

PLACE BRANDING - GEOGRAPHICAL APPROACH. CASE STUDY: WATERLOO BICENTENARY (1815-2015)

Marius-Cristian Neacșu¹, Silviu Neguț² și Gheorghe Vlăsceanu³
^{1) 2) 3)} *Bucharest Academy of Economic Studies*

E-mail: marius.neacsu@ase.ro; E-mail: silviu.negut@gmail.com

E-mail: gheorghevlasceanu@rei.ase.ro

Abstract

The places of the present are facing new challenges: globalisation has increased competitiveness, and places must fight over resources, investments, tourists, trying to meet the needs of their own residents by offering high quality lifestyle and to attract others, with places in any other part of the world. It is a global competition now. The burgs and medieval fortresses were revitalised by the industrial activities, then industrial cities were revitalised by services and tourism. Now, places search within themselves in the attempt to find something: an identity anchor which they can transform into a symbol, an image to sell. It is what they call branding. It is the new philosophy of place management: economic revitalisation through culture. This study proposes an analitical approach to the concept of place branding through geographical approach and a case study: Waterloo (the battlefield) bicentenary.

Keywords

geography of tourism, cultural tourism, place branding, Waterloo

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