



TOURISM BRANDING BRANDING: THE KEY FOR DESTINATION DEVELOPMENT

26th, 27th & 28th September 2007
ParcBIT, Palma de Mallorca

BACKGROUND

PRESENTATION

The forum of Innovation and Tourism - INTO - organised by the General Directorate of Research, Technological Development and Innovation of the Ministry of Economy, Finance and Innovation from the Balearic Islands Government, celebrates its fourth edition, creating a platform debate for research proposals approaching in this occasion, Tourism Branding for the tourism trend activities. It is intended to contribute to innovation and provide with competitiveness to a consolidated sector of the economy from the Balearic Islands, which constitutes one of the main European destinations.

It was recently when expert and thinker Tom Peters stated that: "Start by identifying the qualities or characteristics that make you distinctive from your competitors. Every feature offered in a product or service yields an identifiable and distinguishable benefit for customers. Positive customer experiences and the capability to relay emotions will be of further importance in the future than the product itself. These will enhance higher values, credibility and Brand uniqueness".

The third INTO edition celebrated in 2006 presented real experiences at national and international level related to Tourism & Wellness. The seminar set out important areas regarding product offer and demand or the introduction of new technologies amongst others to merge the sector within a cluster of the tourism market.

The fourth edition to be held in September 2007, INTO will focus at Tourism Branding as a key for destination development, considering it a step forward from marketing or logos. The use of Branding as a tool will input the degree of innovation required to improve the competitiveness within a consolidated sector of the economy in the Balearic Islands, being one of the major tourism destinations in Europe.



SCIENTIFIC COMMITTEE

President:

Dr. Marta Jacob, Balearic Islands Government, Spain

Members:

Dr. Eugeni Aguiló Pérez, University of the Balearic Islands, Spain

Dr. Jafar Jafari, University of Wisconsin-Stout, USA

Dr. Juan Mulet Meliá, Foundation Cotec, Spain

Dr. Antoni Riera Font, University of the Balearic Islands, Spain

Dr. Ana M^a Munar Chacártegui, CEUS - School of Business, Denmark

Dr. Liping Cai, University of Purdue, USA

Dr. William Gartner, University of Minnesota, USA

OBJECTIVES

Innovation within the Tourism Sector. To create a wide debate on the acceptance of Tourism Branding within the tourism industry which integrates the chain of value of the tourist product towards new paradigms.

- To offer real experiences from the private sector in tourism destinations.
- To promote a suitable forum that allows the exchange among experts, professionals and businesses, originating an improvement of the tourist product.
- To introduce strengths and opportunities in innovations that allows transfer of knowledge for the tourism sector.

CONTENT OF THE SEMINAR

Session 1

Innovation and tourism branding

This first session examines the evolution of tourism marketing that have led to the process of Branding. Challenges and emerging trends within the tourism sector and its application processes will be analysed.

Session 2

Destination image, brand and branding

This session presents emerging frameworks that integrate the study of destination image and the necessary conditions for beginning the process of Branding. Brands and Branding destination image will be also analysed.

Session 3

Branding tourism and hospitality businesses

This session features some experiences from the private sector's input that aids the development of a tourism destination. Their intangibles like experiences, emotions, values, credibility..., strengthen the tourism activity and its development, creating an emotional awareness capable to retain a sustainable destination concept rather than of a Brand.

Session 4

Branding for Niche tourism

Unique attributes possessed by destinations are essential elements to differentiate themselves from the crowd. Those, must be elevated to embody a distinct set of affective benefits to capture the attention of tourists. This session introduces the aspects for Branding development in emerging tourism sectors.

Session 5

Public and private partnership

Creative advertising or even sophisticated and expensive marketing programs will not establish a destination brand identity. Destination Branding requires the accountability of government, blending all sort of collaborating parties to improve destination image. This session examines the role and practices of public and private partnership in dealing with the dynamism and complexity of the destination branding process.



Session 6

Branding best practices

Finally, this session will wrap up all previous sessions with 3 best practices of Branding, both at national and international level.

PARTICIPANTS AND AUDIENCE

Participation in the IV Innovation & Tourism International Seminar will be of interest to tourism industry leaders and developers (both public and private), as well to those from academic background.

Representatives from companies and the world of academia at both, national and international level will be present at this edition.

Given the content of this seminar, always focussed towards the tourism industry, it intends to reach a target audience within the Innovation and Tourism sector as well as public in general.

ADDITIONAL INFORMATION

Web: www.visitinnovation.com

Date of venue: 26th, 27th & 28th September 2007

Place of venue: ParcBIT (Edificio Ses Cases de Son Espanyol) .-
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