



Reflections on the 4th Corfu Symposium on Managing & Marketing Places

24-27 April 2017



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About the 4th Corfu Symposium on Managing & Marketing Places

The [4th Corfu Symposium on Managing & Marketing Places](#) took place 24-27 April 2017 at the [Mayor Mon Repos Palace Art Hotel](#). The [Institute of Place Management](#) (IPM) now organises the Symposium, and has once again provided formal accreditation for the event. The Symposium focuses on both theory *and* practice, on both knowledge production *and* its impact, and this is unusual at academic events. The IPM's links with the [Journal of Place Management and Development](#) (JPMD) with its focus on communicating with academics, practitioners, policy makers and local government, is also a driving factor behind the balance between academic and practitioner input into this event, and a special issue of the JPMD (Volume 10 Number 2) has been devoted to a selection of papers from our past events related to the Special Issue theme of *Responsible Tourism and Place Making*.

This year's Symposium focused on the theme *Place Making from Various Gazes*. This enabled us to consider practitioner, policy, and academic papers in vibrant, positive, supportive, and, most importantly, impactful sessions that can make a real difference not only to the island of Corfu that is our host for these annual events, but also in other places where our delegates work and live.

The Symposium is a truly international event, and while we are keen to have impact on the island that is host to our event, the 2017 Symposium presented 3 keynote speeches from academics and practitioners from three different countries, and attracted almost 50 delegates presenting 35 papers representing 58 authors from 33 organisations in 21 countries. Our furthest delegates travelled from Australia, Thailand and China, we also attracted many delegates from Europe, but also delegates from Russia, Jordan, Kuwait, Saudi Arabia, Israel, Morocco and Albania.

One of the key features of this year's Symposium was stressed in our opening Keynote Address by Professor Cathy Parker, IPM Director, and Professor of Retail and Marketing Enterprise at Manchester Metropolitan University Business School. This was that the nature of academic enquiry into place management and place marketing issues is inherently interdisciplinary.

Mr Alekos Liapis from the office of the Greek Secretariat General for Media and Communication in Athens presented our second Keynote Address. The Secretariat General examined Greece's image in the international media for the period 2008 to 2016. The study was based on the collection and processing of 400,000 media reports with direct references to Greece, in 1000 international media of 28 countries during the period 2008 - 2016. The results of this research and the main lines of the Strategic Plan of the National Communication Policy were presented in the keynote speech on "Re-branding Greece".





Our final Keynote Address was delivered by Professor Ares Kalandides, recently appointed Professor of Place Management at Manchester Metropolitan University, Director of the IPM, and Managing Director of Inpolis Urbanism, an international consultancy on place development. Based in Berlin, Professor Kalandides spoke to delegates about “Conceptualizing placemaking - and why it matters for practice”.

The theme of the 2017 symposium *Place Making from Various Gazes*’, was also informed by the passing, on 18th March 2016, of Professor John Urry, whose research on a range of subjects relevant to place making, including urban and regional research, and research particularly into the economic, social, environmental and cultural implications of developments in tourism, revolutionised academic research and practitioner insight into *The Tourist Gaze*. Delegates at the 4th Corfu Symposium on Managing & Marketing Places presented papers from the gazes of their various disciplines, including advertising, agricultural development, architecture, botanic gardens, data science, farming, food and drink, geography, hedonism and luxury, higher education, law, literature, music, place branding, place management, place marketing, sustainability, and tourism. As the Symposium continues to grow and to become increasingly interdisciplinary, it is likely that papers and discussions will include a broader range of issues presented from a wider range of disciplines.

Once again the Symposium was opened by the Mayor of the Corfu Municipality, Mr Konstantinos Nikolouzos, who is very keen to find ways of engaging delegates to the Symposium in helping address some of the challenges facing the island.

This year we also held an open event where local businesses and tourist related organisations could hear short presentations from selected delegates whose research could have a real impact for Corfu even though its initial focus may have been on other places, or be of a conceptual nature. We aim to build on this even more in future years, encouraging engagement with the business community in advance of the 2018 Symposium, and engaging delegates during that event to consider how their work could have more of an impact in practice.

We also aim to continue to strengthen the Symposium's links with the local business community in Corfu, and wider through the IPM's networks of place practitioners. Each year we have taken delegates to visit various destinations around the island, including the opportunity to visit local producers of crafts and food and drink products. This year, along with a pre-Symposium Island Tour that offered delegates the opportunity to visit Kassiopi, Paleokastritsa, and the Achilleion Palace, we made a stop at the Vassilakis Distillery to taste some of the island's traditional kumquat products, and also visited Ambelonas Vineyard for an evening tasting local speciality Corfiot food and drink. Our final evening was spent at Archontiko Restaurant in the South of the island, where our Gala Dinner was accompanied by traditional music, and the end of evening dancing was led by Alex Christou and Christina Panagiotidou of our official partners, Green Corfu, a local travel agency specialising in alternative holidays on the island.



More details follow of each of our paper presentations, but overall, in summary, the key themes that arose during the Symposium surrounded issues of:

- Authenticity and place, and this is likely to be an issue that recurs in future events as it has done in the past;
- Co-creation and Collaboration, between those responsible for managing and marketing places and a place's stakeholders, and also between different places, also arose in many discussions as it became evident that many places continue to try to implement individual responses to various challenges, whereas it may be more appropriate for them to consider how they could implement similar responses and initiatives recognising that they may be more similar to clusters of other places globally than their practices currently reflect;
- Money, Power and Politics featured heavily in many of the papers presented at this Symposium, and engaged delegates in interesting and lively discussion not only about how these issues impact upon people and places, but also generated some interesting potential solutions for place management and marketing practice.
- This year's Symposium was organised by the Responsible Tourism Special Interest Group of the Institute of Place Management. It is therefore unsurprising that a number of papers focused on issues of Responsibility and Sustainability in general, and also how these issues relate to tourism destinations.
- Various Conceptual, Strategic and Tactical issues regarding Place Management, Place Marketing, and Place Branding were also discussed this Symposium. The overall focus of this annual event is the way places are theorised differently in various academic disciplines, and what this means for the practice of managing and marketing places. This enabled us to consider such papers that can make a real difference to places.

The 5th Corfu Symposium on Managing & Marketing Places will be held 16th - 19th April 2018. The theme will be "*Changing places: Visions of utopia or dystopia?*" SMART growth, inclusive growth, degrowth, devolution, revitalisation, placemaking, place branding and destination marketing: A list of common place practices or ambitions. But what future do these bring to the towns, cities, regions or nations in which they are adopted? The theme of the 5th Corfu Symposium on Managing & Marketing Places is to explore the utopian or dystopian visions associated with the place practices we study, promote or enact. Whilst we do not expect all authors to provide this reflection themselves, time will be devoted, within the symposium, to collectively discuss and debate the potential impact on places tomorrow from the work we do today.

IMPORTANT DATES

- Submission of 1000 word abstract **11th December 2017** to heatherskinnercorfu@gmail.com
- Decision on acceptance **19th January 2018**
- Final deadline for Registration **12th March 2018**

For further information visit our website <http://corfusymposium.com/>



REFLECTIONS BY THEME

Authenticity and Place

What constitutes an 'authentic' place? How do we define 'authenticity'? What does this mean for the way we manage and market places? Some of these questions were raised in the following papers presented at the recent 4th Corfu Symposium on Managing & Marketing Places, 24-27 April 2017.

Gillian Rodríguez from the University of Central Lancashire, UK, was awarded the prize for Best Paper at the Symposium for her paper "The Local Consumers' Gaze Interpreted as Regional Food Brand Essence". Her research concerned creating effective regional food brands characterised by branding actions which do not have the food product details at their core.

Caroline Whitfield is an International Food & Drink Entrepreneur and Advisor. Her paper "Creating Exportable Consumer Brands Based on Authenticity of Place" considered examples of food and drink brands that are linked (either authentically or not) to specific places. Her presentation focused on what works, what doesn't work, and how health links are changing this.

Nof A. Al-Sufyani, a PhD student at Brunel University, UK and lecturer at Prince Sultan University, Kingdom of Saudi Arabia, presented a paper questioning "Does Hedonism Create a Long-Term Value for Destination Brands?" Focusing her presentation on the relatively newly created destination of Dubai, while it is in no doubt that creating such an iconic destination brand as Dubai can certainly attract hedonistic tourists, it is uncertain whether such a focus can create long-term value for a destination.

"Mapping the Geographies of Luxury: A reflection on Place and Conspicuous Products in the Age of Globalization" was the paper presented by Federica Carlotta from Regent's University London, UK. As brands often now source raw materials and production from long global supply chains, Country of Origin of many brands is not always clear, however, her research shows that associations in relation to places still shape and drive consumer purchase preferences.

Caroline Cavalcanti de Melo from the University of Lisbon / IGOT / ESHTe, Portugal presented her research into "Local Development and Creative Tourism: Case Study-Loulé". Her work focused on authenticity in relation to how to develop creative tourism to diversify an already existing offer based on often 'forgotten' or 'still undeveloped' local heritage.





Co-creation and Collaboration

Co-creation and Collaboration, between those responsible for managing and marketing places and a place's stakeholders, and also between different places, also arose in many discussions.

The paper "Co-Constructing the Gaze: Existential Authenticity and Tourist Experience Co-Creation" presented by Maria Lichrou and co-authored with Lisa O'Malley and Maurice Patterson, all from the University of Limerick, also examined authenticity, but in relation to how authentic experience co-creation and engaging place marketing efforts could help capture diverse tourist roles and motivations.

Issues of authenticity and diversity, co-creation and collaboration, were also discussed by Jan Brown from Liverpool John Moores University, UK. Her paper "Connecting the Sound Tracks of Our Lives: Marketing Places Through Music" proposed that innovative marketing campaigns can use various media to create multisensory communications, using music to represent and connect places in a way that is more inclusive of the various music styles of a place that represent the entire music-ecosystem, thus focusing on exploring the current connections, making more of those connections and making new connections.

Laura Reynolds is a PhD student at Cardiff University, UK. Her paper "Struggling for legitimacy in the city branding process: an application of Bourdieu's field-capital theory to the co-creation of the city brand identity", was co-authored with Nicole Koenig-Lewis and Heike Doering, also from Cardiff University. Laura's research has shown that city place brand practitioners should be more inclusive and focus attention on the way stakeholders conceptualise the city brand identity.

"Places, users, and place uses: Russian management experiences", authored by Kirill Rozhkov from the National Research University Higher School of Economics, Russia, questioned how places are managed in the context of weakening economic stimuli, providing a range of examples evidencing local community reactions to various festivals and staged events.

A practical tool that can initiate the long-term interaction of organisations and places with their stakeholders with examples of how this has already been implemented very successfully in the South Tyrol region of Austria, was presented by Guenther Botschen from the University of Innsbruck, Austria, in the paper "Drivers of Brand Resonance (DBR): A practical Tool for Initiating Place Brand-Stakeholder Relationships", co-authored with Josef Bernhart from the European Academy of Bozen, Italy, Kurt Promberger, who also attended the Symposium, and Philipp Wegerer, both also from the University of Innsbruck.





Money, Power & Politics

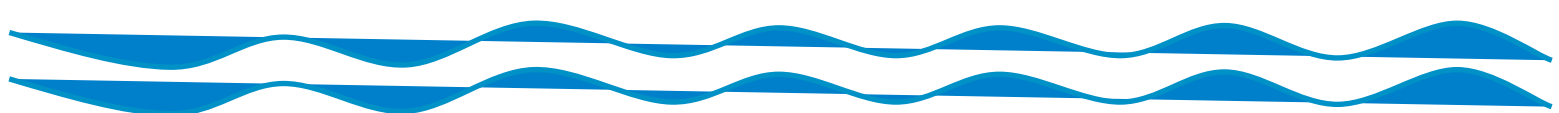
Money, Power and Politics featured heavily in many of the papers presented at the Symposium, and engaged delegates in interesting and lively discussion not only about how these issues impact upon people and places, but also generated some interesting potential solutions for place management and marketing practice.

Aggelos Panayiotopoulos from the University of Limerick, Ireland, won the prize for Best Paper submitted by a Doctoral student, for his research into "Local Perceptions of Mass Tourists: The Tourist Gaze through the Lenses of Power", co-authored with Maurice Patterson, also from the University of Limerick, and Peter Burns from the Institute for Tourism Research at the University of Bedfordshire, UK. This presentation focused on giving voice to the local tourism service providers in Faliraki, Rhodes, to find out what they have to say about the development and decline of mass tourism.

Costas Theodoridis from Manchester Metropolitan University, UK presented his paper, co-authored with Oliver George Kayas also from Manchester Metropolitan University into "Place Management decision-making under uncertainty: Evidence from the UK and Ireland", presenting evidence that such decision making can be messy, repetitive, tend to be influenced by power relations among stakeholders, and can end up stifling innovation

Jenny Kanellopoulou from the University of Salford, UK presented her paper "Tourism reflexivity and the tourist gaze in heterotopias: A guided tour of Freetown Christiania" co-authored with Nikos Ntounis from Manchester Metropolitan University, UK. This gave delegates to the Symposium the opportunity to consider issues of money, power and politics with an exploration of the famous formerly squatted area of Freetown Christiania in the city centre of Copenhagen through the gaze of a tourist.

Religious souvenirs are big business in many places. Symposium delegates had the opportunity to learn more about the role tourism souvenir suppliers play in place-making, including the role an ethnic group can play as a middleman minority in the presentation made by Amos S. Ron from Ashkelon Academic College, Israel, of the paper authored by Independent Researcher Dana Hercbergs, "Issues of ethnicity Shopkeepers and Suppliers of Souvenirs in Jerusalem: Biography of Middlemen Minorities".





Responsibility & Sustainability

The 4th Corfu Symposium on Managing & Marketing Places, 24-27 April 2017 was organised by the Responsible Tourism Special Interest Group of the Institute of Place Management. It is therefore unsurprising that a number of papers focused on issues of responsibility and sustainability in general, and also how these issues relate to tourism destinations.

“Understanding and Implementing Responsible Tourism in the 21st Century” was a conceptual paper presented by Jacqueline Holland from Newcastle Business School, Northumbria University, UK. The paper, co-authored with Tom Mordue, also from Newcastle Business School, and Helen Woodruffe-Burton from Edge Hill University Business School, UK who also attended the Symposium and contributed to chairing some of the Symposium sessions, traced the development of responsible tourism, discussed what the concept of responsible tourism actually means, and argued that *all* forms of tourism can be ‘responsible’.

“The Nine Major Themes that Shape Place Sustainability” were presented by Viriya Taecharungroj from Mahidol University International College, Thailand, in his co-authored work with Thunwadee Suksaroj and Cheerawit Rattanapan from the ASEAN Institute of Health Development, Mahidol University, Thailand. While delegates were given the opportunity to learn more about the three core pillars of sustainability, and the six other themes specifically relating to place sustainability, Viriya's presentation ended up presenting eleven major themes that shape place sustainability, with this research explaining that, as well as protecting their natural environment, considering the quality of their built environment, and employing technologies for air, water and waste management; taking care of social equality and justice, along with liveability and health of its citizens, under appropriate governance; with economic growth, good transport and energy efficiency, places also have to be fun and beautiful too.

Kyriaki Glyptou from Leeds Beckett University, UK presented her paper on “Destination Management: an operational approach”. Tourism sustainability is a key objective for destinations. Her modelling approach to clustering destinations based on their sustainability performance, recognized that not only may downscaling be essential for effective tourism resource and service management, but findings from her research evidenced that many places continue to try to implement individual responses to various challenges, whereas it may be more appropriate for them to consider how they could implement similar responses and initiatives recognising that they may be more similar to clusters of other places globally than their practices currently reflect. Destinations may be clustered based on their sustainability performance regardless of their location or typology, but there is substantial difference in Sustainability Performance between National and Destination level.



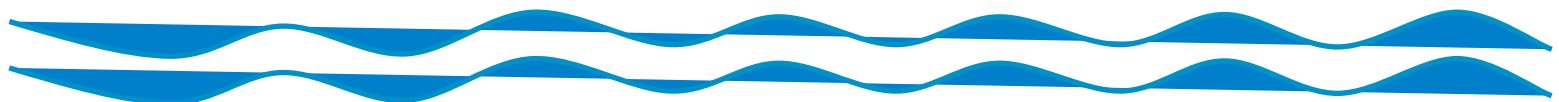


In "An investigation into Ecotourism Potential of Al-Adaseya, Northern Jordan" Fakhrieh Darabseh from Yarmouk University, Jordan presented examples of how a place with great cultural, natural significance, and tourism potential ends up neglected, and what can be done to turn things around, in her paper co-authored with Fawziya Hussein, also from Yarmouk University.

"Place Making: Reframing a Rural Village" was presented by Katherine Casey from the University of Limerick, Ireland. Her presentation focused on how the activities of an ecovillage have re-framed an adjacent village as a site of slow food, educational and ecological tourism.

Many historically-valued visitor attractions must now strengthen public perception of their contemporary purpose, importance and value. Nicholas Catahan from Edge Hill University Business School, UK, explored and explained this within the context of his paper "The botanic garden tourism gaze: perceptions & (re)presentations" co-authored with Helen Woodruffe-Burton also from Edge Hill University Business School.

Pirro Icka from the Agriculture Faculty, University Fan S. Noli, Albania, presented two papers both co-authored with Robert Damo, also from the Agriculture Faculty, University Fan S. Noli. The first paper concerned "Protecting the high natural value farmland in the National Park of Prespa" to explain how implementing the HNV farming concept can conserve biodiversity, meet farmers' needs and lead to more sustainable development of the zone. His second presentation, of the paper "The new ecosystem in Small Prespa Lake, protecting and using it" provided insights into an ecosystem approach to protecting biodiversity by reducing a lake's reed surface and conserving the new ecosystem created.





Conceptual, strategic and tactical issues regarding place management, place marketing, and place branding

Various conceptual, strategic and tactical issues regarding the overall focus of the Symposium into the way places are theorised differently in various academic disciplines, and what this means for the practice of managing and marketing places. This enabled us to consider practitioner, policy, and academic papers in vibrant, positive, supportive, and, most importantly, impactful sessions that can make a real difference not only to the island of Corfu that is our host for these annual events, but also in other places where our delegates work and live.

As place-making shifts from a general and overarching concept to a still overarching but much more complex concept, in her paper, "Trends and gaps in place-making: 25 years of literature review" Karine Dupre from Griffith Institute for Tourism and Cities Research Center, Griffith University, Australia, discussed how planning and design can create meaningful places for tourists and increase their sense of place, and also identified what we already know and what we still need to learn about these issues.

Mohamed Berrada from Hassan 1st University, Morocco & Lumière University Lyon 2, France, presented a model based also upon a comprehensive literature review showing that, at a strategic level place brand managers must take into account the way all aspects of the process links to make a successful place brand. His paper "Elements of the place branding process to succeed the place brand: Towards a strategic place branding model" was co-authored with Laure Ambroise from Jean Monnet University, France, and Houcine Berbou, also from Hassan 1st University.

Gareth Roberts from the Institute of Place Management at Manchester Metropolitan University, UK, won the prize for Best Paper submitted by a Practitioner for his work "Towards a taxonomy of place brands. A content analysis of Greater Manchester's place brand architecture". He proposed that Place branding should aim to maintain or improve a place's image. Thus, it is place image that should come first, and then the place brand follows to reinforce the image.

Current methods of predicting footfall do not work well in touristic towns and cities - they underestimate footfall by up to 25%, this was evidence presented by Cathy Parker from the Institute of Place Management at Manchester Metropolitan University, UK, and Christine Mumford from Cardiff University, UK, in their paper "Town and city centres from the data scientists' gaze" co-authored with Nikos Ntounis, Simon Quin and Ed Dargan, also from the Institute of Place Management at Manchester Metropolitan University.

Chunying Wen from the Asia Media Research Center, Communication University of China, scrutinised all place and tourism sector advertisements aired on China Central Television between 2005-2015 to find out the impact of TV advertising volume upon tourism income, local development, investment, and movement of the population in her paper "Does Advertising Work in Place Branding? Evidence from Chinese Cities".



David Cooper from Manchester Metropolitan University, UK explored how new forms of place writing might feed into the ongoing remaking of the places in which we live in his paper "Place: Reading, Thinking, Writing, Making".

Jess Edwards from Manchester Metropolitan University, UK also considered the ways places are presented through writing in his paper "Literature and Sense of Place in UK Landscape Strategy", contextualised within the Landscape Character Assessment. His presentation focused on what people and communities need to engage with a landscape, and to recognise and value its distinctiveness.

Giannina Warren from Middlesex University London, UK stressed that place branding professionals are importance and need support to help overcome personal challenges they might encounter within the profession in her paper "The Personal is Professional: Exploring Particular Challenges of Place Brand Practitioners".

Martin Ousley from True Corfu, a UK based Tour Company considered how to position destinations such as Corfu as the "go-to" locations for holidaymakers looking for more than simply sun, sea and sand in his paper "Places change lives".

The paper "A Psychographic Segmentation of Kuwaiti Travelers Using Self-Organizing Maps" was presented by Yvette Reisinger from Gulf University for Science and Technology, Kuwait, as she explained that there will be 69 million tourists from the Middle East by 2020, and discussed the motivation and travel needs of Kuwaiti nationals who are high spenders with aspirations for international travel.

Every year, millions of people from Netherlands travel abroad for their summer vacation. In her paper Corfu and the Dutch Tourist, Xenia Tombrou, an Independent Researcher, Utrecht, Netherlands & Corfu, Greece considered how to attract more Dutch tourists to Corfu.

Sue Gentry Done and Oana Popescu from Corfu PAWS (Promoting Animal Welfare Sustainably), Corfu, Greece, presented the paper "Corfu PAWS", co-authored with Heather Skinner from the Institute of Place Management, Manchester Metropolitan University, UK that explained the need for a proper education programme, and to build licensed premises for visiting vets to use to sterilise Corfu's street dogs and cats, from a place management and tourism perspective.

"How NGU as a regional university in Albania is contributing to effecting positive change to Buçimas in the Municipality of Pogradec" was explained by Engjëllushe Icka from Nehemiah Gateway University, Albania and Heather Skinner from the Institute of Place Management at Manchester Metropolitan University, UK presented the case of how a dual-system of education is building capacity through HE for regional and rural business development in Albania.

All abstracts can be read in more detail in the [2017 Proceedings](#).





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