



Territorial analysis

LECTURE 8

Agenda

4 “pillars” of territory marketing

Territorial product analysis

The price of the territorial product

distribution of territorial product

4 “pillars” of territory marketing

- territorial product
- price of a territorial product
- distribution of territorial product
- promotion of the territory



1. Territorial product analysis

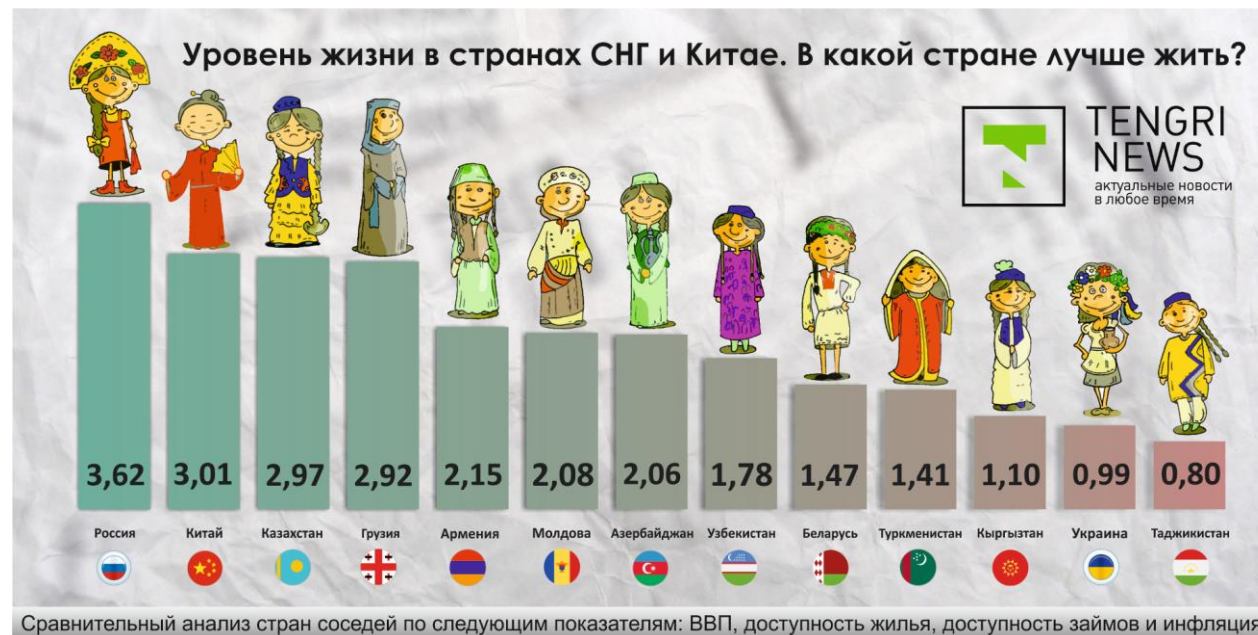
- assortment, quantity and quality of the resources of the territory
- its geographical position, population (staff),
- quality of life,
- infrastructure,
- ability to work with high technologies,
- raw materials,
- level of business support,
- advertising market, PR.

2. The price of the territorial product

These are the costs borne by the consumers of the territory.

For residents, these are the cost of living, the level of income and social benefits, the cost of specific goods and services in the territory;

for tourists - the cost of vouchers, the number of daily pocket expenses.



Distribution of territorial product

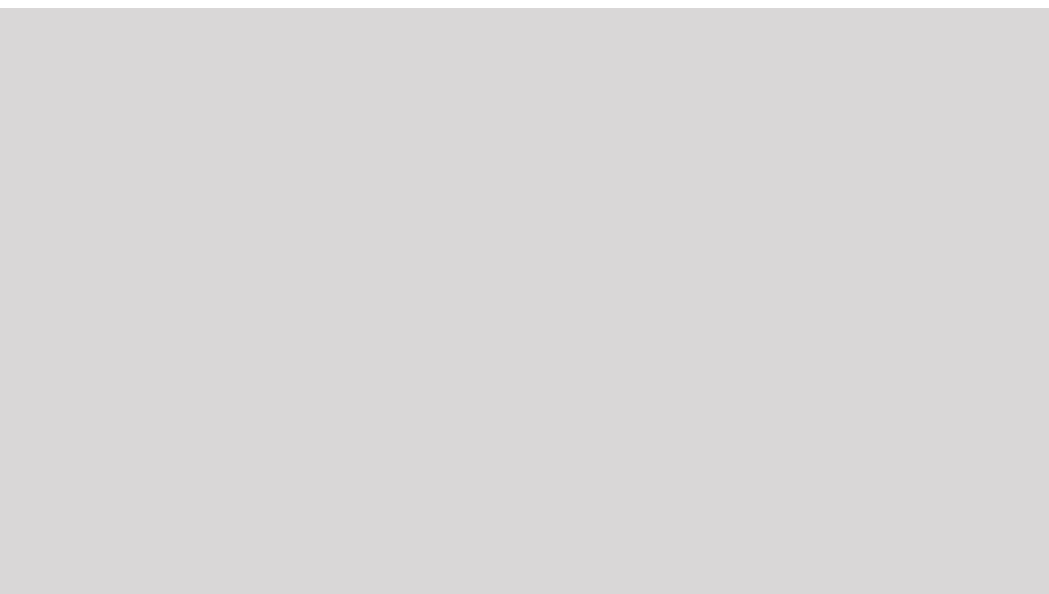
- the presence of modern information technologies,
- network and virtual organizational structures



Promotion of the territory

- primarily advertising and PR campaigns, including the definition of addressees and channels for promoting information.







Top 10 Growing Smart Cities

1. Singapore
2. Dubai
3. Oslo
4. Copenhagen
5. Boston
6. Amsterdam
7. New York
8. London
9. Barcelona
10. Hong Kong

Task 1

- Make a territory analysis of a particular city
- Highlight the main directions of modern and prospective development of the tourism business
- Prepare the set of recommendations for promotion of this city