



What Is New in Place Branding: Concepts, Issues, and Practices

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Message from the Guest Editor

Place branding aims to attract four main “groups”: tourists, businesses, residents, and human resources. An interesting contradiction arises from the fact that although tourists are considered to be the most crucial group in place branding, the spatial dimension in tourism marketing has not gained the deserved research interest. As time passes, it seems that there are more questions than answers concerning place branding in the tourism and hospitality industries.

Tourism and hospitality, as well as place branding, will not be the same in the coming years, mainly due to the emergence and/or growth of the following indicative factors (which could function as potential topics for the Special Issue):

- Climate change
- COVID-19
- Overtourism
- Special interest tourism
- Creativity/ innovation
- Initiatives beyond the traditional stakeholder participation (e.g., co-creation)
- An approach going beyond GDP (e.g., focusing on quality of life)

