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Legends and myths as a source for place branding. The case of Braga, Portugal

Presentation · June 2018

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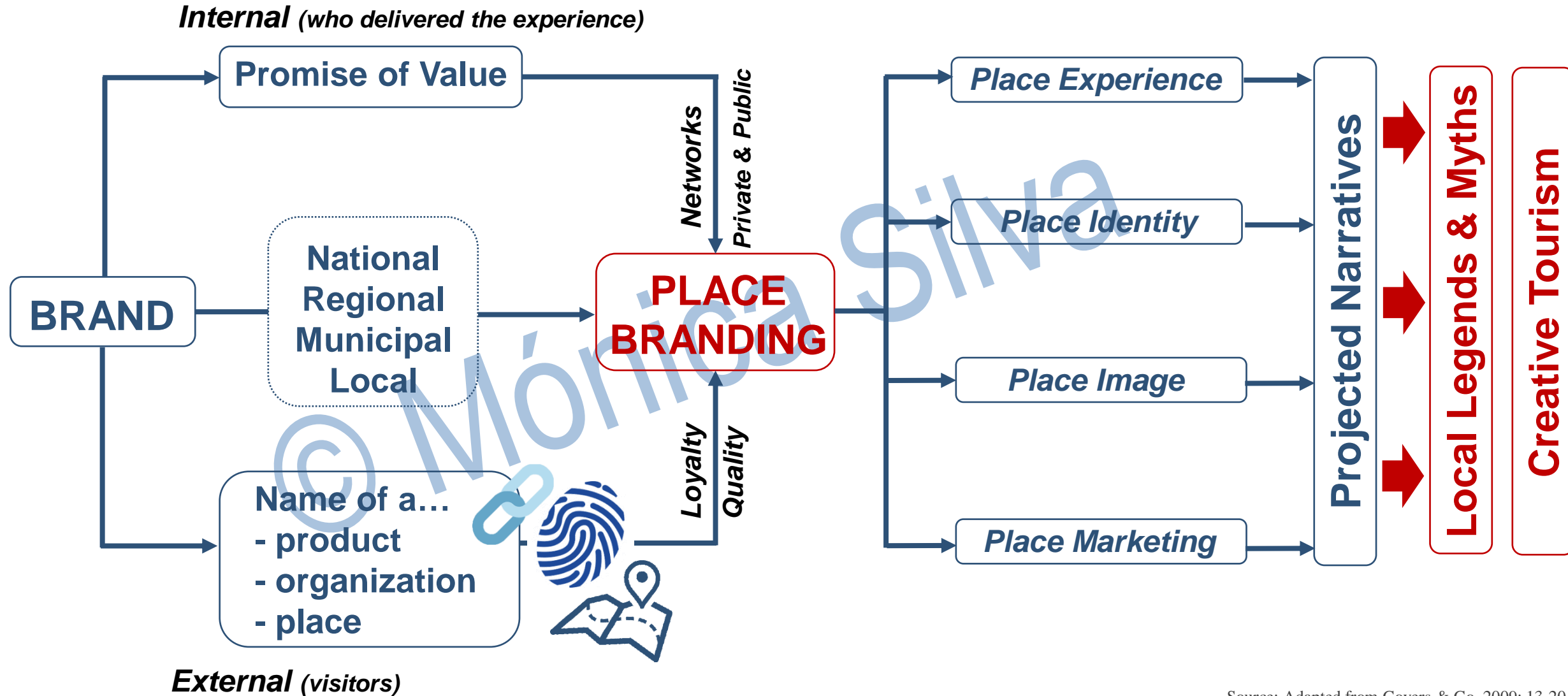


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Universidade Católica Portuguesa

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Source: Adapted from Govers & Go, 2009: 13-20.

Place Experience

Multisensory, Fantasy & Emotive

3F's:
 - *Fantasies*
 - *Feelings*
 - *Fun*

Place Identity

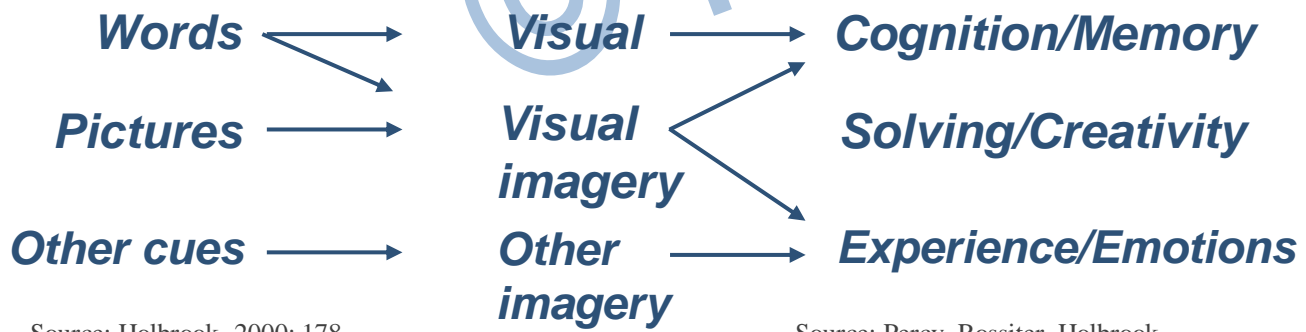
Historic, Politics, Religious, Culture

Local knowledge
 Power struggles
TRUE IDENTITY



Structure: locations & history
Semi-Statical: physical & mentality
Colouring: symbolism & behaviour

Stimulus Processing mode Response



Source: Holbrook, 2000: 178.

Source: Percy, Rossiter, Holbrook.

Source: Govers & Go, 2009: 17-18.

Place Image

Travel experience might look like

- Attributes
- Expected benefits
- Symbolic meanings
- Images influences
- Consumer behaviour

“The consumer of a destination consists, therefore, of the subjective interpretation of reality made by the tourist.”

Place Marketing

Promotion of a place

- Segmentation
- Targeting
- Positioning
- Networking
- Product development



Public & Private Actors

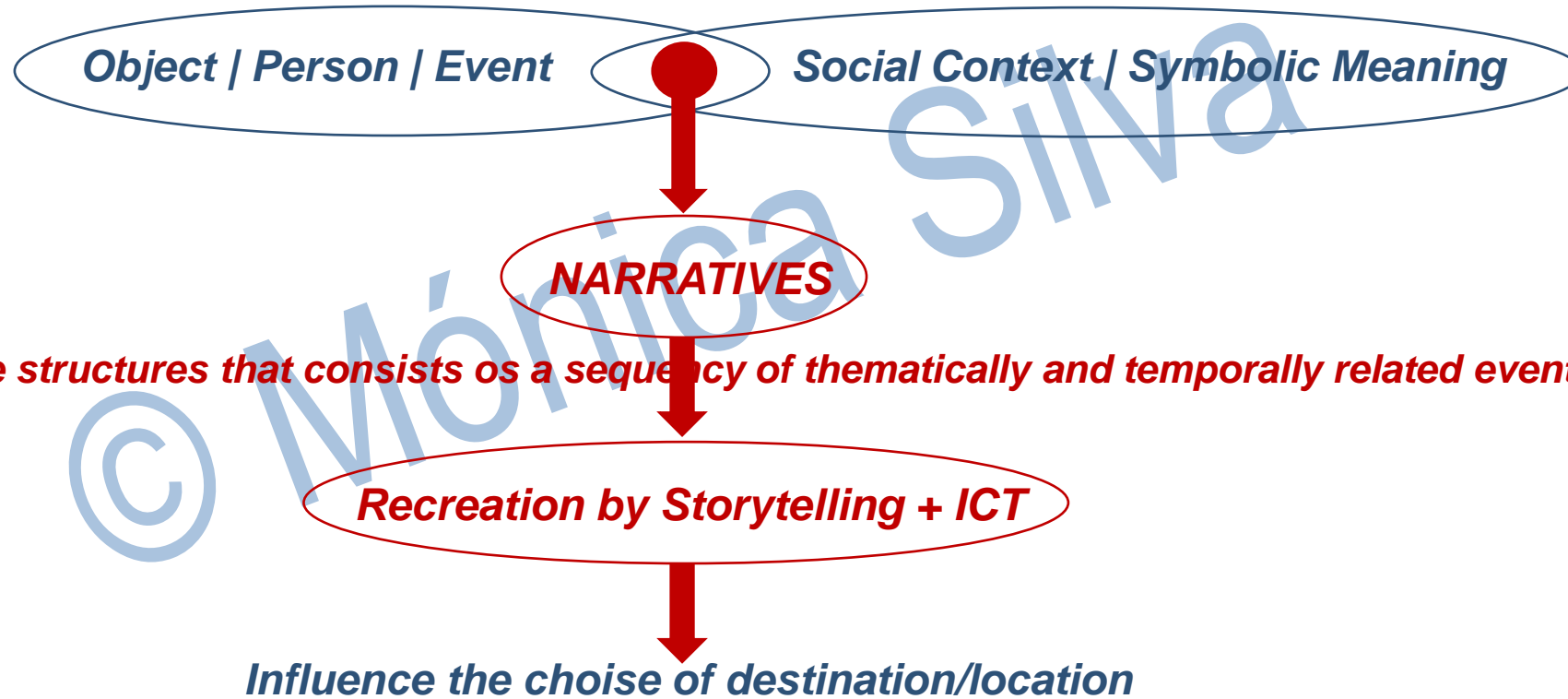
Co-operation

Source: Bigné *et. al*, 2001; Kotler *et al*, 2003.

Source: Govers & Go, 2009: 19-20.

In Portugal we distinguish *Legend* and *Myth*. At the scientific level it is assumed as the same study field.

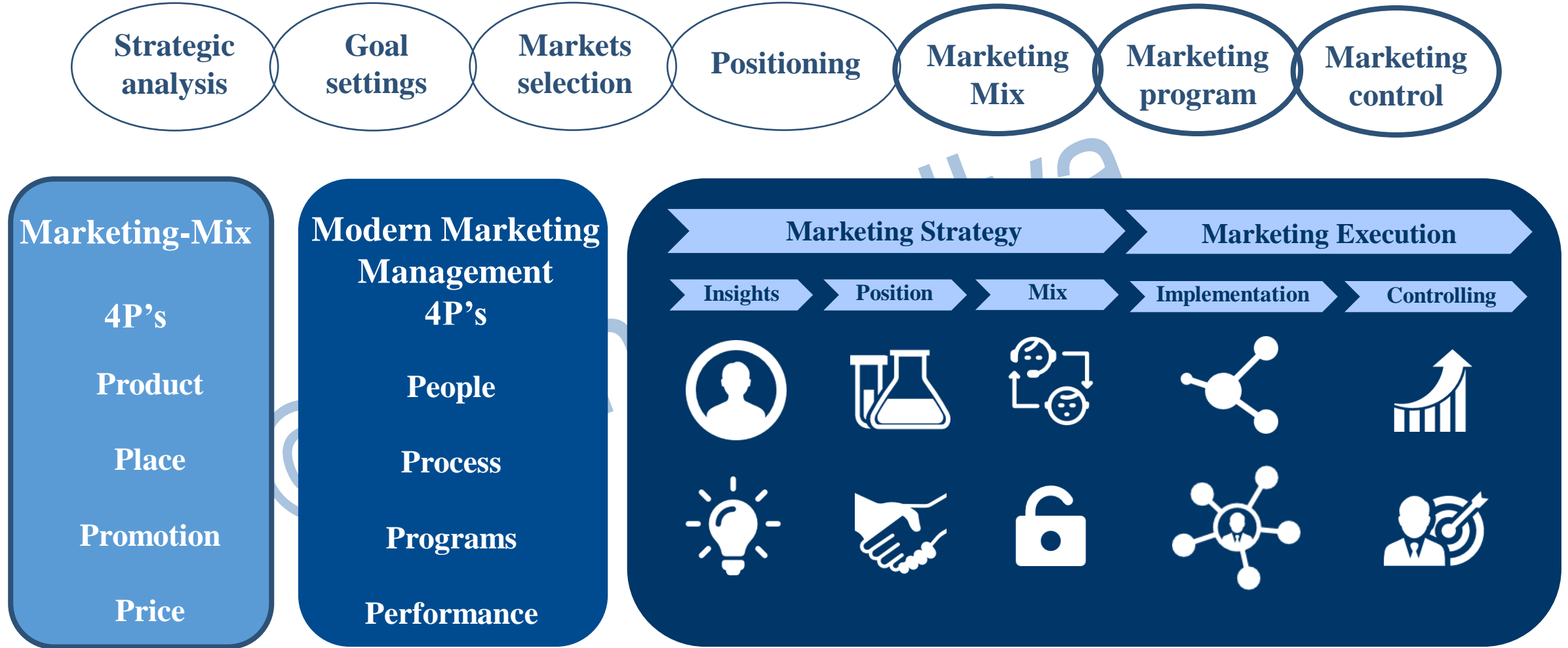
Legends & Myths: “*The myth is a speech... a system of communication, a message*”. Barthes, 1987: 209-210.



“... knowledge structures that consists os a sequence of thematically and temporally related events”. Moscado, 2010: 44.

“*Tourism experiences depends on the availability and communication of stories*”. Chronis, 2012: 1799..

Source: Adapted from Pérez-Aranda *et al.*, 2015: 75-76.



Source: Own.

Search Data

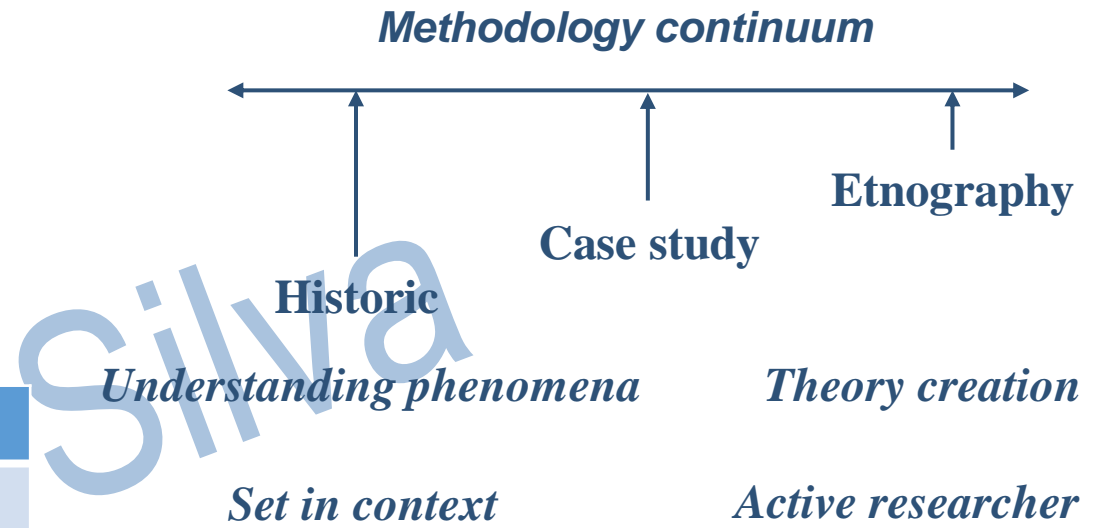
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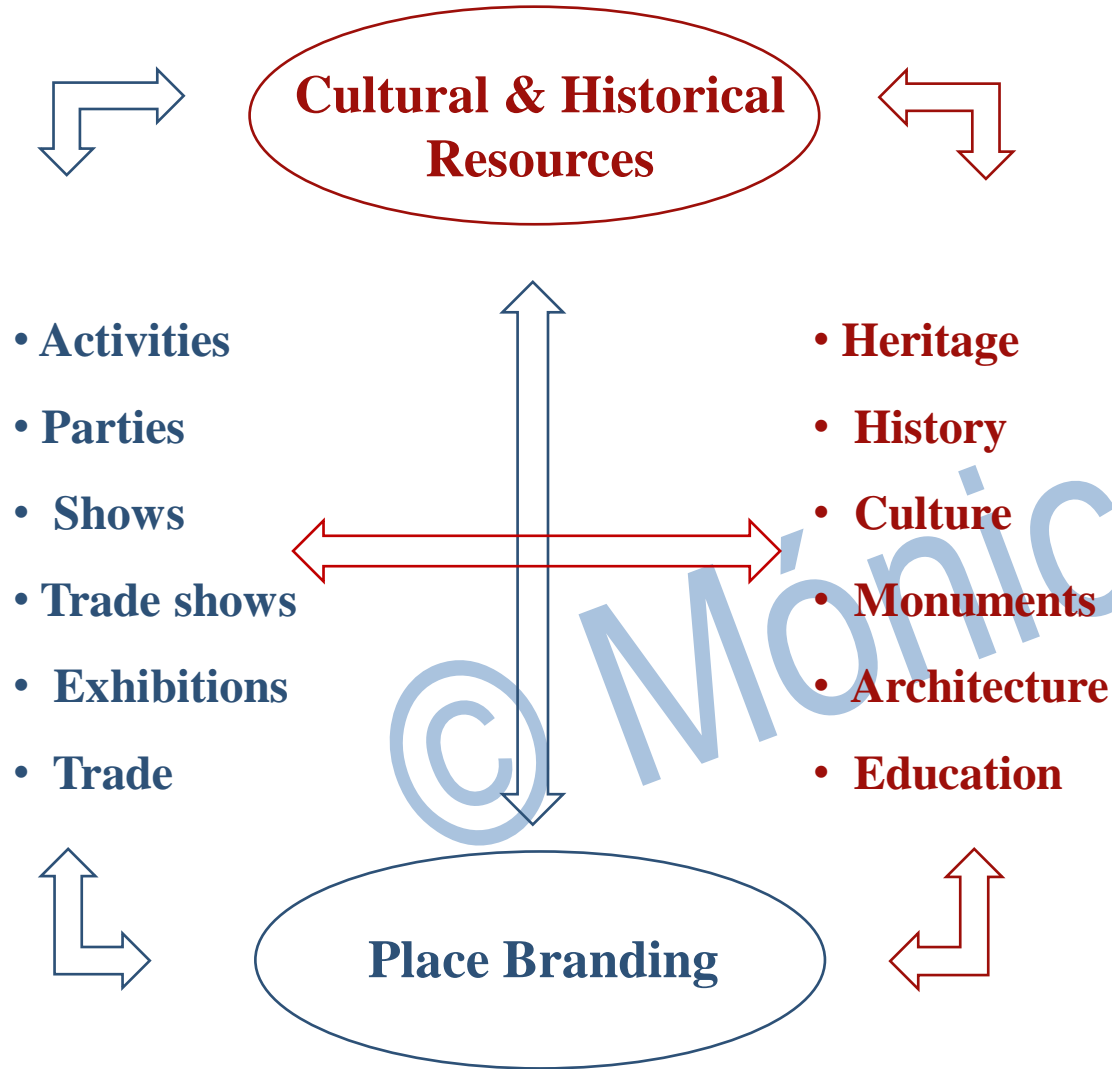
Criteria	Qualitative
Language	<ul style="list-style-type: none"> - Informal - Decisions to be developed - Personal
Research Process	<ul style="list-style-type: none"> - Inductive - Patterns & theories - Case study
Experience & training of the researcher	<ul style="list-style-type: none"> - Literary ability - Analysis of texts
Problem Nature	<ul style="list-style-type: none"> - Exploratory research - Unknown variables - There may be no base theory



- Particularities of a certain element are discovered;
 - Particular aspects are interpreted within the general;
 - With few elements studied in depth, it is possible to describe and interpret similarities and differences.

Source: Adapted from Ramirez, 2008.

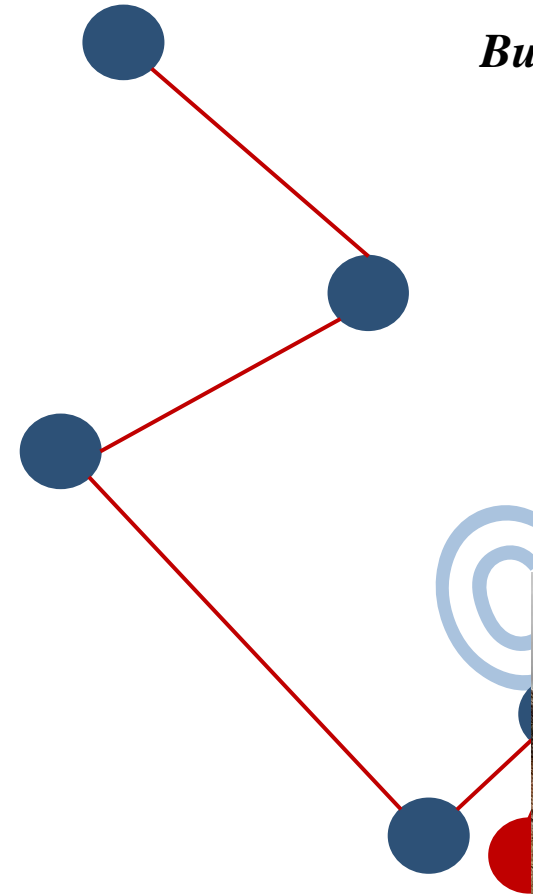
Source: Adapted from Coutinho, 2011: 34.



Source: Own.

Source: <http://www.csrambassadors.com/wp-content/uploads/2016/08/triple-bottom-line-12266>

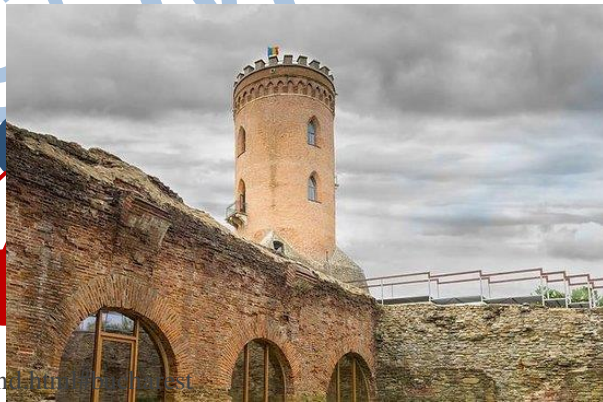
Romania **YES, THEY CAN!!** Tracking Dracula... Places to explore | Dracula Themed Tours | Beyond the Legend



Old Princely Court
Built in the 15th century by Vlad Tepes.



Village of Arefu



Snagov Monastery
Lake Snagov



Village of Brasov



Poerani Fortress
1.462 steps to reach the castle



Bran Castle



Source: <http://romaniatourism.com/dracula-legend.html>

United Kingdom

Historical facts | Over 700 years old | Greatest stories ever told

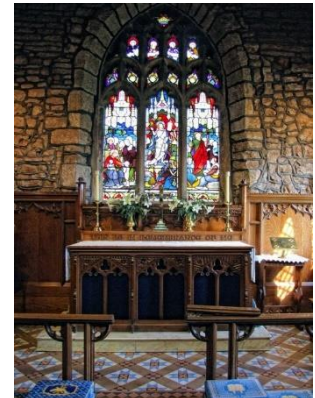
St. Mary's Church



Nottingham Castle



St. James



Newstead Abbey



Sherwood Forest



The major Oak



Source: http://www.bbc.co.uk/nottingham/robin_hood/tour/

Source: Google Images.

Peninsular Northwest Castros → *Iron Age* → *POTENCIAL TOURISM ATTRACTION*

Settlements built on top of cliffs or hills, which provided secure villages and markets.
The Castro's culture developed with the Celts, from the 6th century BC.

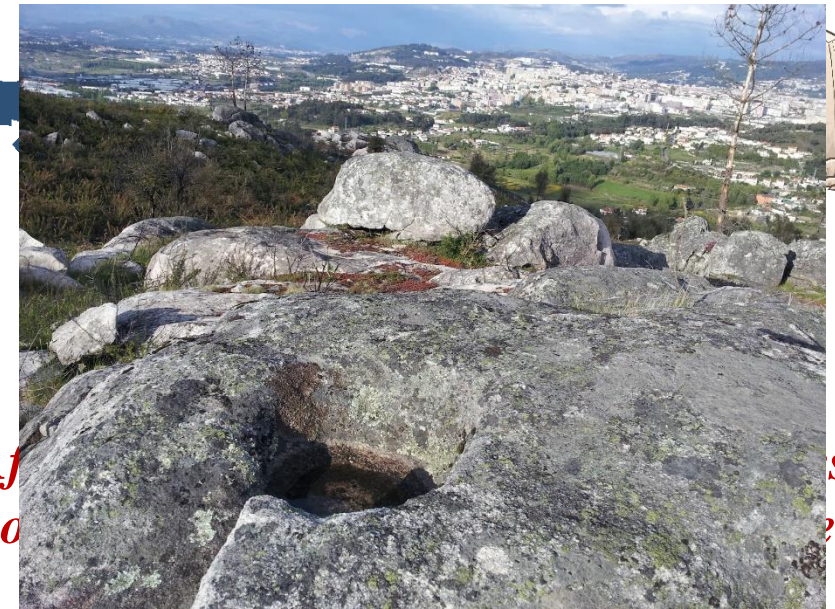
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Legends & Myths

Monte das Caldas?



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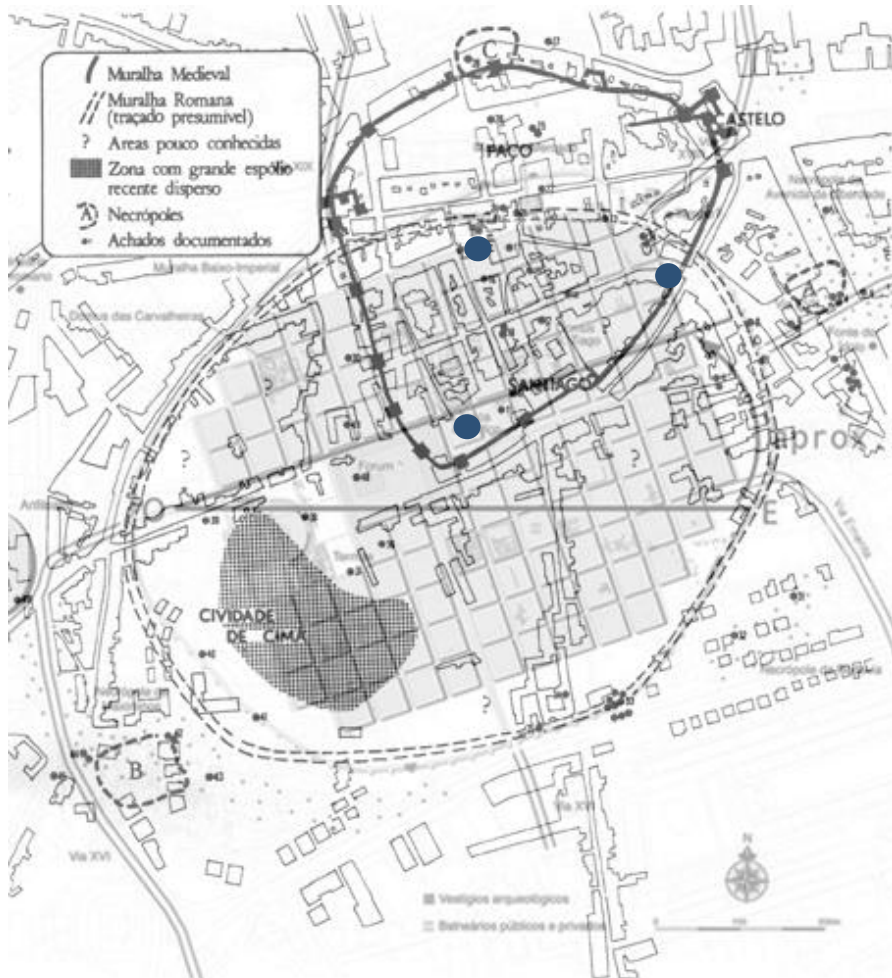
Source: ViaMichellin & Own.

Source: www.lendarium.org.

The Romans named it *Bracara Augusta* and made it capital of their province *Gallaecia*.

City of God's?

1



faziam as execuções e casamentos...

...e fe

Source: <http://www.geira.pt/bracara/historiaInv.html>

Source: César Augusto, *Ilustração*

Legends & Myths are a recent study field for Creative Tourism and tourists experiences;

Even the most mundane transactions can be transformed into memorable experiences (Pine & Gilmore, 1999: 4);

Tourists are changing from the act of travelling to see something, to the idea of travelling to do something (Avila & Barrado, 2005);

Creating memorable experiences is the essence and the raison d'être of the hospitality industry (Pizam, 2010: 343);

Placed branding has gained momentum in contemporary policy agendas (Oliveira, 2015).

Legends & Myths for a unique experience and city identity!

