

UNIT 5.4 HERITAGE MARKETING AND PLACE

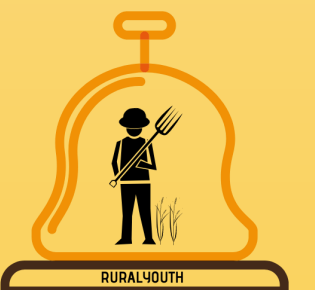
MODULE 5: Rural tourism marketing

OBJECTIVES

In Unit 5.4 you will learn about heritage marketing and place and its relation to tourism.

Keywords:

- heritage
- marketing
- place
- authenticity



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand what is the relation between heritage marketing and place



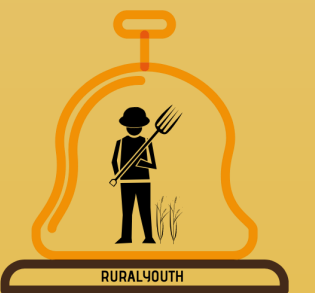
Explain the Role of the Tourism in heritage marketing



Understand how heritage marketing and places affect each other



Understand the importance of heritage marketing and place for tourism





TOPICS

1. Heritage marketing
2. The importance of heritage identity
3. The importance of heritage marketing and heritage products
4. Role of heritage marketing and place in tourism
5. The role of authenticity

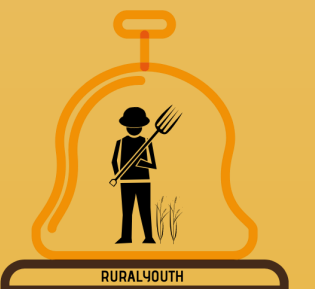
Heritage Marketing



Created by Luiz Carvalho
from Noun Project

Heritage marketing can be defined as the process of seeking to digitize unique and valuable cultural heritage objects. Heritage and memory institutions accumulate and preserve valuable cultural heritage, which is important for the preservation of country's identity and cultural identity, the development of science, education and art, and the increase of society's creativity and cohesion. Heritage marketing, therefore, refers to the set of decisions aimed at enhancing the individual's experience of the organisation, to generate a sense of belonging to the company, and to the set of tools aimed at using its inheritance of brands and products to create lasting emotional ties with consumers and other stakeholders.

Created by Flatart
from the Neun Project



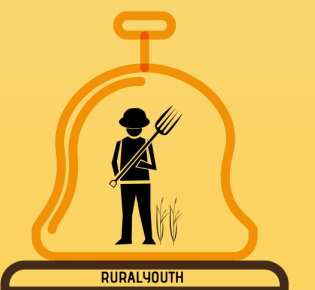
Heritage marketing concerns all marketing activities promoted by the company aimed at **positioning** and **communicating** the brand through its history, leveraging on the symbolic and emotional elements connected to it. It is essentially related to the company's ability to transmit its identity and culture to different clusters of customers, by enhancing the experiences that have made brands and products unique and distinctive. Heritage marketing can be a powerful communication strategy with tangible and intangible benefits for companies.



Created by Olena Panasovska
from Noun Project



Created by Cuby Design
from Noun Project

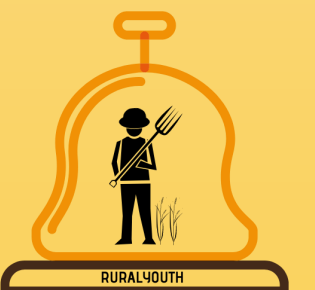


Heritage marketing develops a series of activities aimed at strengthening the image and reputation of a company through the enhancement of its historical heritage, such as special events, books, archivers, or museums, to collect, organise and communicate corporate culture and values to internal and external stakeholders.

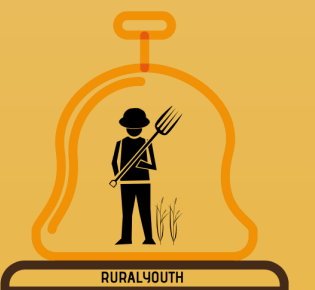
To do it, it takes advantage of the power of storytelling to arouse emotions and memories related to customers' personal history as well as to the company's history: the customer is stimulated to recall the stories and memories that are related to the products of the company and ends up identifying part of himself/herself and his/her history with them..



Created by Alice Design
from the Noun Project



Heritage marketing is an elective choice of companies that aim to enhance their history, experience and shared values. It represents a powerful tool for strategic reflection, aimed at defining, promoting and communicating the identity and organisational culture to all stakeholders – internal and external. Heritage is a strategic resource, able to generate economic and social value for a multitude of organisations of different nature and aims, who decide to use their experience in a strategic sense to build long-term relationships with their main stakeholders and to strengthen their identity by enhancing their received inheritances.



Heritage Identity

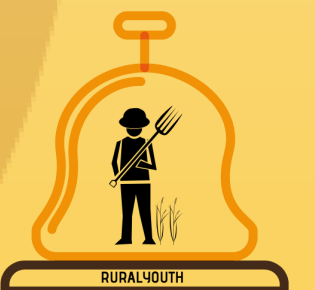


Created by Luiz Carvalho
from Noun Project

Focusing on heritage identity, heritage marketing is seen as an elective choice of companies aiming to enhance their history and shared values, for purposes of generating a sense of belonging in the consumer and creating a lasting emotional bond, for strengthening ties with external stakeholders and building feelings of solidarity with internal stakeholders, and for motivating employees to spread the organizational culture and substantiate the company's identity.



Heritage marketing therefore returns to the organisation's historic and cultural patrimony and the identity contained within, and responds to its search for innovative paths towards stakeholder dialogue.



Example of heritage identity, good practise case from Lithuania

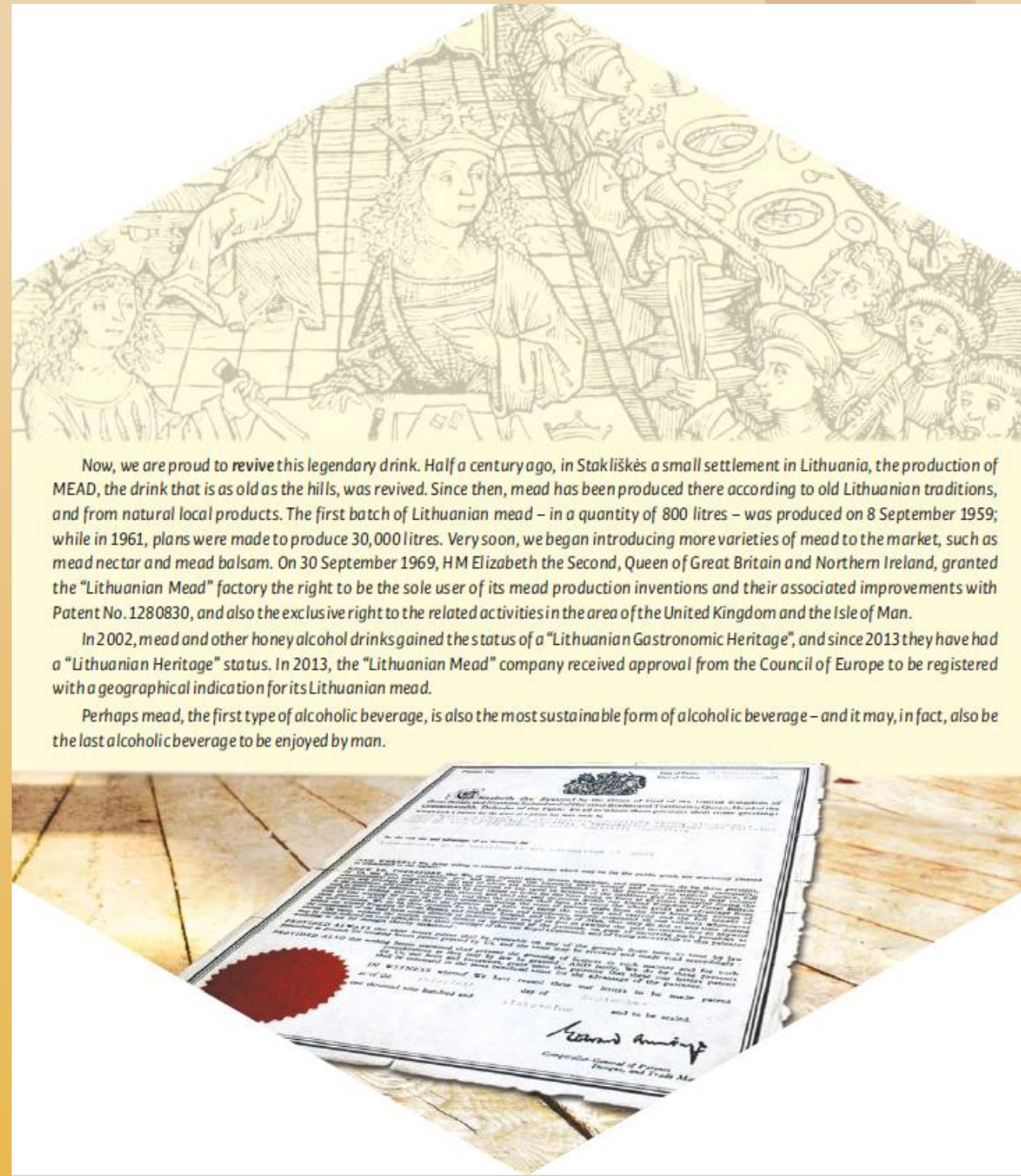



**Lietuviškas
midus**

LITHUANIAN MEAD

-DRINKS INSPIRED BY LEGENDS

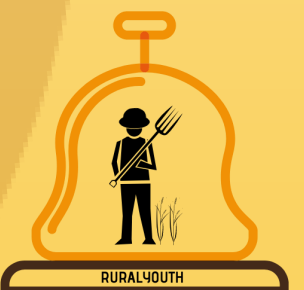
Mead is probably the oldest type of fermented drink in Europe. The rebirth of Lithuanian mead is a direct result of an endeavour to recapture a significant element of our national identity. Mead is an important part of our gastronomic and national heritage and, at the same time, is part of our history.



Now, we are proud to revive this legendary drink. Half a century ago, in Stakiškės a small settlement in Lithuania, the production of MEAD, the drink that is as old as the hills, was revived. Since then, mead has been produced there according to old Lithuanian traditions, and from natural local products. The first batch of Lithuanian mead – in a quantity of 800 litres – was produced on 8 September 1959; while in 1961, plans were made to produce 30,000 litres. Very soon, we began introducing more varieties of mead to the market, such as mead nectar and mead balsam. On 30 September 1969, HM Elizabeth the Second, Queen of Great Britain and Northern Ireland, granted the "Lithuanian Mead" factory the right to be the sole user of its mead production inventions and their associated improvements with Patent No. 1280830, and also the exclusive right to the related activities in the area of the United Kingdom and the Isle of Man.

In 2002, mead and other honey alcohol drinks gained the status of a "Lithuanian Gastronomic Heritage", and since 2013 they have had a "Lithuanian Heritage" status. In 2013, the "Lithuanian Mead" company received approval from the Council of Europe to be registered with a geographical indication for its Lithuanian mead.

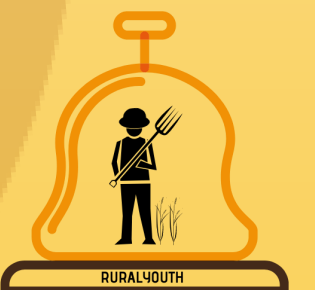
Perhaps mead, the first type of alcoholic beverage, is also the most sustainable form of alcoholic beverage – and it may, in fact, also be the last alcoholic beverage to be enjoyed by man.



The process of narrative discovery and storytelling becomes a strategic key. The history of the company becomes a factor of differentiation and a source of competitive advantage, along with a powerful tool for public engagement.



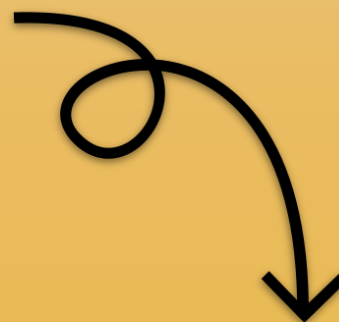
**Created by Joy Thomas
from the Noun Project**



The magic of stories

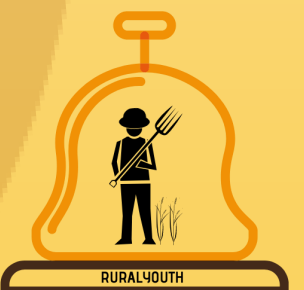
Stories are at the core of human life and culture; they aid people in making sense of their environment and themselves. Marketing scholars have studied storytelling and narratives in a variety of contexts. In contrast to formats that articulate a brand's personality or benefits through arguments and explanations, brand narratives communicate through stories.

Stories facilitate consumers processing of information and assist brands in identity construction by enhancing consumer understanding of a brand's essence, promise, and values.



Created by Muhammad Ridho
from the Noun Project

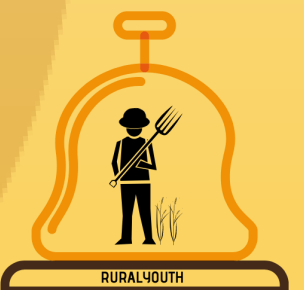
Created by Iconbox
from the Noun Project



RURALYOUTH



"As this is so living production, the storytelling is an essential tool not only to promote the business, but also to bring closer local people to our heritage, nation's values, traditions, nature. It's our family business mission".



RURALYOUTH

Importance of Heritage and Heritage Products



Created by Luiz Carvalho
from Noun Project

In today's increasingly globalized world, cultural heritage is very important. The heritage reflects the identity of the locals, while at the same time fascinating and enticing visitors from abroad. Therefore, cultural tourism based on the use of culture, heritage is one of the fastest growing industries in the world.

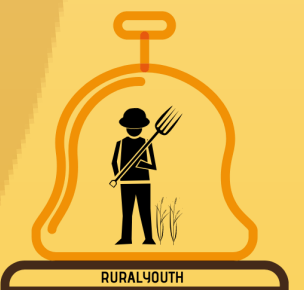
The result is a change in tourist habits: more and more people want to not only spend time on a sunny beach, but also want to travel to a distant country and explore a different nature or choose local trips in which they are actively interested in cultural heritage. The cultivated and valued historical cultural heritage supports the vitality of the nation and increases the country's awareness.



Created by Lars Meierberens
from the Noun Project



Created by Noun
from the Noun Project



Heritage products

Preserving and nurturing heritage products are important tools for social vitality and attractiveness. In many parts of the world, heritage is a strong social and cultural lever that supports a country's originality and identity in an ever-changing global world. In addition, heritage provides tangible economic benefits: it promotes the development of tourism, helps to create jobs and expands domestic businesses.



Heritage as an exceptional product

Thus, heritage can be called as an exceptional product of the present, reflecting how today's society perceives the past, and thus the popularity of heritage depends not only on the existence of objects but also on demand. Combined with many years of product or service experience, it is as if the quality of the product is guaranteed, thus increasing the value and sales of the product. Those who cannot boast of many years of service or product activity often emphasize inherited traditions in marketing.

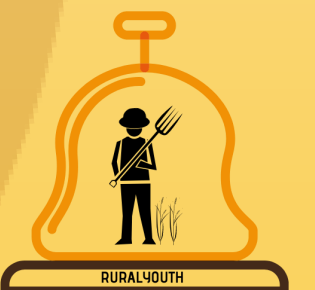


Created by Barbara Haupt
from the Noun Project



Created by Md Moniruzzaman
from the Noun Project

Catering establishments often try to create an authentic environment, use antique interiors and present an antique menu. Modern society wants to get to know different cultures, and feel that ancient aura, and get to know our history. Therefore, often choose a service or product that has its own history. And for entrepreneurs, heritage marketing is a great opportunity to attract the consumer.

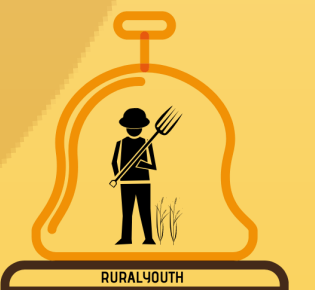


RURAL YOUTH

When organizations seek to use heritage marketing in their communication, it is important to notice that before engaging with current practices of inclusion, awareness and responsibility, organizations are to engage with the historical-cultural net of events and experiences they are suspended in.

This net of past events and experiences shines constructs the organizations current position, and it may include sociohistorical ties with different regional and local communities, affiliations with country politics, founder and family stories, past relations to environmental issues and others. Thus, if we want to get closer to the younger consumers who like modern things, and he is not interested in antiquity, then we need to rethink how to present the products and how to create our stories making him to be interested in.

Created by Gregor Cresnar
from the Noun Project

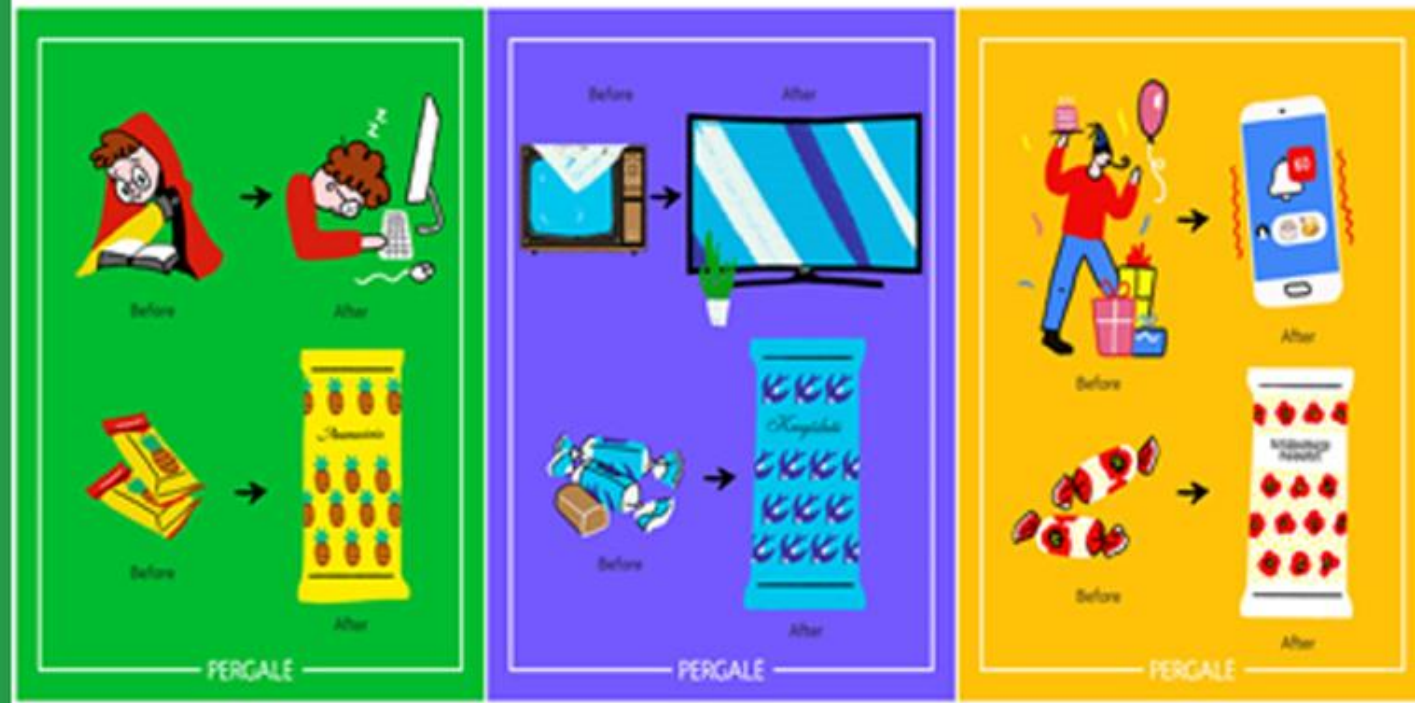


Example of heritage product from Lithuania

PRODUCT EXTENSIONS FOR CHOCOLATE TABLET SEGMENT



PRODUCT HERITAGE COMMUNICATION



PERGALE

"Working with heritage brands is a constant search for balance of keeping and guarding the already perfect parts of the product versus modifying and updating the parts which do not with stand the test of time so well."

It can be seen that heritage branding, among other benefits, lead consumers to believe products are of high quality because they are time-tested. Heritage branding emphasizing long history and consistency can lead consumers to value continuity authenticity — a sense that the brand has remained true to its origins.

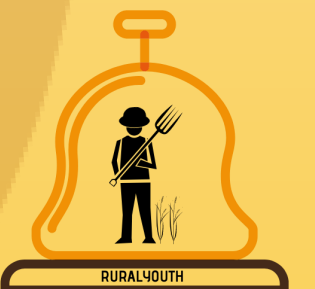


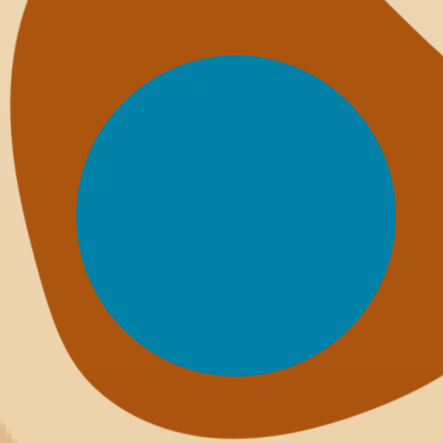
Created by Adrien Coquet
from Noun Project



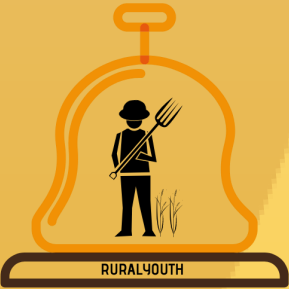
Created by Adrien Coquet
from Noun Project

Heritage branding can turn consumers against enhanced versions of flagship products. New offerings disrupt perceptions of this kind of authenticity, undercutting the benefits of heritage branding.





Researchers from Yale SOM's Minju Han, Professors Ravi Dhar, and George E. Newman, and Professor Rosanna K. Smith of the University of Georgia, in a new paper, found that heritage branding can turn consumers against enhanced versions of flagship products.



Role of Place in Heritage marketing



Created by Luiz Carvalho
from Noun Project

Place meaning

Place has been a long established concept which has recently found currency in planning and urban design as well as in cultural, tourism and economic spheres. In literature, terms such as ‘sense of place’, ‘space and place’ and the contemporary practice of place making and place shaping, has given renewed emphasis to the importance place can make to a sense of belonging and identity.

Place representation

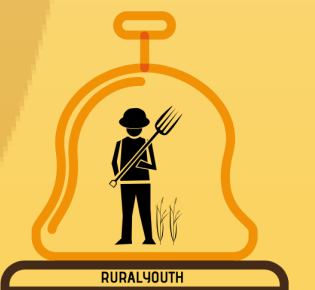
Place represents a range of tangible and intangible elements – historic, symbolic, cultural, economic and physical – that together make a place special and distinctive, and therefore potentially competitive and successful from the perspective of those who live, work or come from a place, and those who have an external perspective, whether they have experienced it (e.g. as a visitor) or not, for example through reputation, media, word-of-mouth.



Created by Adriano Emerick
from Noun Project



Created by Eucalyp



RURAL4YOUTH

Between place, heritage and emotion

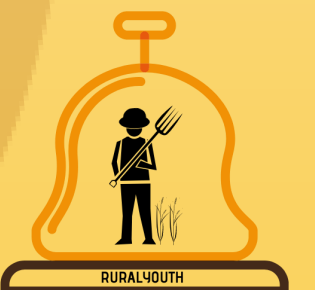
At the underlying level of place as brand, heritage potentially has a bigger role to play, in order to build a unique, authentic and compelling positioning.

In order to be competitive, places are advised to build a brand that is befitting the sense of place, and to engage and develop meaningful initiatives that reflect identity.

The essential role of heritage is obvious.

In tourism, the emotional connection and increased knowledge about the place can influence visitors' favorable evaluations like satisfaction and loyalty toward the place.

Created by Kukuh Wachy



RURAL4YOUTH

Value of place branding

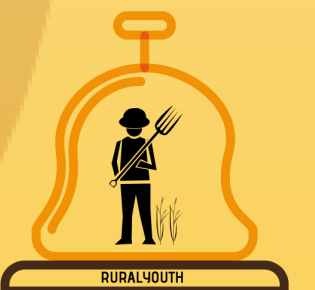
Place branding can be seen to be of value in promoting quality of life through strengthening place identity and pride, with positive social effects. This includes the benefits of the arts in social inclusion and neighbourhood renewal which is supported by a wide number of studies into the social impact of the arts, including heritage.

Is place branding the new phenomena?

It is clear therefore that place branding and promotion is not a recent phenomenon even if the branding concept and term has not explicitly been used.



Created by Adrien Coquet
from the Noun Project



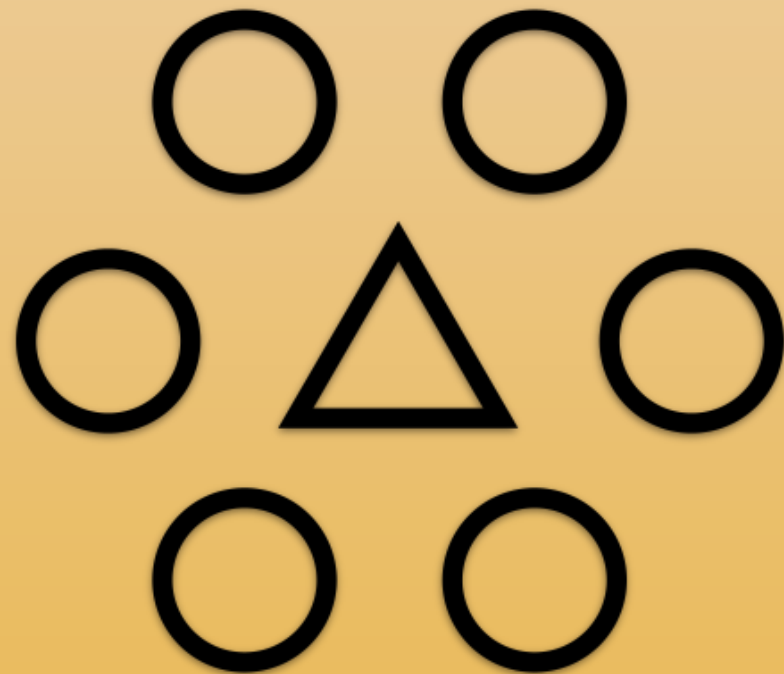
Importance of Authenticity for Heritage Marketing



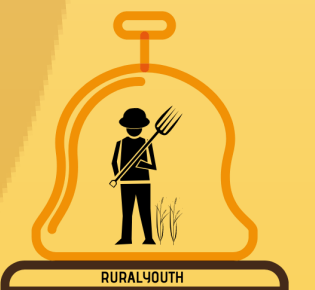
Created by Luiz Carvalho
from Noun Project

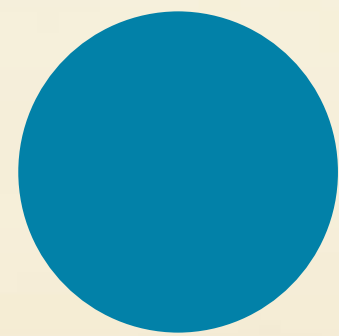
The idea that authenticity between the parent brand and the extension is critical.

In the marketing context, authenticity is conceived as a fundamental component of a brand that forms part of its identity and provides inimitability and uniqueness.



**Created by Toli
from the Noun Project**





Brand authenticity is expressed in terms of continuity (stability and consistency) originality (singularity), reliability (capacity to deliver on its promises) and unaffectedness (lack of artifice, genuineness).

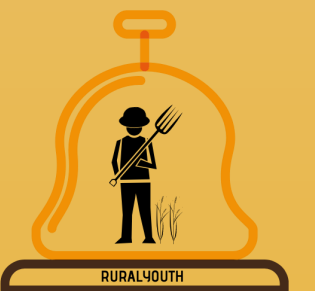
Brand heritage is a communication asset for the company, a cultural heritage treasure for the country and an emotional journey for the consumer.

The search for authentic experiences is one of the key factors in present day tourism, and is particularly relevant for heritage tourism.

The culture, tradition, architecture, lifestyle, entertainment, handicrafts and gastronomy of these areas can attract visitors as they are the elements of an authentic rural life.

Tradition is not something that can be simply inherited; those who want to take possession of it must conquer it with great difficulty

- Thomas Stearns Eliot





**SURF
TO FIND OUT
MORE**

- 👉 Watch this [video](#) - Heritage Tourism Starts with Marketing Strategy!
- 👉 Influencers create trust in new brands, so why do heritage brands use them? | Marketing Media Money? Find out more [here](#)!
- 👉 Innovation vs. Heritage: Does a Brand's Heritage Help or Hurt When Marketing New Innovations? Read this [article](#) to find out!
- 👉 Read this [document](#) about Place branding and heritage for Historic England!

MATCH THE PARAGRAPHS!



Heritage marketing can be defined...

... for the preservation of country's identity and cultural identity, the development of science, education and art, and the increase of society's creativity and cohesion.

Heritage and memory institutions...

...accumulate and preserve valuable cultural heritage.

Cultural heritage is important...

... as the process of seeking to digitize unique and valuable cultural heritage objects.

If we want to get closer to the younger consumers who like modern things, and he is not interested in antiquity...

...a great opportunity to attract the consumer.

Heritage marketing is...

..then we need to rethink how to present the products and how to create our stories making him to be interested in.

TEST YOUR KNOWLEDGE!



Heritage marketing - ?

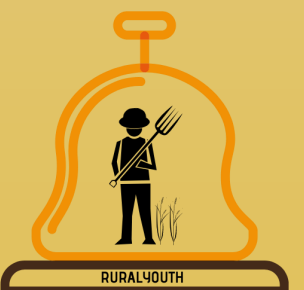
- a) marketing strategy.
- c) business development.
- b) seeks to generate a sense of belonging to the company.**
- d) heritage preservation.

Heritage marketing is _____.

- a) history development
- c) heritage preservation
- b) is a great opportunity to attract the consumer**
- d) none of above

Cultural heritage is important for _____.

- a) the preservation of country's identity
- c) the preservation of country's identity and cultural identity, the development of science, education and art, and the increase of society's creativity and cohesion**
- b) the increase of society's creativity and cohesion
- d) future



_____ can be seen to be of value in promoting quality of life through strengthening place identity and pride

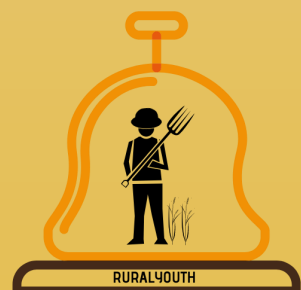
- a) tourism
- c) research
- b) marketing
- d) Place branding**

Stories are at _____ of human life and culture

- a) the dream
- c) the core**
- b) idea
- d) none of above

Brand heritage is a _____ asset for the company

- a) communication**
- c) research
- b) value
- d) none of above



Place branding and promotion _____ a recent phenomenon

a) is not

c) is

b) has to be

d) none of above

The search for _____ is one of the key factors in present day tourism, and is particularly relevant for heritage tourism.

a) value

c) attractiveness

b) authentic experiences

d) fun

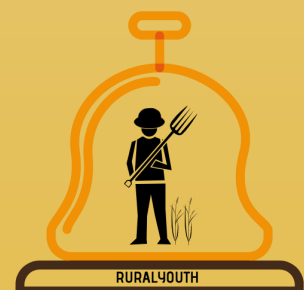
Tradition _____ something that can be simply inherited.

a) is

b) is between

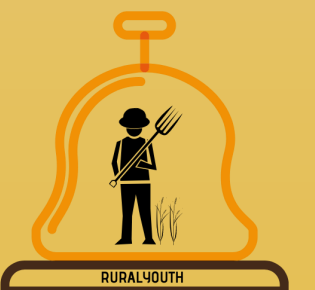
c) is not

a) must be



DISCUSSION

1. Try to imagine the future of heritage marketing.
1. Discuss the best examples of heritage marketing.
1. Could you share your experiences of belonging to a place.



SUMMARY

- In this unit, you have learned about heritage marketing, discovered the importance of authenticity in heritage marketing development, have been discussed about the role of place in heritage marketing, developed various heritage tools.
- When travelling try to take your attention to heritage products per the lens of authenticity and place.
- In Unit 6.1 you will learn about local development and innovative ways for developing the rural areas.

