Analysing	15 min.
Synthesizing	15 min.
Evaluation	20 min.
Total:	90 min.

2. THEORETICAL PART

2.1. Introduction

This module focuses on the development of brand and marketing strategy, introducing the theoretical aspects of the brand and marketing strategy development of tourism experiences. Tourism, as a dynamic and highly competitive industry, relies heavily on effective branding and marketing strategies to attract and retain visitors. In today's globalized world, destinations must distinguish themselves from the multitude of options available to travellers. This is where the concepts of branding and marketing strategy come into play, serving as pivotal tools for

destinations to create a unique identity, communicate their value proposition, and drive sustainable tourism growth.

Branding in tourism involves the deliberate creation and management of a destination's image and reputation. It goes beyond a mere logo or tagline; it encompasses the emotional connections and perceptions that travellers associate with a place. A strong tourism brand distinguishes a destination by highlighting its unique attributes, culture, and experiences. Destinations can leverage branding to communicate their key selling points, whether it's pristine natural landscapes, rich cultural heritage, or immersive local experiences. A well-established brand helps to attract a specific target audience and fosters a sense of place that goes beyond the physical attributes of the destination.

Marketing strategy in tourism involves the systematic planning and implementation of activities to promote and sell a destination's offerings. It encompasses a range of tactics, including advertising, public relations, digital marketing, and strategic partnerships. The goal is to effectively reach and engage target audiences, inspiring them to choose a particular destination over others. Understanding the target market is fundamental to developing a successful marketing strategy. This involves identifying the preferences, behaviours, and motivations of potential travellers.

In this dynamic landscape, where travellers seek authenticity, sustainability, and memorable experiences, effective branding and marketing strategies are indispensable for destinations aspiring to stand out and thrive in the competitive tourism industry. Through strategic

differentiation and compelling storytelling, destinations can not only attract visitors but also foster long-term relationships and contribute to the sustainable development of their communities.

2.2. Definitions

Defining the Regenerative Cultural Tourism

Regenerative cultural tourism focuses on promoting sustainable and responsible travel that not only preserves but also enhances the cultural and natural heritage of a destination. Effective branding and marketing strategies for regenerative cultural tourism should emphasise sustainability, community engagement, and authentic storytelling. Without proper planning or management, tourism can damage the destination's environment, cause social and cultural conflict and alienate the communities that host tourism. Sustainable tourism development manages the impacts of tourism on the destination's environment, economy and community and maintains and enhances the destination's resources for the present and future needs of both tourists and the communities that host them. The VICE model illustrated in Figure 1 presents the destination as the interactions between the **visitors**, the **industry** that serves them, the **community** that hosts them and the **environment**.

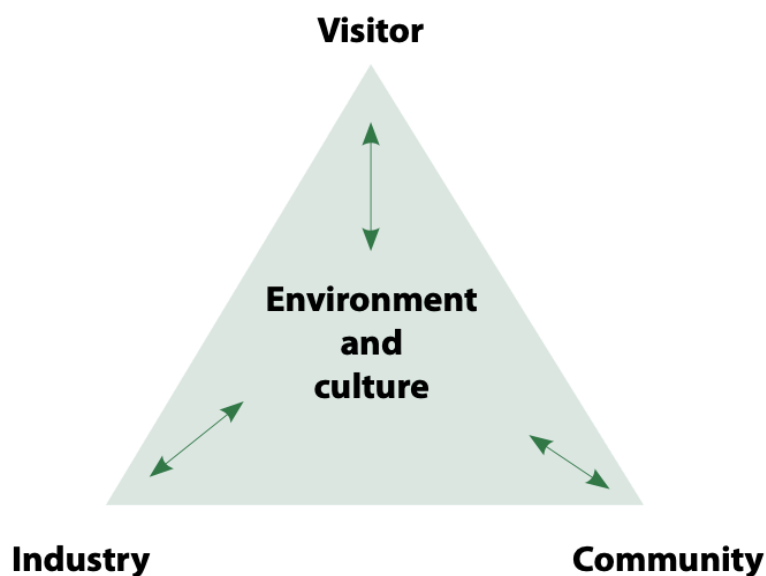


Figure 1. The VICE model.

Source: English Tourist Board and Tourism Management Institute (2003)

Defining Destination Marketing. Destination marketing should face outwards to attract visitors to the area. It should promote what is most attractive to potential visitors and most likely to persuade them to come. The key functions are:

- Destination promotion, including branding and image;
- Campaigns to drive business, particularly to SMMEs (Small medium and micro enterprises);
- Unbiased information services;
- Operation/facilitation of bookings;
- CRM (Customer Relationship Management).

Defining the Brand and Marketing Strategy

Branding is all about establishing a business' image in front of the audience. In other words, what do your customers think and feel when they see or hear your brand name? With a proper branding strategy in place, you will be able to influence your audience's perception of your brand in the way that you want. There are several brand-building models used by destination marketing professionals and academics. They all

share the same objective – to establish a brand’s core essence and values, which will be used as a base for all marketing activities. Brand Personality and the Benefit Pyramid are tools for defining the core values of a brand and understanding the relationship between the destination and the visitors (figure 2).

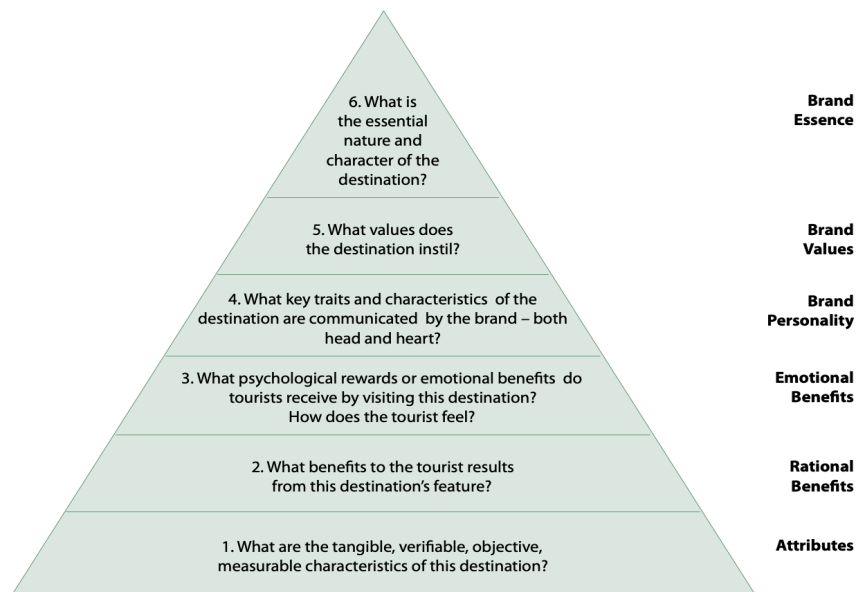


Figure 2. The brand pyramid.

Source: *Handbook on Tourism Destination Branding* (World Tourism Organization, 2009)

Promotional and Marketing strategy is a process that can allow an organisation to concentrate its limited resources for the greatest opportunities available to increase sales and achieve a sustainable competitive advantage (Kotler, P. et al. 2004). A marketing strategy should be centred on the key concept that customer satisfaction is the main goal of marketing. A marketing strategy can serve as the foundation of a

marketing plan which contains a set of specific actions required to successfully implement a marketing strategy (Fazili, A. I. 2006). A strategy consists of a well thought out series of tactics to make a marketing plan more effective. Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives which have measurable results. It is possible to write a tactical marketing plan without a sound and well-considered marketing strategy, but without a sound marketing strategy a marketing plan has no foundation (Kotler, P. et al. 2004). A marketing strategy often integrates an organisation's marketing goals, policies, and action sequences (tactics) into a cohesive whole. Marketing strategies are dynamic and interactive.

They are partially planned and partially unplanned. The most important objective of any tourist enterprise is to achieve maximum return to stakeholders. This will depend on a properly conceived marketing plan and strategy. In the tourism marketing planning process, it has been vividly described. Through the market segmentation process appropriate targets are identified and analysed. The marketing strategies attempt to penetrate and persuade the target markets through the marketing mix element - promotion (Fyall, A., & Brain, G. 2006). Similarly, the buying decisions of customers will be greatly influenced by certain elements of the marketing mix which include product, price, place and promotion (Kotler, P. 2004). Consumers have never been as connected as they are today and yet it's getting harder to reach them effectively in an increasingly fragmented media landscape.

To get the most firepower out of your marketing strategy, you will need to employ a mix of marketing activities at the same time to strengthen the message and reach a broad range of customers. Take an online article or blog post as an example. Sure, it serves its purpose on a website, however, you can squeeze more out of a post by sharing it on social media channels and include it in an email newsletter. This means there can be a lot of elements that need to work together for a truly effective marketing campaign to take off.

Before you start changing your strategy, it's important to understand the key components of a marketing mix and how they can complement other activities that are already in play.

- **Digital Advertising**

Digital or online advertising covers an array of ads featured on the internet, whether it's a display ad on a website, a paid search on Google (AdWords) or a pre-roll ad on YouTube.

Paid social media ads fall into both the digital advertising and social media buckets but there are slight differences in approaches.

A widespread practice is a strategic ad campaign with financial input, to amplify your content, to tell your audience about a new product—in other words, you can use it for a hard sell or a soft sell.

- **Social media**

Social media is a powerful tool for marketers, allowing businesses to connect with customers through platforms like Facebook, Twitter, Instagram, and LinkedIn.

Businesses can broadcast updates and events across their social media channels or boost the content on their website through paid advertising options.

Social media has also become a common platform for businesses to develop a community of loyal followers whether it be through discussions in a Facebook group or direct private messages on Instagram.

- **Email newsletters**

Email newsletters are regularly sent emails to inform readers with news, tips and updates. This differs from email marketing, which may overtly push a certain product or service.

Readers need to opt in to receive email newsletters, meaning they can often hold value for the subscriber. Here are some tips for creating a newsletter:

1. Know your audience: Tailor your content to their interests and needs.
2. Create engaging content: Keep it relevant, informative, and interesting.
3. Design for readability: Use a clean layout and visuals.
4. Be consistent: Establish a regular sending schedule.
5. Include a clear call to action (CTA).
6. Test and optimise based on metrics and feedback.

Boost your social media presence with email newsletters and encourage readers to follow you on Facebook and Twitter and get the latest updates between newsletters.

- **Print advertising campaign.**

A print ad campaign might feature flyers, brochures and newsletters that can sit in-store for customers wanting further information or mailed out directly to strike up new business.

A case in point is a letterbox drop of flyers that could coincide with a television advertisement running at the same time to reinforce the message.

- **Radio advertising**

Radio ads are audio advertisements placed on commercial stations.

There are diverse types of ads, including live reads, where a radio announcer reads the ads in real-time, and sponsorships for specific segments like the traffic update or the weather.

To leverage the ad on other media channels, marketers might want to use parts of the radio script for the text in their Facebook advertising campaign or on their website.

- **Television/video advertising**

Television and video are still hugely popular forms of advertising formats thanks to their broad appeal. To get more bang for your buck from your TV and video ads, make a shorter version of an advertisement to run on video-friendly social media platforms such as Instagram and YouTube.

- **Everything else**

Of course, this is just the beginning. We have not even highlighted public relations, outdoor advertising, point-of-sale, search engine optimisation (SEO), trade shows, direct mail, websites, and landing pages. Not to mention marketing automation, podcasts, directories, marketing collateral and sales tools – the list goes on. That is why you really need a solid strategy to make sure you are choosing the best mix of activities for your marketing.

- **Getting the mix right**

Studies have shown that people need to see a message seven times before it sinks in so it is important to have a mix of activities taking place at the same time to reinforce the message and capture a broader spectrum of consumers, widely discussed in module 6 (Captivating your audience). The more people see or hear something, the more they remember it. Some of the most successful brands – regardless of the quality of the goods – have the most recognisable message. So, don't be so quick to mix up your marketing message or start a new campaign. Focus on repetition and frequency for results.

2.3. Understanding the 7Ps

Introduction

The most important and central aspect of any marketing processes, activities or theories is to identify the different customer needs and satisfy them (Bhatia, A. K. 2008). So, it is the tourism marketing which applies

much more sophisticated promotional techniques and strategies to know what the tourist wants and how to satisfy his needs by means of the services rendered with planning, preparing, and experiencing his travel or packages. Since the nature and types of products offered by tourism enterprises are different, the tourism products and marketing services are significantly different from the marketing of tangible products. It seems sensible to develop and adopt a well-structured and systematic marketing plan for marketing of tourism products, packages, and services.

ELEMENTS

A marketing mix is the set of actions that a business uses to promote its brand in the market and influence customers to purchase their product. An effective marketing mix focuses its efforts in multiple areas to build a robust marketing plan. These areas were initially known as the 4 Ps of marketing (product, price, place, and promotion) and were first proposed by marketing professor Jerome McCarthy in 1960. Since then, marketing tactics have evolved and in an attempt to better address businesses in the service industry, the 4 Ps were expanded to 7 and now include people, process, and physical evidence.



Figure3. 7Ps model.

Source:

<https://www.business-fundas.com/2010/the-7-ps-of-services-marketing>

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PRODUCT

The service or product you are selling should be at the centre of every element of the marketing mix. Fundamentally, it allows you to address the questions key to sales conversion: what problem or issue does the product solve for customers? Why is your product the best one to solve it?

The digital marketing mix is perfect for highlighting your products, through SEO, blogs or articles, paid advertising, influencer marketing, and viral video campaigns, for example.

In marketing or consumer centric perspective, the product is an amalgam of benefits, utilities, and satisfaction. This is particularly sensitive in the tourism marketing context; where the consumer is buying into seem-less experience in which no boundaries are obvious to them between their accommodation, transportation, and overall holiday experience. Hence, the formulation of a sound product strategy is, of course, a challenging task before the tourist organisations. The product strategy involves quite a range of things that have a bearing effect on the buying decisions of the tourist, which includes product range, product mix, quality of product, product level, brand name, new product design and development and launching of the new product (Fazili, A. I. 2006).

PRICE

The strategy behind the pricing of your product needs to be based on what your customers are prepared to pay, costs such as retail mark-up and manufacturing, as well as other considerations.

Your marketing mix can include subscription and membership discounting programs, or email marketing of promotions and sales.

As far as the tourism products are concerned, the pricing decision strategy becoming more critical due to the increasing complexity of tourist markets and the high degree of product intangibility often reduces the number of alternatives basis for comparison by customers. The

pricing of tourism products also must consider the complexity created by seasonality of demand and the inherent perishability of the product (Fazili, A. I. 2006). Therefore, when it comes to determining the pricing strategy to be adopted, a number of options exist. The key approaches to pricing in the tourism industry are: Cost-plus pricing, Marginal pricing, demand based (differential) pricing, Price skimming, Penetration pricing, Product line (portfolio) pricing, Business to business (supplier) pricing.

PROMOTION

Successful marketing strategies include all the promotional activities across the marketing mix, including advertising, direct marketing, and in-store promotional activities.

The possibilities of digital promotion are limited only by your imagination and can include online events, chats, social media groups, and livestreams.

Among the elements of the marketing mix, it is the role played by promotion that has been instrumental to the growth of modern mass tourism. As with all elements of the marketing mix, however, integration with these elements is imperative for success. The same will be in the case of marketing communications, which represents the promotional elements of the marketing mix (Fazili, A. I. 2006). Therefore, when it comes to selecting the most appropriate strategy or techniques to convey the desired message and induce a response from target markets, a variety of choices are at the disposal of tourism marketers, which include

Advertising, Personal selling, Public relations, Sales promotions, Direct marketing, Database marketing.

PLACE

In the tourism context, the place or distribution element of the marketing mix means the routes of exchange through which a tourist accesses, books, confirms, and pays for a product or package. The two most common forms of intermediary in the tourism industry are the tour operator and the travel agent. The tour operators bring together the essential components of a holiday and make those holiday products available through various outlets of distribution like traditional retail travel agents. In determining the most suitable strategy with respect to distribution, certain factors need to be considered. These include (Fyall, A., & Brain, G. 2006): a. The nature and particular characteristics of the market. b. The commitment of resources necessary to implement the strategy.

c. The nature and intensity of competitor activity. d. The balance to be achieved between cost and control e. The overall portfolio of distribution channels used by the organisation about number, type, cost and potential (Wahab, S. et al. (1976). In tourism marketing, the two main strategic choices exist. The former is to adopt an intensive, selective, or exclusive distribution strategy regarding outlet types and numbers, while the latter is to adopt a push or pull strategy which is fundamental to all tourism related organisations. A push strategy focuses on distribution outlets, urging them to sell to the tourist, while a pull strategy is directed at

generating tourism demand and then sucked through the appropriate distribution outlets (Fazili, A. I. 2006).

PEOPLE

Excellent customer service not only converts to sales, but can increase your customer base by referrals. Acquiring these referrals from people who love your brand can also be a notable example of how your marketing efforts can support your sales process.

It is important that everyone who represents your brand or deals with customers – including the non-human chatbot variety – are fully trained sales professionals with an intimate knowledge of your product and how it will improve the lives or solve the problems of your customers.

The people element of marketing mix is significant because it contributes most to the variability of the tourism products from a service encounter context. This applies to interaction and relationships between tourists, employees of tourism organisations, and the host community at destination level. The interactions and relationships between these three key people groups will impact significantly on the level of product satisfaction experienced by the visitor (Fazili, A. I. 2006). So, the marketing mix needs a thorough behavioural analysis with impetus on training, commitments, discretion, and appearance of these three groups of people.

PROCESS

The process of delivering your product to the consumer should be designed for maximum efficiency and reliability but may also include

features that are in line with your brand, such as being environmentally or sustainably focused. With the rise in online shopping, digital partnerships and coordination have become an essential part of the marketing mix.

In addition to people, the process element is frequently instrumental in the final delivery of the service encounter. Other essential components of the value chain such as booking system, payment system, queue management and visitor-flow techniques, and the area of interpretation are examples for the process component of marketing mix in tourism context. In most instances of tourism marketing the process element of the marketing mix is involved (Fazili, A. I. 2006). Instrumental to the effective delivery of the tourism product encounter, marketers are required to make strategies to identify these incidents critical in engendering a positive experience outcome for tourists.

PHYSICAL EVIDENCE

Physical evidence incorporates aspects that prove your brand exists and that a purchase took place. Examples of proof that your brand exists can include things like a physical store or office for your business, a website if your business operates solely online, and printed business cards that you exchange when meeting people. Examples of proof of purchases can include physical or digital receipts, invoices, or follow-up email newsletters that you send to customers as a retention exercise.

Your marketing mix must also take into consideration all the things your customer sees, hears – sometimes even smells – in relation to your product or service.

This, of course, includes packaging and branding, but should also consider the ways products are displayed in stores, where they are placed, and the context in which they sit, as well as digital placement, including on your website and social media.

Websites can raise brand awareness and provide critical information about your products and services, as well as generate leads and even sell your products and services online. The final element of the extended marketing mix advocated by Boom and Binter is represented by physical evidence. In many aspects of tourism, the physical environment is a core component of the tourism product. Due to the intangible nature of tourism products, the physical evidence aspect of the marketing mix is more important to influence purchasing. The physical evidence is significant because of the underlying principle of simultaneous provision and consumption (Fazili, A. I. 2006).

As consumers become increasingly savvy online, it is important to offer the best experience for your website visitors to stay ahead of the competition. You want your site to be quick, engaging, and easy to use to make the best first impression. Use shorter paragraphs and headings to structure your data and make the information clear. Aim to use simple, clear language and avoid jargon.

Use bullet points on your website to lay out key features about your business or products in clear, bite-sized chunks. Bullet points should be easy to digest, and your copy should be succinct and jargon-free, so that any website visitor can understand what you're offering without too much effort.

Consider using eye-catching images or icons to further emphasise your message.

- Make your website responsive and mobile-friendly - We are spending more and more time on our smartphones, so your website must be responsive and mobile-friendly.
- Focus on high-quality images - Your brand identity is one of your most important assets, especially online when it's the only point of contact a user has with your business. Many websites drop the ball when it comes to selecting the right images on their site.
- Eliminate the dead link - Nothing causes you to lose a potential customer quicker than leading them to a dead end. Errors could be pages that have been deleted, or incorrect links in your site that break.
- Enhance your calls to action - Your calls to action (CTA) need to shine to get your website visitors to take the next step in the customer journey when creating CTA buttons, pay attention to colour, words and their placement on the website.

Most business owners in tourism understand that social media is an important part of their marketing strategy, for targeting new leads and ensuring customer retention. With so many social media platforms operating, each with their own ever-changing algorithm and demographics, the pressure to post regular great content can be overwhelming. However, savvy marketers will tell you that successful social media strategies are not so much about quantity – it's about using a few and knowing how to maximise their impact.

2.4. Case Studies: Successful brands in regenerative tourism best practices (ENFORCE).

1. Expano, Slovenia

The journey of the Expano pavilion began as the Slovenian pavilion at Expo 2015 in Milan. Today, it stands proudly on the shores of Lake Soboška and offers a sweeping view of Pomurje. This innovative structure invites visitors to explore it fully.

With the help of interactive solutions, guests embark on a captivating journey through history and immerse themselves in the life and traditions of the Pomurci people. The pavilion serves as a gateway to discover the rich tapestry of natural and cultural elements woven into the diverse landscape of the region.

Product: *Creating unique cultural experiences that include factors such as attractions, accommodations, transportation, and activities.*

2. Bademier Izmir, Turkey

Long ago, the people of Bademler lived nomadically in this region until the 1820s, earning their living from woodworking. They were known for making boats, ploughs, dibeks and similar items for the surrounding

villages. They also cut trees for saddles and firewood. But as time passed and certain things changed, they gave up nomadism and settled down. At first there were only 12 tents and 3 houses in the village. They called it Bademler because there were some almond trees nearby.

In 1962, they formed a development group, and the village became more and more famous. It covers 315 hectares and attracts many visitors. People live in bungalows, participate in agricultural activities, and even learn to cook with the vegetables and fruits grown here. Thanks to a competition organised by the Ministry of Environment and Urbanisation, the village was awarded the title of the cleanest village in Turkey in 2012.

Price: *Fair pricing that supports local artisans. Price refers to the cost that tourists have to pay for the tourism product or experience.*

3. Minett Park Fond-de-Gras: steam train rides and a glimpse of mining, Luxemburg

Travel back to the late 1800s, when mining and railways were flourishing. In Luxembourg's Fond de Gras, a train journey unfolds the history of this period. The tour starts at the old Fond de Gras railway station and takes you through Luxembourg's mines. You stop at Victor Blink's old grocery shop and the village of "Sauvage", which is known for

its legend.

This journey is a mix of myths, nostalgia and history that allows visitors to immerse themselves in the world of their ancestors and experience the life of the miners. Guided tours, knowledge sharing and storytelling are designed to protect this heritage and ensure that it is never forgotten.

Place: *Products are easily accessible to their target market and are available through various channels to reach a wider audience.*

4. [Oreilles en balade](#), France

Nestled in the picturesque village of Prévinières in the Aveyron region links a captivating tourist experience known as "Oreilles en Balade". The small village of Prévinières in Aveyron offers a tourist route that highlights the history of the village. Called "Oreilles en balade" (Ears in motion), this sound trail consists of eight terminals placed in front of places that are part of the history of the small village of 303 inhabitants.

Tourists can thus discover the church, the Tinal, the high portal, the forge, the breeding, the scrubland, the high mill and the Prévinières school. With the help of an audio guide or directly from

their smartphone via an app, walkers can enjoy a commentary lasting several minutes on each of these emblematic places. The duration of each audio document corresponds to the walking time needed to reach the next point.

Village elders narrate the great moments and the small anecdotes of the history of their lives, interwoven with that of their village. For each recording, there is also a children's version where the adult narrator is replaced by a child from the village elementary school.

Promotion: *Using authentic storytelling ([Storyteller's guide](#)) to develop effective promotional campaigns that create awareness, generate interest, and ultimately drive bookings or visitation.*

5. [Wild Farm Madzarovo](#), Bulgaria

In 1994, Betty and Niki Vasilevi were looking for a life in the countryside, in the embrace of nature, with home-cooked food and home-grown produce. They left Plovdiv and settled in the house of Niki's ancestors near Madjarovo. They called it the "Wild Farm" and started with a dozen inherited farm animals.

However, their idyllic vision clashed with the harsh rural reality – in the year they moved, they lost half of their initial cows. Undeterred, they persevered, making the house a home for their four children, and

offering organic food as a normality, not a luxury. Determined to offer affordable quality meat, they ventured into cattle breeding and founded Bulgaria's first organic abattoir and beef processing plant on the Wild Farm.

The Wild Farm has been expanded and now has a guest house that invites visitors to participate in the daily farming activities and experience adventures in the Rhodope nature. At large farmers' markets throughout the country, they tell their story and promote an ecological lifestyle in the countryside.

People: *The hospitality and service provided by these individuals can significantly impact the overall tourist experience.*

6. [Torres-earth](#), Spain

At the heart of the Torres family is a love of viticulture and a commitment— not only to producing exceptional wines, but also to living a triad of values: social responsibility, environmental awareness, and financial sustainability. Their journey is remarkable, as they relentlessly pursue innovation while preserving the timeless traditions of their family heritage. In the midst of increasingly pressing climate change, the Torres family has created an extraordinary company: Torres & Earth, a platform for planting the seeds of a more sustainable

approach to winemaking.

This isn't only a story of grapes and vineyards, but also one that has been passed down through generations, a testament to resilience in the face of adversity and

determination to meet the challenges of climate change. The Torres family isn't only making wine but shaping a future where sustainability and wine thrive hand in hand.

Process: *Efficient and well-designed processes can enhance the overall customer experience and contribute to customer satisfaction.*

7. [National Palace of Pena, Portugal](#)

The National Palace of Pena, a remarkable digital narrative awaits us, taking us back into history. It reveals the fascinating story of the creation of the National Palace of Pena and its neighbouring buildings. At the centre of this narrative was Ferdinand I, who was known by the enchanting name of "The Artist King". He embarked on a great adventure and acquired the Monastery of Saint-Jérôme and the vast lands that surrounded it. This decisive act was the birth of the magnificent National Palace of Pena. The narrative makes connections between the unique features of the place and the vivid imagination of the Middle Ages.

It engages its audience with intriguing parallels to well-known literary works and enriches the experience. The winding paths leading to the National Palace of Pena invited visitors to travel back in time and immerse themselves in the lives of the ancient Portuguese kings - a picture of Portuguese romance. to this change and offers the locals a reason to stay and grow.

This project encompasses sustainable reconstruction, a slow-paced lifestyle, arts and crafts education, artist residencies, outdoor activities that contribute to ecosystem preservation, respect for local traditions and products, and a commitment to reducing environmental impact.

Physical Evidence: *Create positive physical evidence that reinforces the value and quality of their offerings. Providing high-quality physical evidence helps create a positive image and instills confidence in customers regarding the service they will receive.*

By considering and effectively managing these 7 Ps, tourism businesses can create and deliver an exceptional regenerative experience, which is vital for success in the competitive tourism industry.

2.5. Building Your Regenerative Cultural Tourism Brand

Building your regenerative cultural tourism brand using the brand pyramid model (figure 2) involves following the framework to create a strong and cohesive brand identity. The brand pyramid model consists of

four key levels: functional benefits, emotional benefits, brand personality, and brand promise. Begin by identifying the functional benefits that your regenerative cultural tourism experiences provide. These are the tangible advantages or features that distinguish your brand from others. For example, you may offer guided tours to historical sites with local experts or provide authentic cultural immersion experiences. Clearly communicate these benefits to your audience to establish the foundation of your brand.

Move beyond the functional benefits and tap into the emotional benefits of your regenerative cultural tourism brand. Think about how your brand makes visitors feel and what emotional experiences you want to evoke. This can include feelings of connection, exploration, discovery, and self-reflection. Craft a narrative that conveys these emotional benefits and resonates with your target audience. Define the personality of your regenerative cultural tourism brand. Consider the characteristics and traits you want your brand to exhibit. Are you adventurous and bold, or do you aim to create a sense of tranquillity and serenity? Determine your brand's personality and align it with the cultural heritage you are promoting. This will help humanise your brand and establish a deeper connection with your audience. Finally, establish your brand promise, which is a concise statement that communicates your commitment to regenerative cultural tourism.

This promise should encapsulate your mission, values, and the unique offerings you provide. It should also reflect the positive impact you aim to make on the local communities, cultural preservation, and

sustainability. Your brand promise should be authentic, compelling, and demonstrate your dedication to creating regenerative cultural tourism experiences.

Using the brand pyramid model, you can create a strong and differentiated regenerative cultural tourism brand. Each level of the pyramid builds upon the previous one, creating a cohesive and compelling brand identity that resonates with your target audience. Regularly assess and refine your brand strategy to ensure that it consistently aligns with your mission and values while staying relevant to the expectations and desires of your audience.

2.6. Building Customer Loyalty

Building customer loyalty in regenerative tourism is crucial for the long-term success of your brand. *Deliver exceptional experiences:* Provide unforgettable regenerative tourism experiences that exceed customer expectations. Focus on creating meaningful connections between travellers, local communities, and the environment. Engage visitors with immersive activities, cultural exchanges, and opportunities to contribute positively to the destination's sustainability efforts. Emphasise the unique aspects of your regenerative tourism offerings to create an impression. *Foster a sense of community:* Create a sense of belonging and community among your customers. Encourage them to share their experiences, stories, and insights through social media, online reviews, and testimonials. Host events or workshops that allow travellers to connect with each other and with the local community.

By fostering a supportive and inclusive community, you strengthen customer loyalty and encourage repeat visits. *Communicate your sustainability efforts:* Clearly communicate your sustainability practices and initiatives to your customers. Highlight the positive impact they are making by choosing your regenerative tourism experiences. Use your website, social media platforms, and promotional materials to educate visitors about the tangible benefits of regenerative tourism and how their travel choices can contribute to a more sustainable future. Transparency and authenticity in your messaging build trust and deepen customer loyalty. *Personalise the customer experience:* Tailor your regenerative tourism experiences to the individual preferences and needs of your customers. Collect data about their interests, travel patterns, and feedback to create personalised recommendations and offerings. This can include suggesting specific cultural activities, responsible accommodations, or local restaurants that align with their values.

Personalization creates a sense of care and enhances the overall experience, leading to increased loyalty. *Offer rewards or loyalty programs:* Implement a loyalty program that rewards customers for their continued support and engagement with your brand. This can include benefits such as exclusive offers, discounts, additional cultural experiences, or prompt access to new offerings. By providing incentives for repeat visits, you encourage customer loyalty and generate a sense of exclusivity and appreciation. *Focus on customer service:* Exceptional customer service is crucial in building customer loyalty. Train your staff to be knowledgeable, friendly, and responsive to customer needs. Promptly

address any concerns or complaints and go the extra mile to ensure customer satisfaction.

Positive interactions and excellent service leave a long-lasting impression and foster customer loyalty. *Maintain ongoing communication:* Stay connected with your customers even after their regenerative tourism experience has ended. Send personalised follow-up emails or newsletters to share updates on your sustainability initiatives, upcoming events, or new cultural offerings. Regular communication helps nurture the relationship with customers, reminding them of their positive experience and encouraging them to return.

Building customer loyalty is an ongoing process that requires consistent effort and a genuine commitment to sustainability and community engagement. By providing exceptional experiences, fostering community, personalising the customer journey, and communicating your sustainability efforts, you can create a loyal customer base that supports and advocates for your regenerative tourism brand.

3. PRACTICAL PART

3.1 Exercise 1:

Section A: Multiple choice

1. What is the primary goal of regenerative tourism?

- a) Maximising profit
- b) Minimising environmental impact
- c) Enhancing local communities
- d) Expanding global reach

2. Which of the following is a key element of regenerative tourism branding?

- a) Highlighting luxury amenities
- b) Focusing on short-term gains
- c) Emphasising community engagement
- d) Ignoring environmental concerns

3. What does the term "triple bottom line" refer to in the context of regenerative tourism?

- a) Profit, people, and purpose
- b) Marketing, management, and maintenance
- c) Travel, tourism, and transportation
- d) Economy, ecology, and ethics

Section B: True or False

4. Regenerative tourism is solely focused on environmental conservation. (True/False)

5. Community involvement is a crucial aspect of regenerative tourism, contributing to the social sustainability of a destination. (True/False)

6. Sustainable tourism and regenerative tourism are interchangeable terms. (True/False)

Section C: Short Answer

7. Explain the concept of "place branding" and how it can be applied to regenerative tourism.

8. Provide three examples of regenerative tourism practices that contribute to both environmental and social sustainability.

Section D: Essay Questions for discussion

9. Discuss the role of storytelling in regenerative tourism marketing. How can compelling narratives enhance the brand image of a destination committed to regenerative practices?

10. Evaluate the challenges and opportunities in implementing regenerative tourism strategies in a popular tourist destination. Provide recommendations for overcoming potential obstacles.

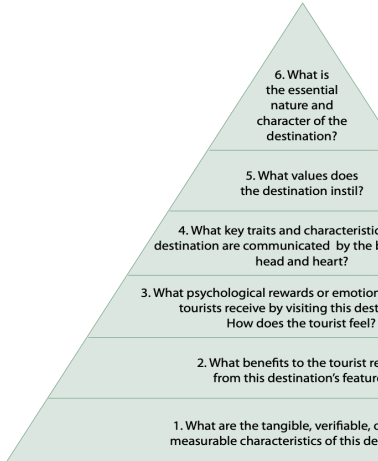
Exercise 2

Choose one of the ENFORCE best practices and fill the table describing briefly each 7ps elements:

7 Ps elements	Best practice 7p element
<p>Product:</p> <p><i>In tourism, the product is the destination, or the travel experience offered. It includes accommodations, attractions, activities, and any other services provided to tourists.</i></p> <p><i>Tourism businesses need to focus on developing unique and attractive products that meet the</i></p>	

<p><i>needs and desires of their target market</i></p>	
<p>Price:</p> <p><i>Pricing in the tourism industry involves determining the cost of travel packages, accommodations, and other services.</i></p> <p><i>Pricing strategies can vary, including competitive pricing, value-based pricing, or premium pricing, depending on the target market and positioning of the destination or service.</i></p>	
<p>Place:</p> <p><i>Place refers to the distribution channels through which tourists can access the tourism product. This includes travel agencies, online platforms, and other distribution channels. Effective distribution is crucial to ensure that the tourism product reaches the target market efficiently.</i></p>	
<p>Promotion:</p>	

<p><i>Promotion involves the marketing and communication strategies to create awareness and attract tourists.</i></p> <p><i>This includes advertising, public relations, social media marketing, and other promotional activities to build a positive image and attract the target audience.</i></p>	
<p>People:</p> <p><i>In the tourism industry, the "People" element is critical because it focuses on the customer service and interactions between employees and tourists.</i></p> <p><i>Well-trained and friendly staff contribute to a positive tourist experience and help in building a good reputation for the destination</i></p>	
<p>Process</p> <p><i>The process involves the steps and activities that customers go through to access</i></p>	

<p>and experience the tourism product.</p> <p>Streamlining and enhancing processes, such as booking procedures, check-in/check-out processes, and tour operations, can improve customer satisfaction.</p>	
<p>Physical Evidence</p> <p>Physical evidence in tourism refers to the tangible elements that contribute to the overall customer experience, such as infrastructure, signage, cleanliness, and the overall appearance of the destination.</p> <p>A well-maintained and visually appealing physical environment enhances the perception of the destination</p>	 <p>6. What is the essential nature and character of the destination?</p> <p>5. What values does the destination instill?</p> <p>4. What key traits and characteristics of the destination are communicated by the brand? How do they appeal to the head and heart?</p> <p>3. What psychological rewards or emotions do tourists receive by visiting this destination? How does the tourist feel?</p> <p>2. What benefits to the tourist result from this destination's features?</p> <p>1. What are the tangible, verifiable, and measurable characteristics of this destination?</p>

Exercise 3

Build your own brand pyramid: Choose one of ENFORCE best practices or your own site and describe the elements.

Fill in the steps below:

1. Attributes

2. Rational benefits

3. Emotional benefits

4. Brand personality

5. Brand values

6. Brand essence

ANSWER KEY

Section A: Multiple Choice

- c) Enhancing local communities
- c) Emphasising community engagement
- a) Profit, people, and purpose

Section B: True/False

False

True

False

Section C: Short Answer

(Place branding involves creating a distinctive and positive image for a destination. In the context of regenerative tourism, place branding can be applied by emphasising the destination's commitment to sustainable and regenerative practices. This can include showcasing local culture, environmental initiatives, and community engagement efforts.)

(Three examples of regenerative tourism practices could be:

- a. Implementing waste reduction and recycling programs.
- b. Supporting local businesses and artisans to boost the community's economic well-being.
- c. Engaging in reforestation projects to offset carbon emissions.)

Section D: Essay Questions and discussion

(Storytelling plays a crucial role in regenerative tourism marketing as it helps create emotional connections and convey the destination's commitment to sustainability. Compelling narratives can highlight the positive impact of regenerative practices on the environment, local communities, and visitors' experiences. For example, stories about successful community-led initiatives or the restoration of natural habitats can inspire travellers and enhance the overall brand image)

(Implementing regenerative tourism strategies in a popular tourist destination comes with challenges such as resistance to change, initial investment costs, and balancing the interests of various stakeholders. However, opportunities lie in improved long-term sustainability, positive word-of-mouth marketing, and attracting environmentally conscious travellers. To overcome challenges, collaboration with local communities, education and awareness programs, and government support are crucial. Recommendations include incentivizing businesses to adopt regenerative practices, creating public-private partnerships, and integrating regenerative principles into destination management plans.)

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