

ICSIM

# A Conceptual Communication Model for Nation Branding in the Greek Framework. Implications for Strategic Advertising Policy

Androniki Kavoura\*

*Technological Educational Institute of Athens, Aigaleo, 12210, Greece*

---

## Abstract

Countries in the globalised world opt to promote their distinct characteristics and retain their position aiming for the presentation of a unique identity based on tangible but also intangible elements. These characteristics can be associated with national identity, which incorporates place identity. This latter, may influence the strategic communication policies directed to people in order to create a place image, strengthen sentimental bonds among those who share common characteristics and create in that way, a sense of place. This is where the role of networks takes place, which need to operate and cooperate at the international, national and local level but also among the private and the public sector. The implementation of new technologies and advertising campaigns carefully planned and targeted to groups with specific psycho-social and demographic characteristics can lead to destination branding and this is a process continuously sought from the people involved in such communication procedure, residents, internal and external stakeholders, cooperations between the public and private sector but also visitors as well. It is suggested that states, irrespective of how long their history stands, need to continuously seek attention especially for their identity branding while socio-economic and geo-political issues need to be taken into consideration. A conceptual communication model is presented for place branding based on agreed constituent elements of the place among those people involved in strategic policies and taking into consideration tourists' place associations and emotional attachment in order to successfully relate the image with the place identity.

© 2014 Elsevier Ltd. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/3.0/>).

Selection and peer-review under responsibility of the 2nd International Conference on Strategic Innovative Marketing.

**Keywords:** place identity; place branding; nation branding; networks; advertising communication campaigns; image

---

## 1. Introduction

Political situations, environmental factors, international political environment, the economic and social situation of a country are significant and determine the design policies which are implemented for the promotion of a region, a state, a city. Economic, political, social and psychological parameters may contribute to the

\* Corresponding author

*E-mail address:* [nkavoura@syros.aegean.gr](mailto:nkavoura@syros.aegean.gr)

presentation of the identity of a place since places need to differentiate themselves from each other to assert their unique and distinctive characteristics (Pritchard and Morgan, 2001; Kavartzis and Ashworth, 2008; Kuscer, 2013; Kavoura, 2013; Kavoura and Katsoni, in press). In that way, they can be promoted to the world as tourist destinations, which can be positive for their economy with the implementation of tourism development.

Among the definitions of the place include a clustering of like industries, a geopolitical physical space or a nation-state (Kotler et al. in Rainisto, 2003: 11). Place marketing practices based on Rainisto's work (2003: 16), which includes the provision of basic services provided; attractions, communication of the features of the region, support for the society. Rainisto (2003) further argues that a vision for the place needs to be developed, with all available players and the focus should be on selected attractions of the region that are promoted in order to create the unique selling proposition (Kavoura and Katsoni, in press).

Based on the resources, the unique selling proposition is created for the selected attractions of the place -with the promotion of physical and soft or immaterial attraction factors (Kotler et al. in Rainisto, 2003: 70). In that way, the sum of characteristics that differentiate the place from other places are necessary, offering a way of life, communicating it to target groups to show its advantage (Rainisto, 2003: 74-75). "The physical and material aspects of a destination which differentiates it, called tangibles, include fortified structures, urban developments, monuments and memorials, religious buildings including churches and especially monasteries, buildings associated with production or manufacture, government or civic buildings, villages, cultural landscapes and manufactured objects in their context. The intangible qualities of a destination include such things as practices, representations, expressions, knowledge, skills, legends, language, tradition, religion, folklore, music and dance, handicrafts, etc..." (Mitsche et al., 2013: 69). These sites and intangible qualities may be connected with the identity of a population -as is defined with the inclusion of sites, historical sites, myths- and create a sense of place (Mitsche et al., 2013: 68-69). A strategic plan needs to be implemented to create policies. Thus, advertisers, marketers and tourism policy makers may promote the perceived distinct elements of a nation, a place, a region embedded with special emphasis and symbolism, creating in that way, a positive image building which may lead to destination branding. This is where the role of networks takes place, which need to operate and cooperate at the international, national and local level but also among the private and the public sector.

This sense of place is enhanced if the tourists have a cultural familiarity with the destination while local communities can identify and relate to (Mitsche et al., 2013: 69). In other words, internal and external stakeholders, residents, the local but also the central state, the private sector but also the point of view of visitors is significant. Cultural familiarity that people may have with a place, a region or country, although significant for people's and visitors' choices, in regard to how and why people attach to a place, is understudied (Kyle, Bricker, Graefe, Wickham, 2004; Yuksel, Yulsel and Bilim, 2010: 274), not to mention the limited research in the case study of Greece that this paper focuses. Advertising and communication messages via the promotional material "can be used as a way to convey feelings to tourists ... and develop an emotional link" (Kavoura, 2013: 72). Advertising can be a shaper of identities and mediator of meanings, particularly those related to nationality and cultural knowledge (O' Donohoe, 2011). This paper aims to present a communication model for nation branding taking Greece as a case study and argues that it is in continuous search for Greece. Implications are then discussed for the implementation of this model for other countries as well.

## **2. The role of place identity and its relation to national identity**

Place identity is associated with a sense of being a city person, a small-town person, of a country person (Hummon, 1986: 3) locating in that way, the self within a specific community which is spatially defined; at the same time, the sense of 'placelessness', the symbolic placement which is not only directly associated with a residential status (Hummon, 1986: 4; Hidalgo and Hernández (2001) is acknowledged, situating a person in the world, identifying himself/herself with others, "forging in that way, a sense of belonging and attachment", "where a sense of coherence exists between its members who feel a sense of belonging" (Hummon, 1986: 4, 6;

Download English Version:

<https://daneshyari.com/en/article/1114290>

Download Persian Version:

<https://daneshyari.com/article/1114290>

[Daneshyari.com](https://daneshyari.com)