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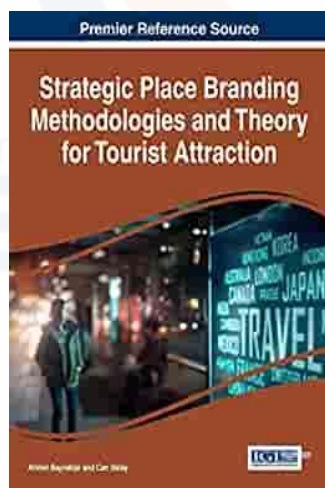


Harnessing Place Branding Through Cultural Entrepreneurship

Author : Frank M. Go, Arja Lemmetyinen, Ulla Hakala
No. Class : 910.688 GO h
Location : Jakarta, Bekasi, dan Tangerang

Description:

This book draws together three overlapping relationships and knowledge domains. The book is divided into four separate parts: part one seek to raise the awareness that the roots of cultural entrepreneurship reach deep into the design of strategy aimed at meeting major societal challenges, which have both a global and local dimension. Part two presents cases on individual places in relation to forms of cultural entrepreneurship in which creativity is considered as fluid and evolving and the individual entrepreneurs ability is enhanced by the community governance of imagination. Part three departs from the notion that cultural entrepreneurs use local knowledge, which is geographically and historically bounded. Part four concludes, draws implications and suggests further research.



Strategic Place Branding Methodologies and Theory for Tourist Attraction

Author : Ahmet Bayraktar, Can Uslay
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increasing revenue and attracting investment opportunities, as well as increasing cultural awareness of the areas population.

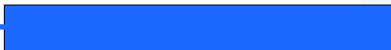
Strategic Place Branding Methodologies and Theory for Tourist Attraction investigates international perspectives and promotional strategies in the topic area of place branding. Highlighting theoretical concepts and marketing techniques being

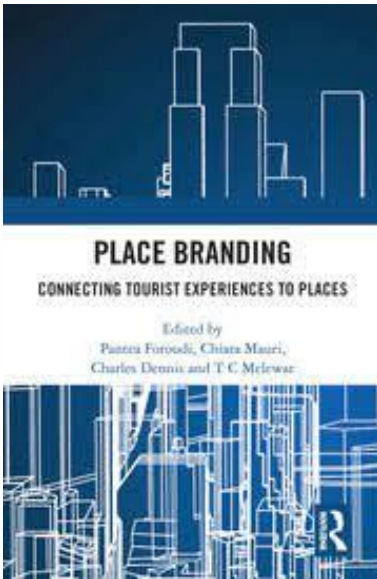
utilized in the endorsement of various destinations, regions, and cities around the world, this publication is a pivotal reference source for researchers, practitioners, policy makers, students, and professionals.

Topic covered are cultural perspectives, health tourism, location identity, place branding, social media, and sustainable communication.

Description:

Drawing the attention of tourists to different destinations around the world assists in the overall economic health of the targeted region by





Place Branding: Connecting Tourist Experiences to Places

Author : Pantea Foroudi, Chiara Mauri, dan Charles Dennis
No. Class : 910.688 FOR p
Location : Jakarta, Bekasi, dan Tangerang

Description:

Place branding as a field of research is still in a state of infancy. This book seeks to address this, offering a theory of place branding based on the tourist experience, keeping in mind the roles of stakeholders, both public and private organizations and DMOs in managing the place brand.

Place Branding: Connecting Tourist Experiences to Places seeks to build a customer-based view of place branding through focusing on the individual as a tourist who travels to undertake a memorable experience. The place is the key creator of this experience, which begins well before the travel-to and ends well after the travel-back. Individuals choose the places where to go, collect information on them, ask for advice and suggestions from fellow travelers, give feedback when they come back and talk a lot about their experience, spreading word-of-mouth. The book enables readers to understand how the tourist experience can be managed as a brand. Readers are exposed to a variety of problems, methodological approaches, and geographical areas, which allows them to adapt frames to different contexts and situations.

This book is recommended reading for students and scholars of business, marketing, tourism, urban studies and public diplomacy, as well as practitioners, business consultants and people working in public administration and politics.