

Department of Education Cultural Heritage and Tourism

Geography of sustainable destinations - Mod. 2 - destination marketing

Prof. Gian Luigi Corinto

The course aims at transferring the strategic and operative marketing methods from the business unit to the territory, and specifically to a tourist destination, considering the general framework of sustainability adopted by International Policy Bodies and Institutions. Students will acquire knowledge and competencies on the role of space, place and territory in the travel and tourism industry at different geographical scales.

Students will be able to use marketing tools to manage a tourist area adopting the rationale of market orientation, aiming at analyzing, organizing and fostering the local peculiarities to increase tourist attractiveness, in a framework of sustainability.

Program

- Premise on Method
- Geographical Concepts of Space, Place, and Territory
- Human Mobility and Tourism
- Tasks, Concepts and Marketing Tools
- Business Marketing, Territorial Marketing, Tourism Marketing
- Definition of Goals of Destination Marketing
- Destination Development Strategy
- Tangible and Intangible Components of a Destination
- Tourist Carrying Capacity - TCC
- Communication for Destination Image Building and Promotion
- Case Studies of Tourism Destination Marketing

1. (C) Cocossis, Harry, Editor Defining, Measuring and Evaluating Carrying Capacity in European Destinations, Final Report Environment European Commission, Bruxelles, 2001 » Pagine/Capitoli: pages 1-52; http://ec.europa.eu/environment/iczm/pdf/tcca_en.pdf
2. (C) Saarinen, Jarkko, Christian M. Rogerson, and Haretsebe Manwa (Eds) Tourism and the Millennium Development Goals: Tourism, local communities and development. Routledge, London - New York, 2013 » Pagine/Capitoli: chapters 1-13
3. (A) Kotler P., Armstrong G. Principles of marketing Pearson - Prentice House , Upper Saddle River, New Jersey 07458, 2011 » Pagine/Capitoli: Chapters: 1-4
4. (C) Lew A.A., Hall C.M., Williams A.M. A Companion to Tourism Blackwell Publishing, Oxford - UK, 2004 » Pagine/Capitoli: all chapter

The teacher will give further didactic materials and information on how retrieve them

Didactics

- Frontal Lessons;
- Small and Medium Group Work and Exercises;
- Audio-video Attendance;
- Performing of a Case Study on Marketing a Destination;
- Featuring of a Presentation on an Argument of Tourist or Destination Marketing.

Final Test

Two partial interim tests.

1. A not structured test (writing a report on a Case Study).
2. An individual or per group presentation (using a PPT) of a Case Study.
3. Concept of a Promotional Claim Relating to the Previous n, 2 Test

The grade per each test will contribute to the final mark, which is the average of partial results.

The Final Oral Test is reserved to the students who didn't receive a sufficient grade in the partial tests or missed one of them.

Two fundamental issues

1. A famous wine region

2. Consumer's behavior



A photograph of a vast, rolling vineyard in Champagne, France. The rows of grapevines stretch across the hills under a cloudy sky. In the distance, a small white chapel with a blue roof sits atop a hill. The text "From Champagne country to the world" is written in a white, handwritten style across the middle of the image, with a white underline.

From Champagne country
to the world

Moët & Chandon is one of the most known producers of Champagne wine in the world.

It was established in 1743 by Claude Moët, and today owns 1,190 hectares of vineyards, and annually produces approximately 28,000,000 bottles of champagne

Moët et Chandon began as Moët & Co., established in Épernay (France). Claude Moët began shipping his wine from Champagne to Paris. The reign of King Louis XV coincided with increased demand for sparkling wine.

Soon after its foundation, and after son Claude-Louis joined Moët & Co., the winery's clientele included nobles and aristocrats.

Moët began business in 1750 with Madame de Pompadour, who supplied the Royal Court at Compiègne with Moët's champagne

Also in 1750, Moët began establishing business in Germany, Spain, Eastern Europe, and colonial British America.

In 1792, on Claude Moët's death, grandson Jean-Rémy Moët assumed control of Moët & Co., and expanded the business buying the vineyards of the Abbey of Hautvillers, where Benedictine monk Dom Pérignon perfected double-fermentation for creating champagne..

Moreover, the Moët surname was prestigious before the winery's establishment; King Charles VII ennobled brothers Jean and Nicolas Moët (Claude's ancestors) in 1446.

In the XVIII the company already exported to the US.

Claude was the very first who produced only sparkling wine and establishing direct and personal relationships with clients.

The company truly attracted a loyal international following after it initiated an account with Napoleon.

Jean-Rémy, who had become mayor of Épernay in 1802, met Napoleon in 1804. Within the new guest houses at Moët's headquarters on 20 rue de Champagne, Napoleon and his entourage were lavishly dined and wined

After his connections with Napoleon, the company of Moët contained a portfolio of prominent figures which encompassed Tsar Alexander I of Russia, Emperor Francis II of Austria (Napoleon's father-in-law), the Duke of Wellington, Madame de Staël, Queen Victoria, and the Prince Royal of Prussia (later to become emperor of Germany) among many more.

Leadership of the company changed in 1832 when Jean-Rémy retired and left the company in the hands of his son Victor Moët and son-in-law Pierre-Gabriel Chandon de Briailles (14 November 1798 - 23 July 1850).

As Chandon became incorporated into the company as co-owner, the name was officially changed that same year to Moët et Chandon.

Following the introduction of the concept of a vintage champagne in 1840, Moët marketed its first vintage in 1842. Their best-selling brand, Brut Imperial, was introduced in the 1860s.



Barrel of Napoleon Bonaparte at Moët's cellars in Epernay

The Champagne is a sparkling wine made with a melange of vines (black pinot and chardonnay), after hand cropping, immediate soft pressing, separate fermentation, second fermentation in bottle for gas taking, with the addition of a starter consisting of wine, brown sugar and selected yeasts.

The gasification lasts at least 18 months and up to 9 years in underground cellars, fresh to be carved out of the chalk marl or that retain moisture and low temperature.

Bottles have **no labeled date and the wine quality is constant over time**, the same of the first Claude's production.

The most famous brand is Brut Imperial, form 1860.

The most famous label is Dom Perignon, from the name of the benedictine monk, reputed the inventor of Champagne wine.

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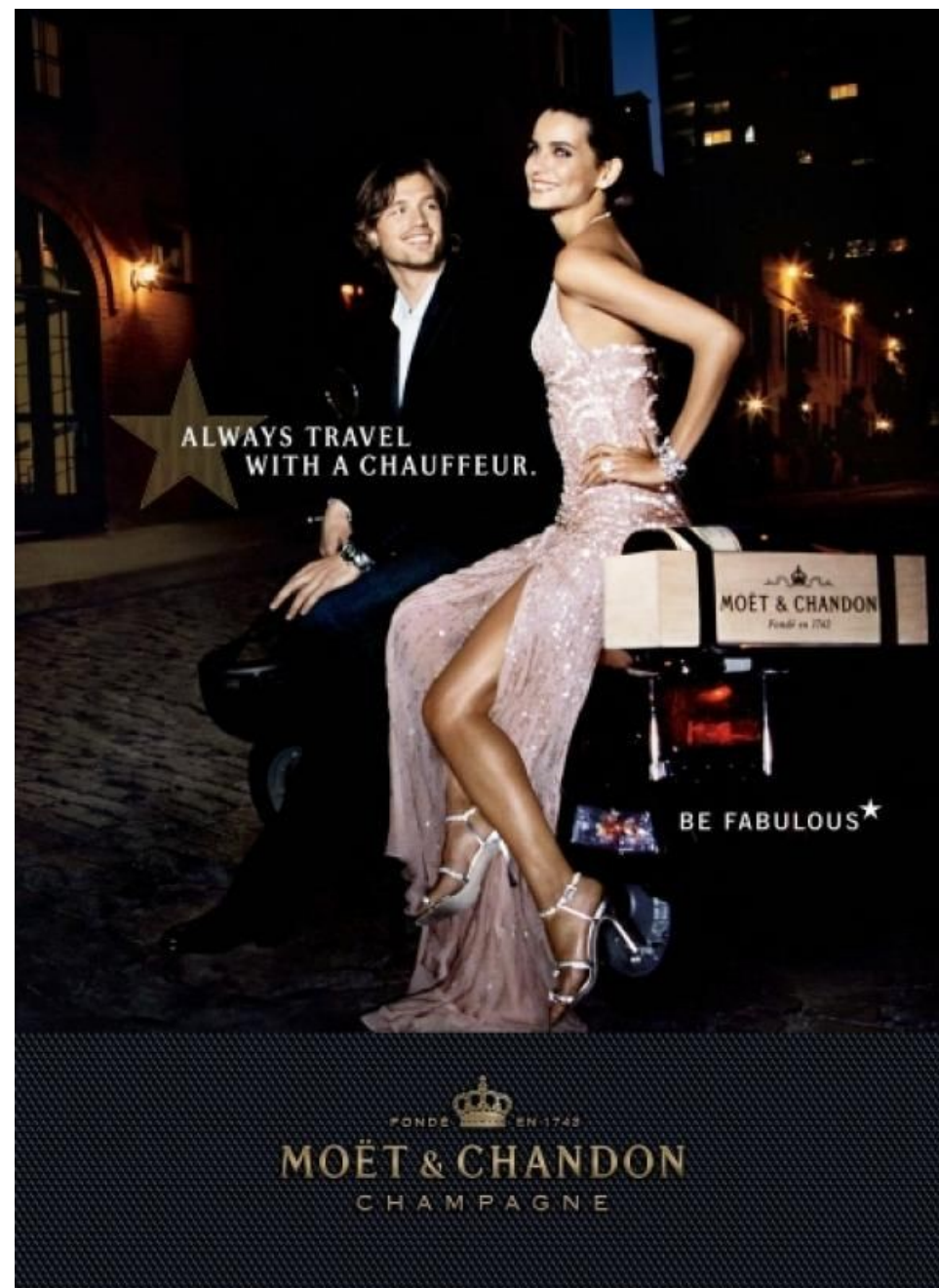
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In 1971 Moët & Chandon has been merged to Hennessy Cognac and in 1987 with the Louis Vitton company, becoming LVMH (Louis Vitton, Moët, Hennessy) the World leader in high-quality products, with over 60 prestigious brands, total 2013 revenue: 29,149 million euros, 3,384 stores.

In 2006 produced e very small series of bottles named Be Faboulus with Swarosky crystal.

We can state Mr Moët preceded and smartly applied all the (modern) marketing ideas and principles..



Dom Pérignon
x
LADY GAGA





*Monsieur Moët
preceded and applied
all the ideas and
principles of Marketing*

Consumer's Behavior and Sustainability

Need of Policy Based on Evidence

Consumer behavior is key to the impact that society has on the environment. The actions that people take and the choices they make – **to consume certain products and services rather than others or to live in certain ways** - all have direct and indirect impacts on the environment, as well as on personal (and collective) well-being. This is why the topic of '**sustainable consumption**' has become a central focus for national and international policy.

Policy development in the context of behavioral change is notoriously difficult. One of the reasons for this is the enormous variety of factors that influence behavior. Another is the value linking of behavioral and lifestyle issues. At the same time, there is a widespread recognition of the need to engage in this difficult terrain and to develop 'evidence-based policies' to support behavioral change. Nowhere is this more relevant than in the domain of sustainable consumption.

What is Consumption

Consumption began with human history.

The historical and contemporary literature suggests a huge variety of different roles for consumption in modern society.

These include its **functional role** in satisfying needs for food, housing, transport, recreation, leisure, and so on. But consumption is also implicated in **processes of identity formation, social distinction and identification, meaning creation and hedonic 'dreaming'**.

What is Consumption

Some authors argue that these processes are driven by **evolutionary** imperatives of **status** and **sexual selection**. Two key lessons flow from this literature.

The first is that material goods are important to us, not just for their functional uses, but because they play vital symbolic roles in our lives.

This symbolic role of consumer goods facilitates a range of complex, deeply engrained '**social conversations**' about status, identity, social cohesion, group norms and the pursuit of personal and cultural meaning.

In the words of Mary Douglas (1976) 'An individual's main objective in consumption is to help create the social world and to find a credible place in it.'

What is Consumption

The second key lesson is that, far from being able to exercise deliberative choice about what to consume and what not to consume, for much of the time people find themselves 'locked in' to unsustainable consumption patterns.

Consumer 'lock-in' occurs in part through the architecture of incentive structures, institutional barriers, inequalities in access, and restricted choice.

But it also flows from habits, routines, social norms and expectations and dominant cultural values.

What is Consumption

These lessons emphasize the difficulty and complexity associated with negotiating pro-environmental behavioral change.

They also highlight the need for policy to come to grips with (and to influence) the social and institutional context of consumer action, as well as attempting to affect individual behaviors (and behavioral antecedents) directly.

Rational Choice

Against Rational Choice

Adjusted Expectancy Value Theories

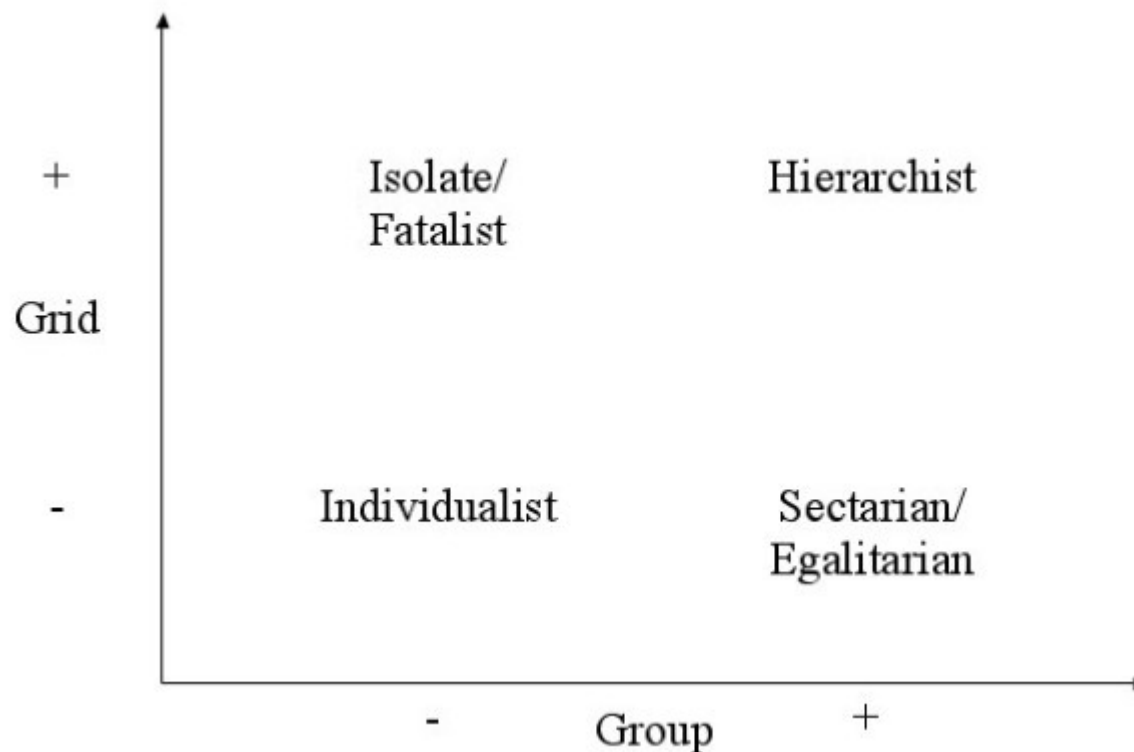
Moral and Normative Conduct

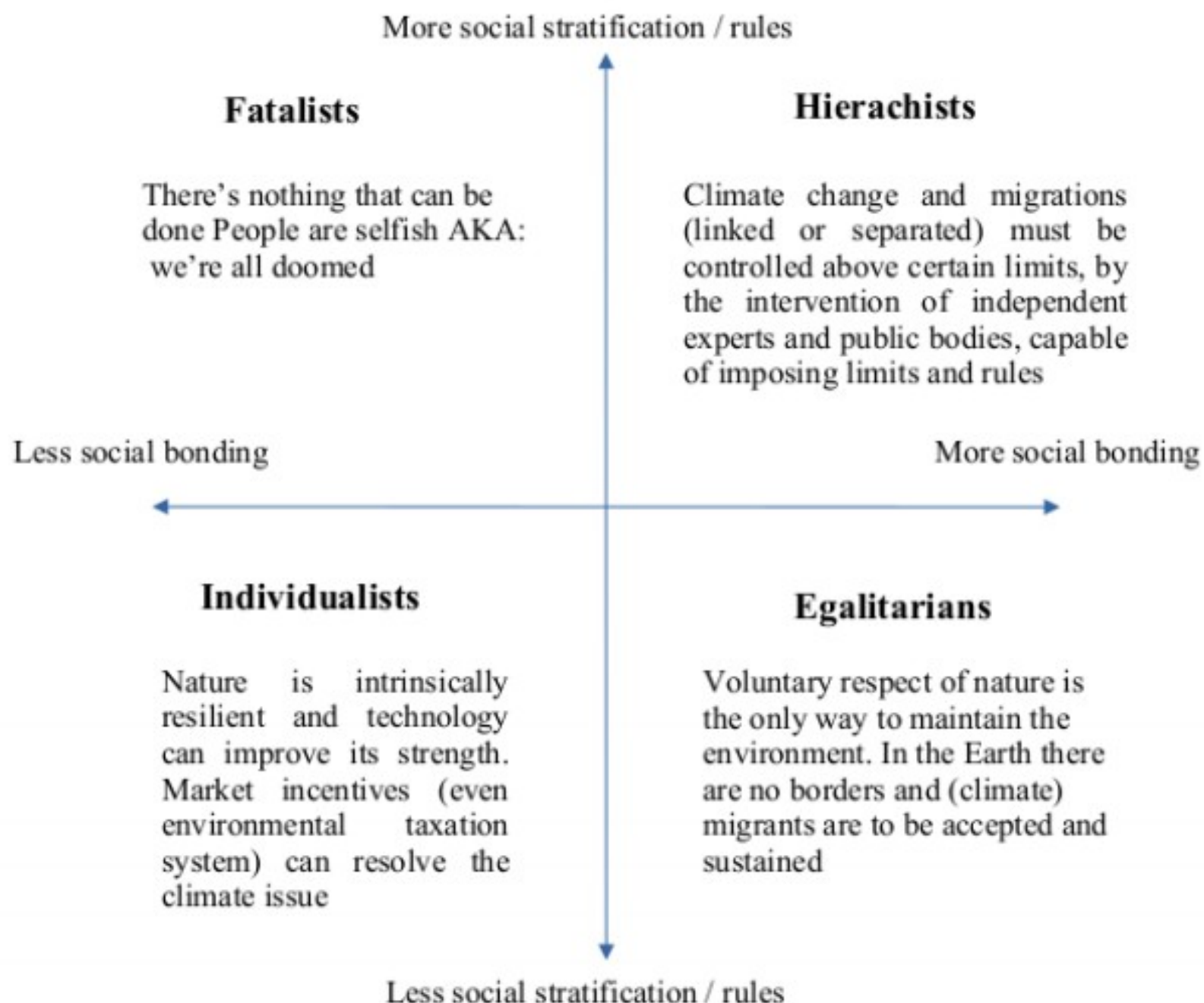
The Matter of Habit

Sociality and Self

The relationship between self and society is mediated by the particular form that social organization takes within a given society.

Cultural theory suggests that historically there have been only four main types of social organization: fatalist, hierarchical, individualist/entrepreneurial and egalitarian.





Integrative Theories of Consumer behavior

Internal antecedents of behavior: values, attitudes and intentions.

External factors: incentives, norms and institutional constraints.

Some models are good at describing internal (cognitive) aspects of individual decisions but fail to reflect the importance of contextual or situational variables and vice versa.

Making sense of behavior inevitably requires a multi-dimensional view which incorporates both internal and external elements.

Integrative Theories of Consumer behavior

In particular, a useful model has to account for:

- motivations, attitudes and values;
- contextual or situational factors;
- social influences;
- personal capabilities; and
- habits.

The question of whether consumers are free to make choices about their own actions or whether they are bound by forces outside their control has provoked a long debate in the social sciences. This debate - about the relative influence of human agency and social structure – culminated in the development of Giddens' (1984) 'structuration theory' which attempts to show how agency and structure relate to each other.