ABSTRACT

As marketing scholars and practitioners observed that places and regions, including nations compete keenly for tourists, FDIs, exports and others, the reality that places can act as brands started to evolve. This phenomenon has resulted in a new concept of marketing called ‘place branding’. Place branding is an area of marketing that uses traditional marketing and branding approaches to create ‘place image’. However, place branding is distinct from the traditional domain of branding as the creation of place image goes beyond traditional marketing concepts and has significant impact from other social sciences like, international relations, international business, tourism studies, human geography, culture studies etc. The researchers review articles relating to place branding that spans across the domains of traditional marketing theories as well as works that approach the subject from an inter-disciplinary perspective. They conclude that the subject has started to get acceptance among scholars and practitioners. However, there is a major dearth of a theory on place branding that can integrate all the constituent dimensions that represent various domains of social sciences.

KEYWORDS: nation branding, place branding, place image, region branding.