

= Destination Marketing & Place Appeal =

デスティネーション・マーケティング

Join Professor Bruce Henry Lambert & learn how local regions *already* compete globally !
 Each locality struggles how to cultivate investment, generate tourism, attract mobile experts,
 and develop & retain their homegrown creative talent... Some win, some lose. You can win.



2014年

秋学期 社会学研究科 共通科目 (university-wide graduate course)

Starts 9月18日(木) 5時限 16:50~18:20 市ヶ谷キャンパス 社会学研究科 教室 201

国際社会研 (授業コード X6036) 社会学専攻 2012年度以前入学者

学際研究5 (授業コード X6538) 社会学専攻 2013年度以降入学者; 社会学専攻以外の学生

『 デスティネーション・マーケティング 』 Offered & Successfully Completed, 2014-2015

Destination Marketing & Place Appeal

Professor Bruce Henry Lambert

Course Description

This course explores the realities of global competition in generating investment, attracting mobile experts, developing creative talent, and cultivating tourism. The course combines studies in marketing, regional development, public & private sector economic policy issues, and strategy. Attention is also given to local and regional development strategies in Japan, other Asian countries, and elsewhere. Students will have opportunity to choose their own geographic areas of interest, to analyze existing marketing plans, and to suggest improved strategies.

Course Objectives

Learning outcomes include the ability to: 1) understand and disaggregate the economic impact of place or destination marketing, 2) analyze the 'footprint' of major regional institutions such as universities, 3) recognize the interrelationships of public and private sector employment, the local tax base, public services, and the desirability & competitiveness of a particular locality, 4) wield marketing (and other) tools to make a given place more attractive, and 5) better appreciate a range of more-or-less dynamic geographic sub-regions, new industries, and creative opportunities as they relate to place appeal.

Each class has a theme and assignment. While the list of readings and assignments may seem extensive & terribly difficult, in fact most students will find this course **highly interesting** & practically useful.

Readings:

CoolTown Studios (students are invited to refer to assorted articles on the below website):
<http://cooltownstudios.com>

Further Reference Reading (assorted net-based & journal articles, as well as):

Alexander, Christopher, Sara Ishikawa & Murray Silverstein, with Max Jacobson, Ingrid Fiksdahl-King & Shlomo Angel. (1977) *A Pattern Language: Towns Building Construction*. New York: Oxford University Press.

Baker, Bill (2007) *Destination Branding for Small Cities*. Portland, OR: Creative Leap Books, 2007. (ISBN 9780979707605)

Florida, Richard (2002) *The Rise of the Creative Class*. New York: Basic Books. paperback; ISBN 0465024777

Florida, Richard & Irene Tinagli (2004) *Europe in the Creative Age*. (February 2004, 48 pages) London: Demos.
<http://www.demos.co.uk/files/EuropeintheCreativeAge2004.pdf>

Heidenreich, Martin (2004) "*The dilemmas of regional innovation systems.*" in Cooke, Philip, Martin Heidenreich & Hans-Joachim Braczyk (eds.) *Regional Innovation Systems*. London: Taylor and Francis, pp 363-389.
<http://www.idhe.ens-cachan.fr/Eurocap/dilemmas.pdf>

Mikunda, Christian (2006) *Brand Lands, Hot Spots & Cool Spaces: Welcome to the Third Place and the Total Marketing Experience*. London: Kogan-Page.

Morgan, Nigel, Annette Pritchard & Roger Pride (eds.). (2004) *Destination Branding : Creating the unique destination proposition*. (2nd ed.) Oxford: Elsevier Butterworth-Heinemann. paperback; ISBN 0750659696

Oldenburg, Ray (1999) *The Great Good Place: Cafés, Coffee Shops, Bookstores, Bars, Hair Salons and Other Hangouts at the Heart of a Community*. (original edition 1989), New York: Marlowe & Company.

Oldenburg, Ray (ed.) (2001) *Celebrating the Third Place: Inspiring Stories about the "Great Good Places" at the Heart of Our Communities*. New York: Marlowe & Company.

Place Branding (journal; Palgrave Macmillan publishers)

Sucher, David (2003) *City Comforts: How to Build an Urban Village*. (2nd ed.) Seattle: City Comforts Inc.

Ward, Stephen V. (1998) *Selling Places: The Marketing and Promotion of Towns and Cities 1850-2000*. London & New York: Spon Press.

Class topic schedule:

- 1) Course Overview; Name marketing, self-introductions "Know Name or No Name"
- 2) Recommend an exceptional Service Business (focus on service & marketing elements); introductory discussions of CoolTownStudios.com; Quantifying & maximizing the benefits of tourism.
- 3) The economic geography of local development - Virtuous vs. Vicious Spiral graphics (team projects)
- 4) Film: FRONTLINE (2001) *Merchants of Cool*. Discussion & analysis of trends, memes & values.
- 5) "A Favorite Place - and why" - class presentations & analysis; Submit a personal story that illustrates our local development task, or a true story of local charm (need not be Japan). Explain any 'lesson' to story.
- 6) Development bottlenecks (as described in assigned readings & personal experiences); Discussion of costs & benefits to multiethnic communities.
- 7) Team project conducted in class: list 15 positive or special points about Japan, and 8 negative points. Which groups might usefully be influenced in marketing Japan? Describe effective means to market Japan elsewhere.
- 8) Individual project researching an area you know well: 5 Fascinating Facts
- 9) Team project: Destination marketing for an assigned nation. Powerpoint presentations in three parts: A) show existing marketing logos & efforts; B) show an improved destination marketing program of your design; C) detail the weaknesses of the nation you're marketing - try to be comprehensive
- 10) Book report on a place marketing text or reference book.
- 11) How can Universities be important in Place Marketing?
- 12) Introduction & discussion of Place Marketing tools.
- 13) What's Worked with Destination Marketing?
 - What three development aspects or dimensions seem most interesting to you personally?
 - Choose two projects or concepts from the reading you think could usefully be applied locally.
- 14) Observations relating places to personal goals & future development (individual reports in class)
- 15) Final project presentations and discussion.

Evaluation:

Attend class regularly and actively participate in class discussions 15 %

Marketing project success - "Know Name or No Name" 15 %

Individual / Group presentation on a local region's infrastructure, activities & initiatives 25 %

Homework assignments 25 %

Final presentation 20 %

Questions?

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