

Màster Universitari en Turisme Sostenible i TIC

Territorial marketing based on Non-Wood Forest Products (NWFPs) to enhance sustainable tourism in rural areas: a literature review

Marta Rovira Pérez

mrovirapere@uoc.edu

Data: 11 de febrer de 2022 (1er semestre)

Tutor: Lluís Garay Tamajón

Treball Final de Màster

Curs 2021/22, Semestre 1

Contents

Abstract	4
1. Introduction	7
1.1. Justification	9
1.2. Objectives and hypotheses	11
2. Theoretical framework	13
2.1. Territorial marketing, a multidimensional proposal	13
2.2. Territorial marketing based on tourism products	15
3. Methodology	16
3.1. Phases for the implementation of the literature review	16
3.2. Literature Search and Evaluation	17
3.3. Data extraction and analysis	20
4. Results	23
4.1. Topics of interest in the literature	23
4.2. Classification by disciplines, perspectives, and approaches	25
4.3. Research methodologies used in the studies	27
4.4. Main topics and discussion present in the literature	28
4.4.1. Defining the concepts of territorial marketing and branding in rural areas	28
4.4.2. Growing interest in territorial marketing strategy at rural regions	30
4.4.3. The role of the administration	30
4.4.4. Participation of other actors	32

4.5. Literature related to territorial marketing based on local NWFP in rural areas ...	35
4.5.1. Place branding model, Kavaratzis and Hatch (2013).....	35
4.5.2. Territory Brand Image Design (TBI), Kalieva (2015).....	36
4.5.3. Brand-driven identity development of places (BIDP), Botschen et al. (2017)	38
4.5.4. The place branding model from the perspective of Peircean semiotics, Sang (2021)	39
4.5.5. Rural place branding processes (PBP), Gulisova (2021).....	40
4.6. Territorial marketing in rural areas based on tourism products	42
4.7. Territorial marketing in rural areas based on local NWFPs	44
4.7.1. Increased interest for natural resources	44
4.7.2. NWFPs as “imago” products of a territory.....	45
4.7.3. Creation of new opportunities based on NWFPs and economic development	47
4.7.4. Territorial marketing based on NWFPs to enhance sustainable tourism	48
5. Discussion	50
6. Conclusions	52
6.1. General and specific conclusions.....	52
6.2. Limitations	54
6.3. Futures research lines	54
Bibliographic references	55
Tables index	
Table nº 1. Disciplines that approach the topic of study	26

Figures index

Figure 1. Process of systematic literature review (Xiao & Watson, 2019).....	18
Figure 2. Literature search and evaluation for inclusion (based on Xiao&Watson, 2016)	21
Figure 3. Map of topics in the selected literature (source: VOSviewer).....	24
Figure 4. Territory brand image development stages (Kalieva, 2015).....	37
Figure 5. Model of brand-driven place format development (Botschen, 2017).....	39
Figure 6. Integrated place branding model (Sang, 2021).....	40
Figure 7. Framework of factors impacting the place branding process (Gulisova, 2021)	42

Abstract

Català:

Moltes vegades hem pogut veure com algun tret distintiu d'un territori s'utilitza com a marca per crear una imatge i així, potenciar el turisme i atraure més visitants a la regió. Es tracta del "màrqueting territorial", una estratègia de màrqueting en la qual l'administració local treballa conjuntament amb actors rellevants per tal de promoure la seva regió i generar desenvolupament social i econòmic. Juntament amb aquesta imatge, en el màrqueting territorial s'ofereixen productes i serveis connectats, normalment relacionats amb el turisme, la recreació i la gastronomia. Els productes forestals no fustaners (PFNF), com els bolets i les tòfones, les plantes aromàtiques i medicinals, els fruits del bosc o la mel, són bons candidats per convertir-se en "productes imatge" d'un territori, perquè són un producte natural i la seva recol·lecció i elaboració estan, en molts casos, relacionades amb pràctiques tradicionals i la cultura local. A les zones rurals, els PFNF poden tenir un paper econòmic addicional quan s'utilitzen com a productes 'imatge' en iniciatives de màrqueting territorial per identificar una àrea geogràfica i posar en xarxa els seus actors (per exemple, la "ruta de la castanyada", la "vall dels nabius", "el camí de la tòfona").

No obstant això, tot i que els PFNF és un sector molt ampli que inclou múltiples productes i sectors, existeixen pocs estudis que analitzin l'estratègia de màrqueting territorial basada en aquests productes, i hi ha poc coneixement de com s'està desenvolupant aquest tema. Per aquest motiu, en aquest estudi s'ha fet una revisió bibliogràfica de les referències produïdes a nivell internacional amb l'objectiu de, primer, conèixer de forma general l'estudi del màrqueting territorial en zones rurals, des de quines disciplines s'està analitzant, quines són les principals aproximacions teòriques i metodològiques que s'utilitzen, així com els diferents models d'aplicació, i els elements d'èxit; i segon, en base a l'anàlisi previ, conèixer quin és l'abast de l'estudi del màrqueting territorial basat en PFNF i els serveis relacionats (turisme, recreació, gastronomia).

Els resultats de la revisió bibliogràfica mostren un interès creixent en el màrqueting territorial en les zones rurals, i diversos autors consideren aquesta estratègia

adequada per potenciar l'ús del PFNF locals i els serveis relacionats, com el micoturisme, però pràcticament no existeix cap estudi centrat en l'anàlisi de casos d'estudi o en el procés d'implementació d'aquesta estratègia de màrqueting en base als PFNF. Per tant, són necessaris més estudis per conèixer millor el potencial d'aquest productes com a imatge territorial per promoure una àrea rural i atraure més turistes a la zona.

English:

We have often seen how a distinctive feature of a territory is used as a brand to create an image and thus boost tourism and attract more visitors to the region. This is "territorial marketing", a marketing strategy in which the local government works together with relevant actors to promote their region and generate social and economic development. Along with this image, territorial marketing offers connected products and services, usually related to tourism, recreation and gastronomy. Non-wood forest products (NWFPs), such as mushrooms, truffles, aromatic and medicinal plants, berries or honey, are good candidates for becoming "image products" of a territory, because they are a natural product and its collection and elaboration are, in many cases, related to traditional practices and local culture. In rural areas, NWFPs can play an additional economic role when used as 'image' products in territorial marketing initiatives to identify a geographical area and network its actors (e.g., the "Chestnut Route ", the " blueberry valley ", " the truffle road ").

However, although the NWFP is a very broad sector that includes multiple products and sectors, there are few studies that analyse the NWFPs-based territorial marketing strategy, and little is known about how this issue is developing. For this reason, in this study a literature review has been made with the aim of, first, to know in a general way the study of territorial marketing in rural areas, from which disciplines it is being analysed, what are the main theoretical and methodological approaches used, as well as the different application models, and the elements of success; and second, based on the previous analysis, to know the scope of the study of territorial marketing based on NWFPs and related services (tourism, recreation, gastronomy).

The results of the literature review show a growing interest in territorial marketing in rural areas, and several authors consider this strategy appropriate to enhance the use of local NWFPs and related services, such as mycotourism, but there is virtually no focused study. in case study analysis or in the process of implementing this PFNF-based marketing strategy. Therefore, more studies are needed to better understand the potential of this product as a territorial image to promote a rural area and attract more tourists to the area.

Key words:

Territorial marketing, Territorial branding, Rural areas, non-wood forest products (NWFPs), Literature review

1 INTRODUCTION

1.1 Presentation

A brand is typically developed and used by a single enterprise or organization. However, it can also be shared among several entities, becoming a collective brand. In this latter case, several organizations share costs and benefits under the light of common reputational values and joint marketing strategies. When this is built with a synergic effort of promotion of a territory, it takes the name of territorial or regional branding (Plumed, 2013). The brand of a region, or even of a country, if properly designed, can be conducted as a strategic spatial planning instrument. Territorial marketing and branding can generate social and economic development, by creating a positive image among both internal and external public, by igniting innovation and investment attractiveness and by arranging conditions for activation of enterprises and human resources (Anholt, 2004; Kalieva, 2015). This marketing strategy encompasses several public and private entities and other actors. The relevant public administrations carry out different 'image' management actions, developed with the aim of promoting different characteristics of the territories according to the objectives set and the public to which it is addressed (Plumed, 2013).

Together with this image, in the territorial marketing other connected products and services are offered, typically those of the eno-gastronomic culture. Non-wood forest products (NWFPs) are good candidates for becoming "imago products" of a territory, because they are natural products and their collection and preparation are, in many cases, connected with traditional practices and local culture (Amici et al, 2020). NWFPs are often characterised as "territorial goods and services" (Slee, 2011) which means that they are bound to a specific place of production. Short value chains and direct sales of NWFPs products can represent good opportunities for diversification of income sources and seasonal employment. In marginal, inner, mountain areas an indirect economic role is played when NWFPs are used as imago products in territorial marketing initiatives for branding a geographic area and networking its actors (e.g., the "chestnut road", the "valley of the blueberries", "the truffle way") (Amici et al, 2020).

Territorial marketing and territorial development strategies can leverage the attraction of NWFP to support rural green jobs, especially in mountainous and other marginalised areas (Martínez de Arano, 2021). According to Pettenella et al (2007), NWFPs and related services, as a complementary activity, can play a relevant role in improving the profitability of small and medium-sized forestry companies and in maintaining the competitiveness of the chain of forest-consumer products in rural areas, but new marketing strategies are needed for commercial success. In this context, the development of the 'territorial marketing' has the potential of being one of the most important tools for the role of NWFPs and complementary services in improving the economic value of small-scale forestry in marginal areas.

In rural territories, natural resources such as NWFPs represent an important sector for the population that use these products for their livelihood. In this sense, tourism is often present as an additional activity in the development of the NWFPs sector that can increase not only the economic benefits, but also the social, environmental and cultural benefits of the local population. For instance, some specific tourism models linked to NWFPs and local food are: mycotourism (i.e., itineraries, paths or guides to identify mushrooms; or guided visits to truffle plantations or wild collections...), agrotourism (visits to farms, degustation at the farm, ...), and ecotourism (guided itineraries of different kind of products: chestnuts, wild plants, mushrooms...; aromas parks with aromatic plants; workshops for elaborating products based on NWFPs; show cookings, local fairs). These types of tourism are a new opportunity for agricultural populations that has good acceptance (Díaz et al., 2021). Territorial marketing based on a local product or various products, and their related services, can be development tools to diversify agricultural activities and increase the income of the rural population. In relation to NWFPs, some studies confirm that NWFPs-based territorial marketing can play an important role in multifunctional forest management (EFI, Amici et al., Pettenella, Díaz et al.).

In order to understand and go in depth in this idea, a literature review of the research studies linked to the concepts of "territorial marketing", "territorial branding", "place marketing" and "place branding" in rural areas has been carried out, with special attention to those related to tourism and particularly regarding the role of NWFPs.

Thus, considering the importance of NWFPs for local communities and the potential of these products and the related services they present for the development and promotion of a territory, the present Research Project ('TFM') aimed at studying this field in depth by conducting a literature review **on territorial marketing in rural spaces and considering the role of NWFPs as the base of a marketing strategy to promote sustainable tourism in these spaces.**

1.2 Justification

According to [FAO \(2017\)](#), non-wood forest products (NWFPs) play an important role in the daily lives and well-being of millions of people around the world. From ancient times, the rural population depends on these products as food sources, fodder, medicines, rubbers, resins and building materials. On the one hand, nowadays marketable products contribute to meeting the daily needs of this population and provide employment as well as income for the rural population and especially women, thus contributing to local economic development. On the other hand, there is a growing global interest in this kind of natural, traditional and wild resources ([FAO, 2017](#)). This is evident in the proliferation of traditional crafts and in the emergence of "back to nature" lifestyles. This global trend is reflected in a growing demand for natural products such as NWFPs. NWFPs include local products such as mushrooms and truffles, aromatic and medicinal plants, berries, nuts (pine nuts, chestnuts, hazelnuts ...), honey, among others. Most NWFPs species provide a variety of nutrients and vitamins and can make a significant contribution to a balanced diet. They are becoming highly valued and in demand at least in some high value-added market segment. In addition, these products are part of the cultural and genetic heritage of different regions and have received great importance mainly in rural areas.

Hence, if used wisely, NWFPs can make a very significant contribution to an effective, inclusive bio-based economy and therefore in turn to rural development. In this respect, the current and potential contribution of NWFPs to the economy and rural development in North African Mediterranean countries is even higher ([Daly Hassen, 2016](#)). Bearing in mind the high rate of unemployment amongst the young rural population, there are

significant opportunities to be exploited as European markets are eager not only for quality NWFP-based products but also for the, as yet incipient, 'green tourism' offer (Mutke, 2019). In addition, these products offer an opportunity for women to get involved in a simple transformation to improve the quality of local products and their appreciation. Moreover, as confirmed by several studies (Pettenella et al. 2007, Amici et al. 2020, Wolfslehner et al. 2019, Martínez de Arano et al. 2021), tourism development based on NWFPs can provide new income generation and job creation in rural areas. Complementary activities to the economic activities already established, such as itineraries and guided routes, visits to farms, tastings of local products, botanical parks, product transformation workshops ..., are activities addressed to visitors that can contribute to rural development and reduction of depopulation.

In addition, as previously mentioned, NWFPs can be part of a community development through territorial marketing strategies. According to Pettenella et al (2007), NWFPs and related services, as a complementary activity, can play a relevant role in improving the profitability of small and medium-sized forestry companies and in maintaining the competitiveness of the chain of forest-consumer products in rural areas, but new marketing strategies are needed for commercial success. The differentiation, integration and creation of networks between both private and public actors and the development of the so-called 'territorial marketing' are considered the most important tools for the role of NWFPs and complementary services in improving the economic value of small-scale forestry in marginal areas.

In this sense, territorial marketing based on a local product can help encourage the creation of economic activity in the territory through the promotion and marketing of the product and synergy with other sectors of the territory, such as tourism, gastronomy and the small trade. Local agri-food products become an identity element, so that they contribute not only to the maintenance of local economies, but also to the understanding of culture and rural society. Some examples would be "Setas de Castilla León" in Spain, "Cèpes du Périgord" in France and "Il Fungo di Borgotaro" in Italy (Secco et al, 2009; Amici et al, 2020; Martínez de Arano et al, 2021).

My personal motivation for this topic is related to the work I do at the Forest Science and Technology Centre of Catalonia (CTFC), which is a research and technology

transfer centre in the field of forestry, environment and rural development located in Solsona. One of the CTFC's areas of work is the NWFPs sector, with a special focus on the study and development of mushrooms and truffles and aromatic and medicinal plants sectors. After years participating in different projects related to NWFPs and rural development, I decided to study this master's degree in Sustainable Tourism and ICT to delve into this topic and with the idea of later developing a thesis in this field.

Finally, this literature review will serve as a basis for a doctoral thesis focused on this topic. The study of territorial marketing based on local NWFPs in rural areas will contribute to the knowledge of this field and will be useful for local managers and decision makers to implement marketing strategies in their territories, as well as for researchers and technical experts working in this field.

1.3 Objectives and hypotheses

Objectives:

The development of territorial marketing strategies based on local products in rural areas contributes to increase local populations incomes and improve their livelihoods. Many research studies focus on 'territorial marketing' and its socio-economic and environmental benefits by promoting a region and its products and services. However, it is not clear to what extent the use of NWFPs for promoting a territory has been studied, moreover, what methods and processes have been followed to implement territorial marketing in a specific region and what are the causes of success or failure.

The general objective of the present research project is to carry out a literature review of existing research studies focused on the field of territorial marketing in rural areas, with special attention to tourism initiatives and particularly to the ones regarding NWFPs (i.e., mushrooms, aromatic and medicinal plants, nuts, wild fruits, honey...), to develop a sustainable tourism in rural areas.

The specific objectives are:

1. Search relevant research studies in the field of territorial marketing in rural areas, with special attention to NWFPs.
2. Analyse the different perspectives and approaches presented in the selected

- research studies to know the disciplines interested in the field of territorial marketing.
3. Review the different methodologies that have been chosen to develop the research studies.
 4. Identify the main topics and discussion in the selected literature related to territorial marketing in rural areas, with special attention to NWFPs.
 5. Identify NWFPs-related tourism used to promote a territory, their role in the literature and main topics and discussion.
 6. Analyse success and failure cases in the process of territorial marketing strategy implementation.

Assumptions/hypotheses:

Achieving specific goals requires research on different assumptions or hypotheses that help us understand how the topic of territorial marketing in the scientific world has been addressed. Therefore, the hypotheses of the research are the following:

H1. Within the literature on 'territorial marketing' in rural spaces, references centred in NWFPs as a base for these processes have a marginal place. Therefore, there is a research gap, and more studies should be done to better understand the role that this sector has in territorial marketing strategies.

H2. Within the literature on 'territorial marketing' in rural spaces, diverse references show several cases of success and failure of territorial marketing in rural areas that can be useful for the implementation of future strategies in the future, particularly regarding the abovementioned potential of NWFPs

H3. Based on the references centred in NWFPs, the marketing of rural areas based in NWFPs' tourism-related activities have the potential for contributing to their development and combating their depopulation.

2 THEORETICAL FRAMEWORK

2.1. Territorial marketing, a multidimensional proposal

It has long been recognised that the tangible and intangible characteristics that make a location distinctive and memorable, contribute significantly to destination image. How this destination feel is communicated, has largely been the domain of place branding and destination marketing (Jarrat 2019). Place branding is a growing academic field and a popular practice. Places are treated in product categories and those who want to manage them need to provide their consumers with an unforgettable, unique, and satisfying experience (Hankinson 2010). Kavaratzis (2004) emphasizes that the subject of territorial marketing is more than the place itself, but also includes its image. Hence, brand and image concepts become key categories. According to Vuignier (2017) significant efforts and resources are being devoted to the development of place marketing and place brand(ing) strategies. The total number of scientific papers on topics related to place marketing and place branding has exponentially increased within the last decades. Although territorial marketing and place branding is a relatively young research field, many studies have been undertaken in recent years (Ćwiklicki et al, 2021). The following authors are worth mentioning with respect to place branding theories: Anholt (2007), Ashworth (2009), Hankinson (2010), Hanna and Rowley (2011), Kavaratzis (2004) and, Kavaratzis and Ashworth (2008).

Place branding is a multidisciplinary research field (Ćwiklicki et al, 2021). The range of practices and the literature analysing these practices has become very broad and includes numerous concepts, even those that appear at first unrelated to marketing like land planning, urban planning and regional development (Vuignier, 2016). According to analyses carried out by Vuignier (2016), in the majority of articles in the area of place branding, qualitative methods were used. Additionally, among qualitative methods, researchers most often used the case study (single or multiple) (Ćwiklicki & Pilch, 2021). In fact, Vuignier (2016)'s literature review shows that 36% of the scientific studies analysed are single case studies. While these studies can be very practical and present interesting tools, they focus on specific cases, meaning it is difficult to step back and compare them with other situations. This, in turn, contributes to the

idiosyncrasies of the field and hinders the development of a solid theoretical foundation.

These various analysis and classifications underscore the multidisciplinary nature of this field of study, which ranges from management and geography to classic marketing and political science and illustrate the variety of articles in terms of research interests and questions. However, they are not comprehensive, and the categories chosen are not really explained or discussed. Given the multidisciplinary nature of this field of research and its multifaceted subject (place), it is important to move away from a silo mentality in order to successfully gather together articles that address the same phenomenon while using different and at times diverging disciplinary approaches and perspectives (Vuignier, 2016).

The analyses performed by Hanna and Rowley (2011) highlights that literature on place branding addresses a range of topics including the relationship between product branding, corporate branding and place branding, similarities with the umbrella brand, the relationship between branding and positioning, image building and shaping emotional relationships with customers, as well as the identity of the place in the process of branding the territory. In addition, Vuignier (2017) identified several themes that attract authors in this field and that could be developed in the coming years: analysis of the role of stakeholders and residents, advances in information technology (the Internet and social networks) and the overall effects of place branding and place marketing. This last point is particularly important since a brand, by definition, must produce a brand effect (Kapferer 2012). The target group of companies and investments (Bose et al. 2016) seems to have been especially overlooked. Indeed, empirical evidence and research are lacking regarding whether place branding is effective in the attraction and retention of business (Cleave et al. 2016).

To summarize, five observations characterize the current state of research in this field according to Vuignier (2017). The literature on place marketing and branding: suffers from a lack of conceptual clarity, diverging definitions and a weak theoretical foundation, which means it addresses a very broad range of research topics; makes few references to classic marketing literature, which, for its part, provides clear definitions of marketing and branding; lacks empirical evidence and explanatory articles, meaning that the numerous hypotheses concerning its effects on

attractiveness remain unsubstantiated; is disconnected from the political and institutional aspects of locations, although this context is important when it comes to public management; offers pride of place to the rhetoric of consultants by including many prescriptive publications that aim to share best practices.

As a result, there is an emerging field of research devoted to the scientific analysis of these practices (Dinnie 2004) and place branding can be considered as a serious domain of research (Tiwari and Bose 2013, p.19).

2.2. Territorial marketing based on tourism products

According to the definition of brand, a place brand can be defined as a series of unique associations formed by the combination of functional, emotional, relational, and strategic elements in the minds of the public (Kavaratzis, 2005), whereas place branding is the process of “shaping” the place brand association. Place branding strives to achieve different goals according to the place type: nation branding, for example, aims to take advantage of country of origin in international diplomacy and trade by shaping a positive national image and enhancing national self-confidence (Kavaratzis, 2005); city branding aims to attract immigrants, migrant workers, and investors by creating a personalized city image and enhancing the attachment of citizens (Zenker et al., 2017); and tourist destination branding aims to attract tourists through a differentiated destination image and promote a positive attitude among residents regarding tourism development (Line & Wang, 2016). Thus, effective place branding should meet the needs of both internal and external consumers—in other words, the win-win of internal and external place branding (Sang 2021).

Increasingly, sense of place is being considered in the context of tourism and leisure studies, though Kyle and Chick (2007) contend that discussion of human-place relationships remains limited in comparison with other disciplines. Stedman et al., (2004) examines place meanings and attachment within National Parks in the United States, whilst Kianicka, et al., (2006) compare the sense of place of tourists and locals in the Swiss Alps, suggesting both groups feel sense of place deeply with landscape as key. Jarratt (2015) proposes a touristic sense of place for traditional British coastal

resorts that he refers to as seasideness; here the seascape is key. [Ettenger \(2015\)](#) identifies how the sense of place of cultural tourists to Maine is much influenced by what they have seen or heard beforehand. Also, [Roult, Adjizian, and Auger \(2016\)](#) explore the symbolism of place for touring skiers in Quebec. More broadly, sense of place has been compared with the eco-musée concept, which seeks to conserve and interpret the 'cultural touchstones' within a defined geographical area ([Bowles, Green and Graham, 2008](#)).

What becomes clear is that our understanding of sense of place can support destinations in facilitating visitor attachments to place. Certainly, destination image and reputation are best communicated to visitors through the emotions associated with a destinations tone; in effect, its sense of place ([Campelo et al., 2014; Morgan et al., 2011](#)). In addition, the more a destination can engage with visitors on an emotional level, as somewhere that can provide a fulfilling experience, then the greater the potential to attract and retain visitors. In short, to create this emotional link, destinations must tell a story that offers an insight into the place and people ([Anholt, 2009](#)).

3 METHODOLOGY

3.1 Phases for the implementation of the literature review

The study follows the methodological proposals of [Snyder \(2019\)](#) and particularly [Xiao and Watson \(2019\)](#). The later mention that a successful review involves three major stages: Planning the review, conducting the review, and reporting the review ([Kitchenham and Charters 2007; Breretona et al. 2007](#)). In the planning stage, researchers identify the need for a review, specify research questions, and develop a review protocol. When conducting the review, the researchers identify and select primary studies, extract, analyse, and synthesize data. When reporting the review, the researchers write the report to disseminate their findings from the literature review. The authors detail the steps of literature reviews and affirm that despite differences in procedures across various types of reviews, all the reviews can be conducted following eight common steps: (1) formulating the research problem; (2) developing and validating the review protocol; (3) searching the literature; (4) screening for inclusion;

(5) assessing quality; (6) extracting data; (7) analysing and synthesizing data; and (8) reporting the findings (Figure 1).

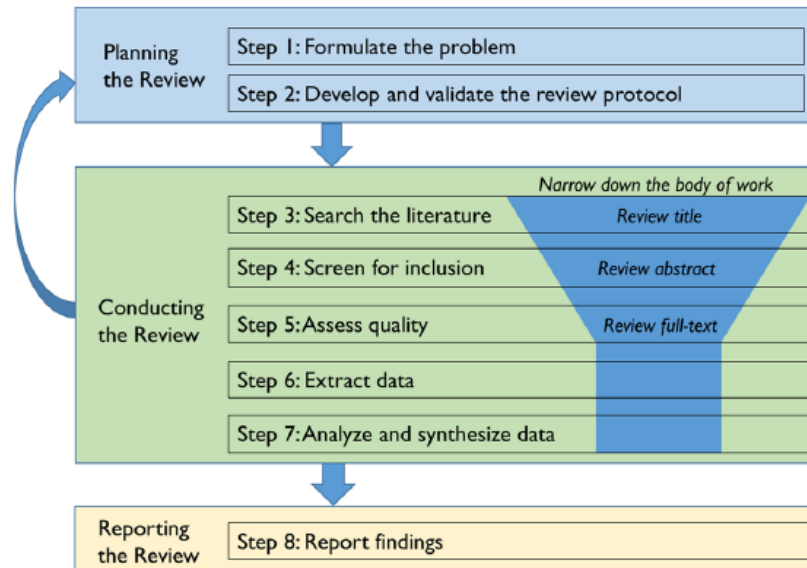


Figure 1. Process of systematic literature review (Xiao & Watson, 2019)

Following this proposal, the study has followed the next phases:

3.2 Literature Search and Evaluation

This part includes the establishment of the inclusion criterion, the literature identification, the screening for inclusion, the quality and eligibility assessment, and the iterations.

3.1.1. Inclusion criterion

The criteria for research have been established. This includes mainly scientific articles, but other type could be included (specially to include more articles related to territorial marketing and NWFPs); only in English; main words to be used for the search: "territorial marketing", "territorial branding", "NWFPs", and "rural". When selecting the key words for the search, it should be noted that the concept of "territorial marketing"

can be expressed in different ways and words. In this sense, we can find “territorial branding”, “place marketing”, “place branding”, “site marketing”, “site branding”, “terroir” concept, “traditional-local product”, “sense of place” ... In this document when “territorial marketing” is used, it refers to all these different terminologies, although they are not really meaning the same. According to [Vuignier \(2017\)](#) there is no tendency to differentiate between these two categories (“territorial marketing” and “territorial branding”), despite our critical look at the definitions and distinctions between the terms “branding” and “marketing”, in a strict sense place branding is not synonymous with place marketing. Similarly, when we refer to non-wood forest products (NWFPs) we can find different ways to mention them, usually they are also referred to as non-timber forest products (NTFPs), but we can also find them referred to as “wild forest products” or only “forest products”. Here “NWFPs” is used to refer to this group of products. Also, more generally talking and related to the concept of ‘imago’ or ‘identity of a place’, we can also find the concepts of “typical product” and “traditional-local product”.

NWFPs include a wide range of products from different origin: vegetal (e.g., herbs, medicinal and aromatic plants, fruits, nuts), animals (e.g., wild boar, roe deer), fungi (e.g., mushrooms, truffles); and non-edible products used for industrial purposes (e.g., cork, resins). In this study only some of them are considered, especially those ones that have a potential to be linked to tourism, such as mushrooms & truffles (Mycotourism, mushrooms gatherings), herbs, “medicinal plants”, “aromatic plants” (i.e. Parks of Aromas), berries, honey, and nuts (i.e., guided routes, visits to exploitations, degustation, workshops, fairs...). However, some articles which tackle NWFPs in general also include other products.

3.1.2. Literature identification

The survey of the literature and identification of the articles of interest. The main sources are bibliographic (mainly scientific articles, but also, other documents, such as reports, book chapters, conference proceedings...). The search was mainly done in Scopus database. A first search was done with the words: “territorial marketing”, “territorial branding”, “place marketing”, or “place branding”, and NWFPs or NTFPs. Only one study was found with this search, for this reason the search was repeated by using other words which could include a wider range of articles. The words used in the second search were “territorial marketing”, “territorial branding”, “place marketing”,

“place branding” and “rural” (without including “NWFPs”). This search covers a larger number of articles (92 articles) which allows us to have a broader view of the scope of “territorial marketing” research based on NWFPs and related services in a rural setting and focused on the development of sustainable tourism within the literature. It is to say, that with this research we can understand the extent to which the literature has studied NWFPs as potential products for the promotion of a rural territory, or, in other words, what role they play in NWFPs in the promotion of “territorial marketing” in a rural area.

An additional search was done in Web of Science and Google scholar focusing on articles related to both territorial marketing and NWFPs. Additional documents, mainly non-scientific articles (such as conference proceedings, books, dissemination papers...), have been found through this second research. They have been included in the literature as it was considered of relevance to know how the studies related to NWFPs address the territorial marketing strategy. 15 articles from these two sources have been added due to their relevance to the research topic.

3.1.3 Screening for inclusion

A first review based on the titles and abstracts was performed and deleted the ones that are repeated, not interesting for the study, or other reasons. After the first search, the articles that are not directly related to the topic have been excluded. For instance, some of these articles are related to territorial marketing of cities. Only studies related to territorial marketing and branding in a rural area have been included. The result is 89 articles.

3.1.4. Quality and eligibility assessment:

A second review was conducted based on the abstracts and the full-text and those articles that were not relevant or lacked information on the methodology were excluded.

3.1.5. Iterations

Additional studies through new searches were identified and included for the review. Some of these studies were identified during the process of the first reading of the articles, as many authors give reference to other authors that are considered of interest. Therefore, the final number of articles found in the searches and included for

the literature review is 139.

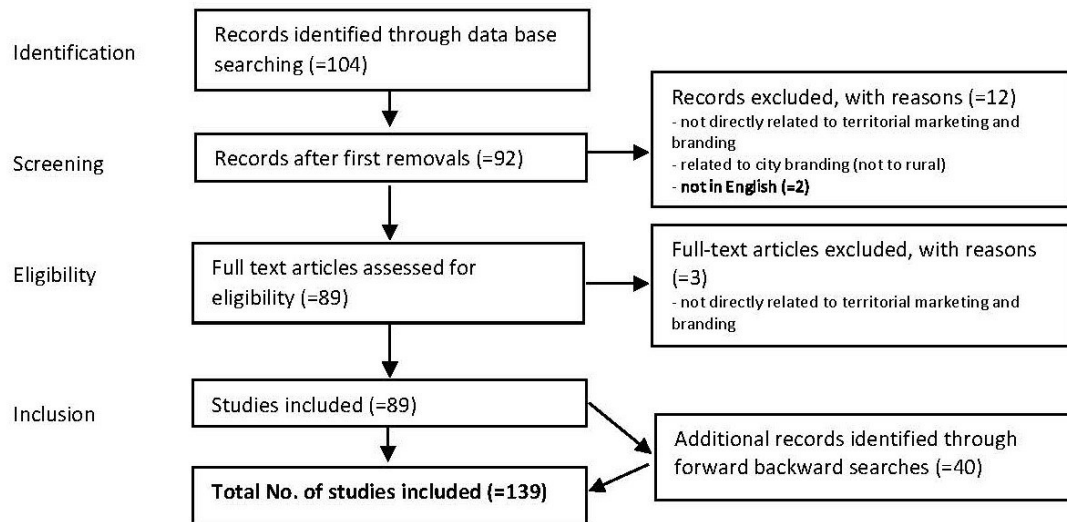


Figure 2. Literature search and evaluation for inclusion. (based on Xiao&Watson, 2016)

3.3 Data extraction and analysis

For the extraction of the information on the topic of the search, the full text of the selected studies has been reviewed again. The information related to the objectives and hypotheses of the study have been identified and classification. This step allows to identify the disciplines that are investigating this field and research methodologies used, the main topics of discussion, the limitation of theories and points of view, as well as reviewing areas of controversy and formulating areas for further research.

For conducting the data extraction, it has been structured in the following parts: 1) data on disciplines, perspectives and approaches, 2) data on methodologies used in the studies, 3) data related to the main topics and discussion that have emerged in the articles, 4) data on territorial marketing mechanisms models, 5) data on main topics and discussion in the articles related to “territorial marketing” and “NWFPs”, 6) data related to NWFPs-tourism activities, and finally, 7) data on success and failure cases.

For the three first points all articles abstracts were revised again, and when necessary, the full text was also revised to extract information that was not found in the abstract.

1) Data on disciplines, perspectives, and approaches

The summaries of all the articles have been revised again to check the institutions of the researchers and the context in which the article is developed to find out from which discipline it is being done.

2) Data on methodologies used in the studies

To know the methodologies used in the selected bibliography, all abstracts have been revised twice and in case the methodology is not detailed in the abstract, the full text has been revised. Not all studies explain the methodology used to conduct the study, as some studies are not scientific (i.e., are part of a book or conference proceedings) and the methodology is not included, or some articles are old and also do not include the methodology.

3) Data related to the main topics and discussion that have emerged in the articles

To extract data on the topics and discussion all articles, it is to say, those related to the territorial marketing and branding, in rural areas, related to non-wood products or not, the full texts of all selected studies have been reviewed. In this part we can see that the main and recurring issues are related to the concept of territorial marketing, the establishment of a place brand, as well as to the different existing models of implementing this strategy, including success and failure cases.

4) Data on territorial marketing mechanisms models

Several articles are focused on studying the different models, mechanisms and processes of implementing the territorial marketing strategy. These articles have been analysed separately to understand these processes and differences among them.

5) Data on territorial marketing success and failure cases

After the analysis of the TM models and processes, data on success and failure cases have been gathered. Several articles present not only the process and steps carried out to implement the territorial marketing strategy in a specific area, but also the results, which allow us to understand what the causes of success and failure are.

6) Data related to tourism activities

Articles that include the topic of tourism in the literature are 53, as territorial marketing strategy is usually developed with the aim of attracting tourist in a certain region, thus we can find a high number of articles linked to tourism sector. Some of these articles (15) are related to NWFPs-based tourism activities.

7) Data on main topics and discussion in the articles related to “territorial marketing” and “NWFPs”

To extract the data on the topics and discussion of the articles related to “territorial marketing” and “NWFPs” all abstracts and all full texts of the articles related to NWFPs have been revised, as this is one of the main interests of the research. In these articles we have focused on understanding why territorial marketing based on NWFPs and related services is considered a useful strategy to promote sustainable tourism in a rural area. In total, there are 15 articles that deal with NWFPs and territorial marketing to a greater or lesser extent (one article found in Scopus and the other 11 in search of other sources).

In addition, the VOSviewer software to automate the results has been used. VOSviewer a software tool that allows to construct and visualize bibliometric networks. These networks may for instance include journals, researchers, or individual publications, and they can be constructed based on citation, bibliographic coupling, co-citation, or co-authorship relations, and for this reason this is considered appropriate to be used in this study.

4 RESULTS

The selected articles present a wide variety of topics and situations related to territorial marketing and branding in rural areas, which are approached from different locations, perspectives and with different methodologies. First the main topics are presented in a general way, then the disciplines and methodologies used in the studies. Next, the success cases and good practices and elements for successful territorial marketing strategies. And finally, the main topics of discussion on territorial marketing and branding are presented in more detail, as well as how tourism activities and NWFPs related themes are addressed.

4.1 Topics of interest in the literature

The topics covered are diverse but some of them are common and recurring in the literature. Main topics address the definition of the concept, principles and approaches of territorial marketing and/or branding (Anholt, 2004; Dinnie, 2004; Kavartzis 2005; Kotler and Keller, 2005; Plumed, 2013; Vuorinen, 2013; Kavartzis & Hatch, 2013; Jackson, 2015; Donner, 2017; Lucarelli, 2018; Eidelman, 2019; Moroz, 2020; Rusak, 2020), the mechanisms and methods for implementing the territorial marketing strategy in rural areas (Anholt, 2007; Kalieva, 2015, Botschen, 2017; Jarratt, 2019; Gulisova, 2021; Sang, 2021); food-branding (Boyne and Hall 2004; Lee et al, 2015; Gyimóthy, 2017; Donner et al, 2017; Rinaldi, 2017; Bowen et al 2020; Bellia et al, 2021; Blichfeldt and Halkier 2013); territorial marketing to attract more visitors and enhance tourism (Walmsley, 2003; Ledo, 2007; Giles et al, 2013; Kavoura et al, 2013; Mittilä et al, 2013; Blichfeldt et al, 2014; Yuceer et al, 2014; Ilies et al, 2015; Botschen et al, 2017; Donner, 2017; Rinaldi, 2017; Eidelman, 2019; Sottini, 2019; Vegnuti, 2020; Senyao, 2020; Sang, 2021) and successful cases and good practices of territorial marketing strategy (Gibson, 2004; Hjalager, 2017; Yang, 2018; Argent, 2019; Eidelman, 2019) In addition, NWFPs as potential local products to promote a rural territory are also tackled in several studies (Pettenella et al. 2007; Maso, 2011; Wolfslehner et al. 2019; Mutke et al, 2019; Amici et al, 2020; Weiss et al, 2020; Živojinović et al, 2020; Martínez de Arano et al, 2021; Duan et al, 2021), as well as specific products such as mushrooms

(Secco et al, 2009) and truffles (Pencarelli, 2015; Oliach et al, 2021), and their related services, such as mycotourism.

The literature review also identified some very specific themes that are sometimes anecdotal. Here are some: the role of migrants (Vuin et al, 2016), the role of the universities in process branding networks (Cavicchi et al, 2013; Bisani, 2021), the local music and arts (Argent, 2019; Gibson et al, 2004) and specific target groups like the creative class (Zenker et al 2017) These topics demonstrate the variety of viewpoints and the breadth of place branding research, which we will examine in the next sections.

The following figure shows main topics and their affluence in the literature.

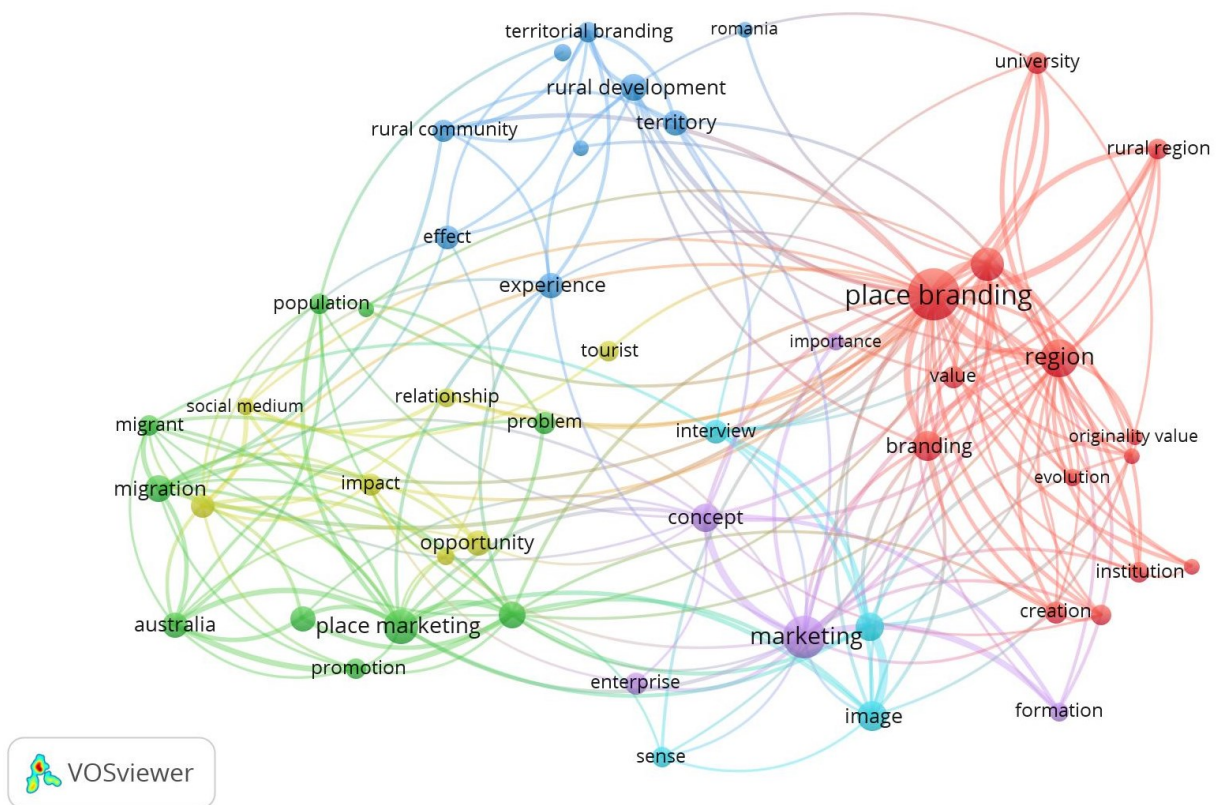


Figure nº 3. Map of topics in the selected literature (source: VOSviewer)

The figure shows “place marketing”, “marketing” and “place branding” as main terms used and the links with other words and ideas. For instance, the ‘term’ concept is highly used, as many studies define the concept of “place marketing”. Also, other topics are present in this figure, such as “Rural development”, “rural community”, “image”, “tourist”, “migrants”, “university”,

Regarding the locations or regions of study in the literature, these are wide and from different parts of the world, however, two regions are predominant: Europe (Italy, Spain, France, England, Scotland, The Netherlands, Switzerland, Denmark, Sweden, Estonia, Austria, Romania, Cyprus, ...) and Australia. However, other countries and locations are present such as US, Canada, Japan, Russia, China, Nepal, and Colombia. In the figure we can see Australia, and Romania as places more cited.

4.2 Classification by disciplines, perspectives, and approaches

There are various disciplines, perspectives and approaches in the selected literature. [Vuignier \(2017\)](#) states in his literature review that the range of practices and the literature analysing these practices has become very broad and includes numerous concepts, even those that appear at first unrelated to marketing like land planning, urban planning and regional development. The total number of scientific papers on topics related to place marketing and place branding has exponentially increased within the last decades. Among the selected literature, economics is the discipline that has most addressed the topic of territorial marketing and branding, with 31 articles (35%), followed by geography with 15 articles (17%), forestry with 11 articles (13%) and tourism and environment with 8 articles (9%) each discipline. Other relevant perspectives and approaches are agriculture, with 7 articles (8%), culture with 3 articles (3%), and finally, other disciplines with 1 article (1%) each one.

The table nº 2 shows the concurrence of the disciplines that approach the topic of the study, the number of articles and percentage.

Table n° 1. Disciplines that approach the topic of study

Discipline	Nº of articles	Percentage
Economics & management	39	28%
Geography	24	17%
Forestry	15	11%
Tourism	14	10%
Environment	12	9%
Agriculture	9	6%
Culture	7	5%
Architecture	4	3%
Education	3	2%
Anthropology	3	2%
Archaeology	3	2%
Urban planning	3	2%
Rural development	3	2%
TOTAL	139	100%

From the results of the study of the different disciplines, we see that the discipline that most often addresses territorial marketing is **economics**, since 'marketing' is mainly studied from this discipline. Economics also includes other perspectives that are normally studied in conjunction with economics, such as management, business, and law. On the other hand, **geography** is also a recurring discipline present in literature. In this case, the 'territory' is usually studied under this discipline, and therefore it is also present to a large extent. The following discipline we find is **forestry**. The reason why forestry is in this third position is because several articles related to territorial marketing and NWFPs have been included after the first search, with the aim of studying this sector and their relationship with territorial marketing strategies, and NWFPs, as a set of products, are normally studied under forest discipline. In the following positions we find tourism and environment, two disciplines also related to territorial marketing.

In relation to **tourism**, the territorial marketing strategy can be implemented in a region with different objectives, one of the most common is to increase the number of tourists. When it comes to the **environment**, we can also find that the landscape and natural resources of a place are local features, especially in rural areas, that are considered in

many territorial marketing strategies. Next is **agriculture**, the presence of agricultural discipline is due to the articles related to agribusiness and agricultural practices that are common in one place and are jointly promoted under the concept of territorial marketing. To a lesser extent, we find Culture, Architecture, Education, Anthropology, Archaeology, Urban planning and Rural development. These disciplines are present as some articles include case studies related to territorial marketing and one of these disciplines. For example, in the case of culture, there are three articles related to music and the arts, and how territorial marketing strategy based on these local cultural events can improve regions' brand and marketing.

4.3 Research methodologies used in the studies

The methodologies used in the studies are diverse. Not all of them could be analysed as some articles do not clearly present the methodology used. The methodologies are mostly mixed (28%), among which the most dominant are the combination of quantitative and qualitative methodologies, but there are also some articles that combine quantitative or qualitative methodologies with case studies or with literature reviews. Articles that use only quantitative methodologies account for 19% and those that use only qualitative methodologies account for 9%. There are also some articles based on literature reviews (9%) and case studies (7%). And of all the articles that the methodology used is not described, in most cases it is because they are not scientific studies, but other type of documents, such as book chapters or conference proceedings in which the methodology is not explained. This group accounts for more than a quarter of the selected articles (28%).

The methods used are also varied. In the case of the quantitative methods, we find methods such as Heckman two-stage selection model, a linear programming model (LP), and mainly, questionnaires and surveys. For the qualitative ones, the methods are interviews, focus groups discussions, consultation and coordination meetings, participant observation, field visits, and site observations. In the case mixed methodologies, the methods combined are diverse. We can see mainly a combination of quantitative and qualitative methods, but also these are combined with literature reviews and case studies. It is worth to mention the work of [Ćwiklicki \(2021\)](#), in which he studied multiple case study (MCS) research design using analysis of research

description realized according to this strategy in the field of place branding and place marketing published between 1976 and 2016. It is interesting not only for the definition of the concept of “territorial marketing”, but also for the analysis related to the methodologies used in the case studies and he concluded that the authors should pay more attention to elements characteristic for methodological rigour in their descriptions of the research method and offers some suggestions for studying phenomena within place branding domain.

4.4 Main topics and discussion present in the literature

As mentioned before, there are different topics of discussion about territorial marketing in the literature. Next are the main topics in the selected articles.

4.4.1. Defining the concepts of territorial marketing and branding in rural areas

Several studies found useful to understand better the definition of the concepts of “territorial marketing”, “place marketing”, “territorial branding”, such as the ones from [Anholt \(2004\)](#), [Kotler & Keller \(2005\)](#), [Kalieva \(2015\)](#), [Plumed \(2013\)](#), [Moroz et al. \(2020\)](#), and [Ćwiklicki \(2021\)](#). The concept of territorial branding in the context of socio-economic development of rural areas started the end of the XX century, with Kotler & Keller who indicated the potential and principles of marketing of territories. Later, [Anholt \(2004\)](#) sustained the methodical basis of territorial branding, he is also the creator of the term "place branding". As they mention, a brand is typically developed and used by a single enterprise or organization. However, it can also be shared among several entities, becoming a collective brand. In this latter case, a number of organizations share costs and benefits under the light of common reputational values and joint marketing strategies. When this is built with a synergic effort of promotion of a territory, it takes the name of territorial or regional branding. The brand of a region, or even of a country, if properly designed, can be conducted as a strategic spatial planning instrument. Territorial branding and marketing can generate social and economic development, by creating a positive image among both internal and external public, by igniting innovation and investment attractiveness and by arranging conditions for activation of enterprises and human resources.

In the contemporary science, territory marketing is a factor of social and economic development, increase of investment activity and development of favourable territory image due to the following directions (Domnin, 2010; Zhukov, 2011): Development of territory innovation and investment attractiveness; Development of territory positive image among the external and internal audience; Development and implementation of the territory marketing strategy; Creativity activation of human resources; Arrangement of conditions for development of territory creative industries. Nevertheless, and despite the increasing number of place branding practices, there is no widely accepted scientific definition, due to its cross- and multidisciplinary characteristics (Hankinson, 2010). Authors have for example defined place branding from a geographic perspective (Ashworth, 2009) as well as from a marketing perspective (Govers and Go, 2009).

According to Plumed (2013) when a subject receives information about a territory, it creates a mental image of it that will be more positive or more negative depending on the information received and how the subject processes that data. For this reason, the relevant Administrations carry out different image management actions, which has led to the establishment of the “territorial marketing” concept, developed with the aim of promoting different characteristics of the territories according to the objectives set and the public to which it is addressed.

Other definition of place branding is that it refers to “the conscious process of creating, gaining, enhancing, and reshaping the distinct presence of a place in the minds and hearts of people” (Boisen, 2015). Place branding can also be characterized as building the reputation of a place (Anholt, 2010). And when Donner (2017) refers to place branding it is understood as the application of a brand strategy, supporting the economic, social and cultural development of places, more specifically rural regions. Although place branding is applied for a large variety of places, such as tourism destinations, cities, regions, or nations (Gulisova, 2021). Also, it is stated the difference between place branding and place marketing. Place branding is not the same as place marketing because the latter emphasizes the purposeful marketing strategies of place planners and top-down spatial planning (Govers & Robert, 2011).

A challenge of place branding is the creation of a strong common brand identity, which incorporates the core values of the labelled territory and fits to the different sectors as

well as different product and service categories (Aaker and Keller, 1990; Kotler and Gertner, 2002). A large percentage of the articles on place marketing look at place image, awareness, and reputation. Place perception is studied by creating indexes, using concepts like brand personality, and employing tools to measure the associations that people have about places (Vuignier, 2017). Many of the articles with a tourism-focus analyse the image of destinations.

4.4.2 Growing interest in territorial marketing strategy at rural regions

International experience confirms the trend of increasing the role of national, regional and territorial brands (Moroz, 2020). Territorial marketing and branding practices are growing, not only at national or city level, but also at regional level. In Europe, place branding strategies are increasingly implemented to stimulate regional and rural development, by valorising and promoting territorial assets based on distinctive identities (Donner 2017). New strategies for rural areas are being developed, which are more place-based, such as the construction of identities or images around new rural goods and services (Horlings, 2012).

However, about specifically the branding of rural regions this topic is still under researched in the field of place branding (Vuorinen, 2013). In particular, the branding of rural areas is a new management technology, which has a very small practical spread due to the lack of necessary knowledge about the essence of the process and the possibilities of its modelling (Moroz, 2020). As Kalieva (2015) mentions, several authors affirm that it is necessary to develop new theoretical and methodological positions in territory management based on marketing due to the increasing global competition between the territories of market resources and investment, and as a result, the activation of branding territories (Aaker, 1991; Anholt, 2004; Arnold, 1993; Meshcheryakov, 2011; Randall, 2000).

4.4.3. The role of the administration

The capability of local resources to allow sustainable place development largely lie within the realm of policymakers, along with the type of development strategies undertaken. Increasingly, the question of whom to attract to the destination is crucial and public administration must recognise and facilitate the innovative practitioners as

knowledge brokers and enable the integration of formal and informal knowledge domains in the management and the marketing of the region as tourist destination (Domínguez, 2013). Place branding of rural regions is a collective process fostering cooperation, in which the exploitation and control over local resources is considered as more important than competition between areas. These brands depend on their specific social, institutional and territorial context. This includes their way of financing, governance forms, identity and values as well as cooperation structures (Donner 2017).

For this reason, public diplomacy is virtually useless unless it has some power to affect the background reputation of the country whose policies it attempts to represent; and as that background reputation can be altered only by policies, not by communications, the critical success factor for public diplomacy is whether its connection to policy making is one-way or two-way. If there is a two-way mechanism that allows the public diplomacy function to pass back recommendations for policy making, and these recommendations are taken seriously and properly valued by government as critical 'market feedback', then public diplomacy has a chance of enhancing the good name of the country, thus ensuring that future policy decisions are received in a more favourable light. It is a virtuous circle, because of course under these circumstances the policies need far less 'selling' (Anholt, 2007).

As authors state, it is only when public diplomacy is carried out in coordination with the full complement of national stakeholders as well as the main policy makers, and all are linked through effective brand management to a single, long-term national strategy, that the country has a real chance of affecting its image and making it into a competitive asset rather than an impediment or a liability (Anholt, 2007, Domínguez, 2013, Donner 2017). In this sense, it is also the role of the administration to ensure the participation of relevant actors (practitioners, other public and private actors, local organisations, and local population) for achieving a successful implementation of the territorial marketing strategy.

We have seen that places exist within a vertical hierarchy, and they often have administrative and political entities that are responsible for them. Consequently, place branding is often practiced on the levels of these political-administrative units because

the respective authorities are the drivers of the place branding and marketing processes (Gulisova, 2021). However, place branding is not only practiced through administrative/political processes by the regulatory entities (Boisen, 2015; Kavaratzis, 2012), but also through volunteer and community-based action, especially in smaller places (Blichfeldt 2014). This is more detailed in the next section.

4.4.4. Participation of other actors

Many authors confirm that the place branding of rural areas is seen as a participative process with the aim to co-create a strong regional identity that has economic and social benefits. Halme (2021) studies how social capital contributes to the institutionalization of place marketing activity by reinforcing the will to do place marketing together, forming information-sharing practices, and expanding and strengthening stakeholder networks. The results of the study indicate that social relations and structures that are formed during the place marketing collaborations can extend the lifespan of regional place marketing activity beyond short-lived projects, while there remains a need to develop this perspective into a measurable variable.

When a substantial part of the population is motivated and energised through a benign national ambition, and instinctively seizes every opportunity to tell the world about its country. When the entire population is galvanised into becoming the mouthpiece of a country's values and qualities, then you have an advertising medium that is actually equal to the enormous task of communicating something so complex to so many. It is true that each individual 'branding' action, and its effect on the whole world's perceptions of the country, may seem heartbreakingly tiny, hardly even worth doing: a mere drop in the ocean. But the ocean is made of drops, and what is truly heartbreaking is when thousands of people and companies and products and politicians and personalities and cultural artefacts are drop-drop-dropping messages every single day about their country and it does not amount to anything, because there is no method behind it, no guidance, no strategy, no vision, no common purpose (Anholt, 2007).

Stakeholders' involvement is an integral part of the branding process, since stakeholders co-construct, give meaning to, and share identities of a place (Kavaratzis,

2015). A challenge is to co-create an 'inner brand' or joint storyline with stakeholders in order to add value to local products through innovative ways of promoting, and to support sustainable perspectives for rural regions (Horlings, 2012). The aim is to create a strong governance structure, such as a public-private-partnership (Rainisto, 2003); and finally, the challenge to orchestrate the cooperation between different actors (Therkelsen, 2004).

According to Donner (2017), links between place branding, embeddedness and endogenous rural development have not sufficiently been addressed. Branding rural places does not just incorporate marketing products and services or the development of a brand, but also the anchorage of actors in a particular place and its identity (territorial embeddedness) and public-private interactions (societal embeddedness), which may result in new synergies and partnerships (structural embeddedness). Place branding is a crucial internal project that unites groups of people around a common strategic vision providing sense and direction besides reaching out to the traditional customer–stakeholder audience (Botschen, 2017). Botschen's BIDP process (explained in next sections) is co-creative by nature, and explores the views of multiple stakeholders, developing touchpoint propositions that are grounded on the place brand identity.

According to Lee (2015) rather than relying on a catchy slogan, place branding has to involve product development, institutional and organizational innovation, and new forms of communication and partnership. Some of these things require financial support, but others are more about capitalizing on novel ways of thinking, which is the essence of the creative process in place branding. San Eugenio de Vela (2015) states that perhaps the greatest challenge is to overcome a reductionist interpretation of place branding processes in general and, more specifically, rural branding, thus looking beyond tools of promoting and marketing place in order to perceive these processes as an opportunity to rethink and manage places in terms of, for example, territorial governance (participatory democracy and the direct influence of the local population in issues which have historically been associated with public administration).

Area rural dwellers, entrepreneurs and representatives of institutions represent contrasting viewpoints on innovation, ecosystem coordination and economic progress, viewpoints that point to power issues on control over the natural environment, but also provide input for the development of a common strategic vision or connective storyline. Successful branding strategies involve interaction processes among local people and communities in which endogenous resources are managed and controlled in new forms of institutional organisation, often operational in more informal networks. This is new inter-sector relations and policy frames and strategies that facilitate the constitution of an inner brand (Domínguez, 2013).

According to Vuorinen, 2013, branding is conceptualized as a social process where brand value is co-created by the stakeholders. Place branding is seen as a participative process, bringing stakeholders together with the aim to strengthen the identity of the place. Place branding in rural regions is a process needing the combined effort of various stakeholders. Although public organizations are needed to create the preconditions for a joint approach, the efforts of private operators engaged in mutually beneficial relationships are at the heart of successful place branding. Through stakeholder engagement, including variety of local actors, new joint place branding activities can be created that transform and reconstitute the place brand in new ways, rather than simply using brand promotion as an activity to justify the place, its services and its products. Working on joint place branding entails shared responsibilities and views. The recognition and affirmation of the identity of the place is of paramount importance, especially among private actors in rural areas. Place brands are jointly developed and delivered by public and private sector organizations that build relationships not owned or controlled by a single organization (Hankinson, 2010). Vital coalitions are being formed between the organisations involved in place branding and local farmers, and that both parties have benefited as a result. Intensive and transparent communication within the place branding process has proven to be essential in strengthening these synergies (Mettepenningen, 2012). Place branding efforts need to include local communities at all steps of the branding process (Kavaratzis and Ashworth, 2008), and remember that relationship quality is at the heart of successful place branding. In addition, to enable the sustainable development of

places based on food and gastronomy, the territorial (place) and relational (people) dimensions should be addressed together (Rinaldi, 2017).

4.5 Territorial marketing strategy implementation models

Rural places are adopting the practice of place branding to improve their image and increase their competitiveness to attract residents, tourists, and consumers. For this reason, various models for implementing territorial marketing strategy and place brand architecture are developed. According to the objectives established, the characteristics of the place, and the principles and mechanisms concerning the prospects of rural development different processes are developed in regions and countries. However, there is no “one size fits all” place branding strategy (Zenker et al., 2017), and every place presents different characteristics of place brand development due to the embeddedness of place culture, regional politics, and social relationships (Sang, 2021). Next there are several territorial marketing/place branding models implemented and described in the selected literature.

4.5.1. Place branding model, Kavaratzis and Hatch (2013)

Kavaratzis and Hatch (2013) constructed an identity-driven, dynamic place branding model, which points out that effective place branding should promote residents' place identity to fully express the place culture, enabling external consumers to construct a place image. Furthermore, effective place branding should guide place culture in order to adapt to changes of place image through the mediating effect of place identity. The researchers also note that internal place branding based on residents' place identity should play an important role in place branding because place identity helps residents to form consistent values and beliefs, increase the efficiency of collective decision-making, and ultimately affect citizen behavior for the promotion of place branding (Botschen, 2017). However, as place branding is a combination of topdown placemaking and bottom-up place-making (Lew, 2017), Kavaratzis and Hatch's model lacks the important element of planners' planned place image (Cai, 2002).

In this model, place branding is regarded as a process of the cyclic influence of place culture, place identity, and place image. According to the model: 1) Expressing: the place culture expressed by the place elements has been internalized into the self-

concept of residents through long-term place experience, forming a part of place identity. Therefore, effective place branding should empower residents to express the authenticity of their place culture with a place brand, which must mobilize the enthusiasm of residents if they are to participate in place co-branding, namely, participatory place branding (Hudak, 2019; Lucarelli, 2018). 2) Impressing: effective place branding is conducive to the construction of external consumers' place image. This process should fully demonstrate the authenticity of place culture expressed by place identity, including the use of primary communication tools (such as landscape design) and secondary communication skills (such as advertising) (Kavaratzis, 2005). 3) Mirroring and reflecting: effective place branding should respond to external consumers' social expectations through place identity, and this mirror effect of place branding eventually influences change in place culture.

Kavaratzis and Hatch's model defends that effective place branding comprises the co-negotiation of internal and external place branding, and it particularly points out that effective place branding must take residents' understanding of place culture as its core. However, although Kavaratzis and Hatch's model illustrates that place planners should conform to the place culture expressed by residents' place identity so as to reduce the conflict between place identity and place image, their model does not explicitly take into account the planned place image of place planners.

4.5.2. Territory Brand Image Design (TBI), Kalieva (2015)

According to Kalieva (2015), territory brand image (TBI) is a set, conservative image, causing certain associations in the minds of the public and territory consumers (city, region). The essence of TBI may be analysed by means of three components: ideological, image, artistic and aesthetic. Development and positioning of TBI enhances territory effectiveness, goals and successful development. The generalized mechanism of formation of Kalieva's Territory Brand Image Design (TBI) is represented in seven main consecutive stages (Figure 3).

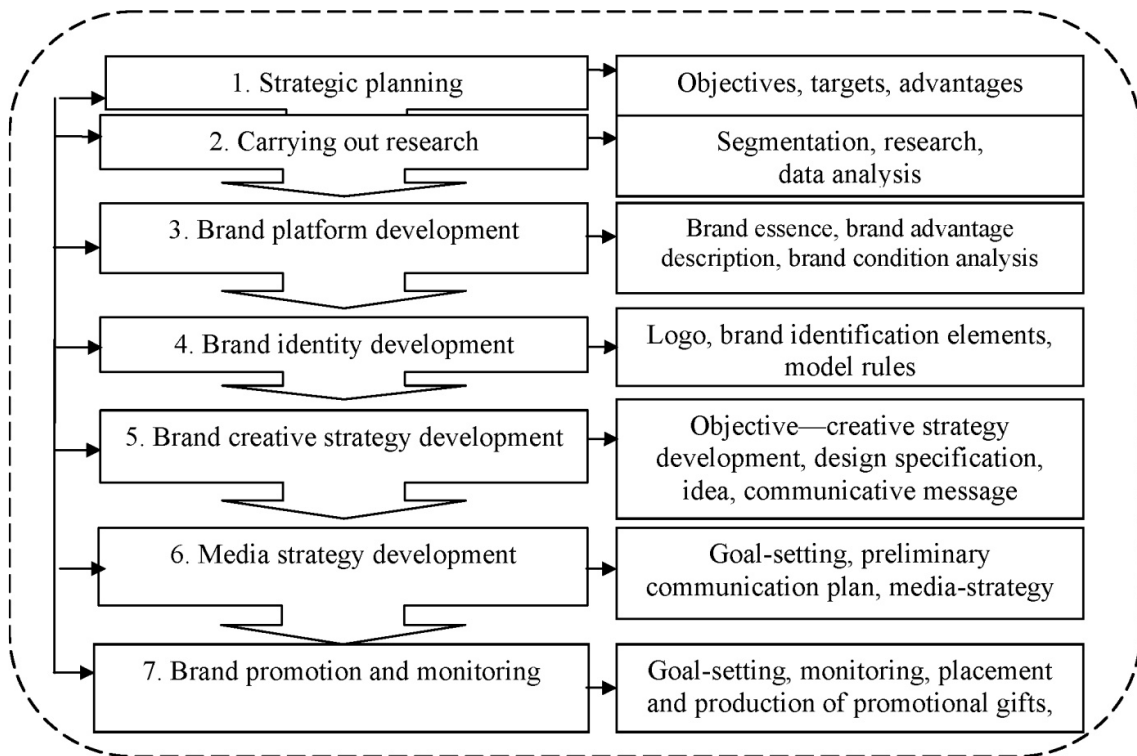


Figure 4. Territory brand image development stages (Kalieva, 2015)

In this case, the mechanism of TBI development is multifunctional in use and takes into consideration specific features of each territory. TBI identity is a key element of the model which represents set of the territory competences revealed on the basis of the current technique analysis of competitiveness assessment: innovations, investment activity and creativity. Innovation development is connected with the beginning of a creative product formation. The creative marketing approach application provides it with special characteristics: 1) Goods novelty (service): The latest manufacturing techniques, change of goods components (service) are put at the heart of goods or service; 2) Non-standard of goods (service): Periodically its use is expressed in combination of incompatible components; 3) Expediency in use, ergonomics; 4) Development: Goods (service) development on the basis of creative idea is directed on the continuation of enterprise and industry.

Kalieva (2015) states that territory marketing is a factor of social and economic development, investment activity increase and territory favorable image development. The effect from created TBI in the form of a communication interaction synergy

between territory representatives and interested people will perform a driver function of economic development by means of investment activity increase and territory attraction.

4.5.3. Brand-driven identity development of places (BIDP), Botschen et al. (2017)

Botschen (2017) presents an interdisciplinary approach for the development and design of place brands, which goes far beyond communication strategies and advertising campaigns. The so-called “Brand-driven Identity Development of Places” (BIDP) approach provides a structured three-phase model that can serve as a practical guide for the development of commercial, touristy, urban and rural places. BIDP locks into anthropological research findings where cultural meanings are considered as the main source for the construction of brand identities. BIDP is a three-phase model that represents a practical tool for place brand managers, who want to renew and to develop their place format in a structured way. The BIDP model can be applied for all forms of places. The circular three-phase model starts with the definition of the intended place brand identity, which in Phase 2 becomes translated into concrete touchpoint experiences along the main constituents of the place, and finally materialising into the new place format.

Figure 4 depicts the three BIDP phases in more detail, from the definition of the intended place brand identity via the translation into multisensory touchpoint experiences and behavioural rules along prioritized actions fields towards their materialisation into modified or new constituents. This described mechanism contributes to the continuous development of the intended place brand identity, promotes the creation of positive resonance across affected system partners and provides the charging and strengthening of the place brand.

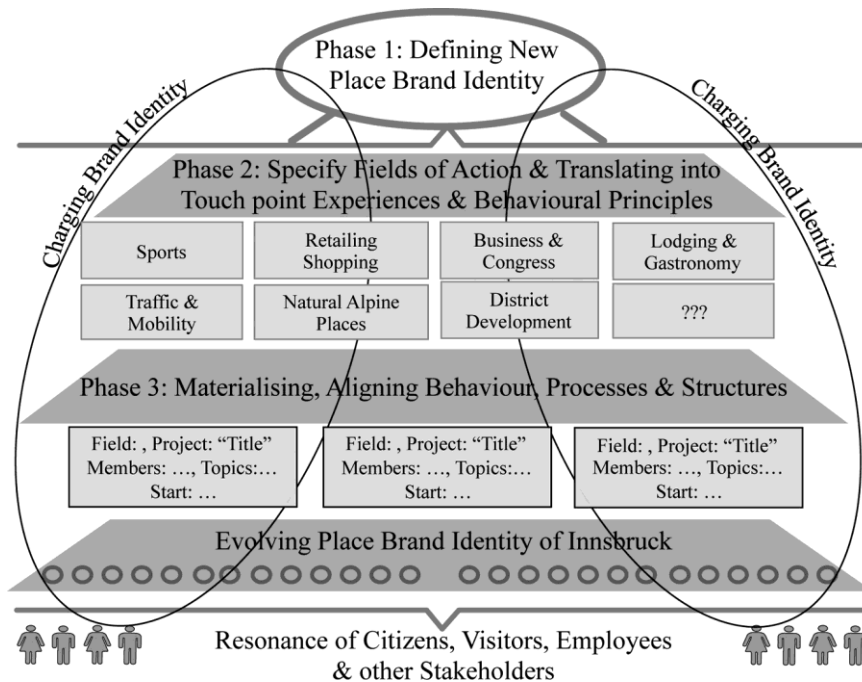


Figure 5. Model of brand-driven place format development (Botschen, 2017)

4.5.4. The place branding model from the perspective of Peircean semiotics, Sang (2021)

With this model, place branding is regarded as a dynamic symbolic process from a semiotic perspective. The model combines Peirce's semiotic triangle and triadic interpretants to reconstruct Kavaratzis and Hatch's place branding model. This reconstructed model is more systematic and integrated and, thus, more effective at explaining overall changes to place branding. Secondly, the new model is a better analytical tool for assessing the relationship between stakeholders (including place planners, residents, and tourists) in place branding under the same framework.

In Peircean semiotics model, place branding is defined as a dynamic negotiation between planned place image from place planners (immediate interpretant), villagers' place identity (dynamic interpretant), and tourists' constructed place image (final interpretant). If place branding is regarded as a process of symbolization, then place culture plays the role of "object" in Peircean semiotics and place elements (like place name/logo/song) play the role of "representamen" (Kladou et al., 2017). Moreover, the

dynamic relationship of the trichotomy of immediate/dynamical/final interpretants is formed by the mediated role of place culture and place elements (Mueller & Schade, 2012).

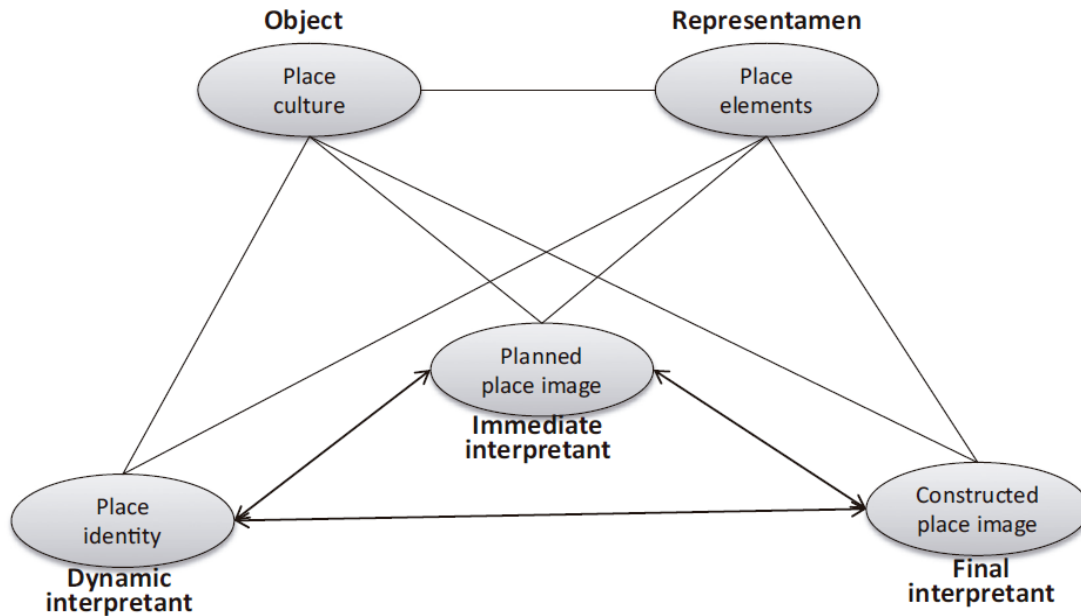


Figure 6. Integrated place branding model (Sang, 2021)

The model highlights the dual roles of residents as place brand makers and brand users; and highlights the interactive effect between internal and external place marketing. Also, by embedding place elements, the new model is more practical than Kavaratzis and Hatch's model. Through the model, we can understand how the place elements affect the place image and even place culture change, as well as how to use the place elements to actively adapt to social changes and carry out place re-imaging. This model confirms the importance in place branding of placemaking based on authentic place culture and restate the roles played by villagers as place ambassadors and authentic narrators of place culture.

4.5.3 Rural place branding processes (PBP), Gulisova (2021)

Gulisova (2021) aims to synthesize case studies of rural place branding to identify different types of processes applied and relating them to the contextual factors

underlying their application. She proposes a typology of five rural place branding processes (PBP), based on the existence and dominance of a focal actor, and other actors involved in the process. Six contextual factors that affect the application of the various PBP are identified (also in Figure 6):

1) Type of place distinguishing between places with or without administrative power: The first factor is the type of rural place according to their administrative framework. Here, the distinction is made between administrative, institutionally recognized places and places without administrative power.

2) Initiative referring to the difference between political/administrative, community, mixed: The second factor relates to the initiative for the place brand, which can be a political/administrative or a community initiative or a mix of both.

3) Support base for the branding distinguishing between strong political/organizational, strong community, strong identity: Related to the initiator is the support that the process receives. Three main kinds can be distinguished: strong political/organizational support, strong community agreement, and strong identity. In a few cases, external forces played a role as well.

4) Brand purpose, i.e., competitiveness, identity, conservation: The most common purposes of rural place branding identified are to increase the competitiveness of the place, to build/consolidate the identity of the place, and to support conservation of cultural or natural landscape.

5) Target group: Regarding the competitiveness, the target groups for the place brands were often tourists (e.g., [Mettepenningen et al. 2012](#)), consumers of regional products (e.g., [Donner et al. 2017](#)), or a combination of both (e.g., [Donner et al. 2017](#); [Horlings 2012](#)). Local residents were seen as a target group when the branding process aimed at building, strengthening or consolidating the local identity (e.g., de [San Eugenio-Vela 2015](#)), while in cases where the place brand was meant to add value to the local products, the entrepreneurs or local farmers were the targets of the branding initiative (e.g., [Donner et al. 2017](#)).

6) Type of place brand referring to the difference between sectoral and integrated place brands: The sectoral place brands target visitors or support export and consumption by being applied to consumer goods. The integrated place brands take a holistic approach to place branding.

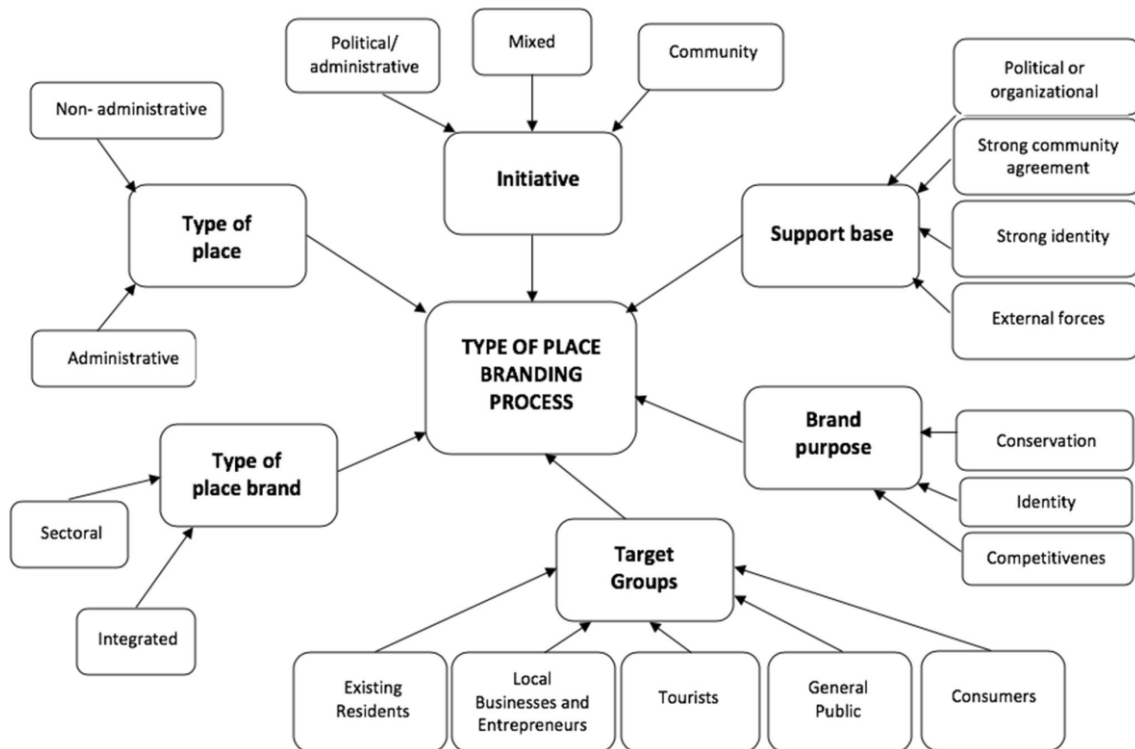


Figure 7. Framework of factors impacting the place branding process (Gulisova, 2021)

Patterns of the contextual factors have been identified that seem to be typical for the application of the different PBP types. The findings provide guidance to rural place managers and communities to apply a PBP that matches their specific context.

4.6 Territorial marketing in rural areas based on tourism products

In the approach of the territorial marketing strategy, the promotion of tourism is surely one of the main goals, as it is considered an important sector that can bring income and job opportunities, thus, contributing to the socio-economic development of the

region. For this reason, there are several studies that tackle tourism and how to attract more visitors in the area through territorial marketing.

Tourist destination branding aims to attract tourists through a differentiated destination image and promote a positive attitude among residents regarding tourism development (Line & Wang, 2016). It is in the tourism sector where territorial marketing is most effective, perhaps due to the characteristics of tourism as a service provider that makes it easier to transfer knowledge to this industry (Kavaratzis and Ashworth, 2008). Also, the fact of the features of individual rural areas is noted as a special case due to the well-known tourist activity due to the presence of a unique cultural and historical heritage. The factor corresponding to the territorial branding has a concrete manifestation in terms of creation the elements of the tourism business (Moroz, 2020). In other words, the factor "unique institutional history" in certain conditions led to an increase of the role of the factor "tourist activity", "landscape and recreational potential led to an increase the tourist activity," etc. In this sense, many areas have been emphasizing greenway place branding in order to promote the concept of ecotourism, including offering leisure facilities for habitants, linking resorts to attract more visitors, increasing tourism income, and promoting the integration of rural and urban areas (Zhao, 2021).

For external consumers (whether potential or actual), a place brand is a series of unique associations to the place (defined as the place image), which affect consumers' decision-making and evaluations. The place image constructed for external consumers is influenced not only by the projected place image created by place planners but also by the authentic place culture inherited by residents. Especially in the Era of Web 2.0, residents, as online place ambassadors, have a more profound influence on tourists' constructed place image (Uchinaka et al., 2019). Moreover, tourism can influence in-migration to rural areas by enhancing the attractiveness of rural communities and providing opportunities for employment, entrepreneurship and volunteer engagement appealing to in-migrants (Vuin, 2016).

According to Vuin (2016) common regional place marketing strategies may be ineffective and identifies the need for better integration of real estate promotion in place

marketing efforts, particularly as rural landscape, leisure and tourism amenities provide few opportunities for place differentiation in low amenity areas.

Even though rural areas have recently received more attention in place branding research, knowledge created about rural place branding still lags behind branding research on countries, cities, and tourism destinations (Gulisova, 2021).

4.7 Territorial marketing in rural areas based on local NWFPs

Within the literature search, additional articles related to territorial marketing concept and NWFPs, not found in first data base sources, but in other sources, were also included, as these products are the object of the study and the studies, also including some which are not scientific, allow to understand better the potential of NWFPs and related services to be used as a local image in territorial marketing strategy. We can find various studies related to territorial marketing and/or branding, and NWFPs, specially, Italian research studies, such as [Pettenella et al. \(2007\)](#), [Secco et al. \(2009\)](#), [Maso \(2011\)](#) and [Amici et al. \(2020\)](#), and but also other studies such as and [\(Wolfslehner et al. 2019\)](#), [Mutke et al. \(2019\)](#), [Martínez de Arano et al. \(2021\)](#), [Duan et al. \(2021\)](#) and [Oliach et al. \(2021\)](#) also tackle the NWFPs as potential products for promoting a territory.

According to [Mutke et al \(2019\)](#), it should be noted that NWFPs themselves are closely linked to conservation issues, traditional knowledge, territorial identity, recreation, gastronomy and other cultural values. The characteristic of embedded products and services is the combination of relationships and territorial features, which gives additional value and allows differentiation from other areas. The embedded NWFPs market plays an important role in the promotion of local rural development strategies that foster local business and networks ([Wolfslehner et al. 2019](#)). Next, the main topics addressed within this literature are described.

4.7.1. Increased interest for natural resources

[Amici et al. \(2020\)](#) sustain that most of the European consumers of NWFPs have high standard of life and relatively high willingness for pay for natural, safe and healthy products. This is in line with the increased interest for natural resources and the “back to nature” lifestyles, which is also mentioned by [Martínez de Arano et al. \(2021\)](#) by

confirming that demand for many NWFPs (e.g., cork, resin, tannins, aromatic plants) is high and expected to increase. This demand, they affirm, is driven by: the need to reduce dependence on non-renewable resources and to transit towards a sustainable circular bioeconomy; the renewed interest in natural ingredients for healthy diets and personal care; the surge in demand for traditional products with strong cultural heritage; and also by growing interest in experiential services in tourism or recreation, such as wild food gathering. The new demand for green, environmentally, friendly, healthy, fair or sustainable products is connected to a new urban lifestyle known as lifestyle of health and sustainability (Amici et al., 2020).

An important innovation trend in NWFPs is in non-commodity, personalized products (Wolfslehner et al. 2019). Examples include high-quality, high-priced, small-scale, and/or manufactured food and drinks; handicraft items; and one-of-a-kind artisanal products. Often, marketing of these products emphasizes non-material symbolic qualities connected with green, healthy, and sustainable standards; local or regional traditions; and hand-made or artisanal production (Weiss et al, 2020). Considering these demand characteristics, NWFPs have the potential to be branded and marketed as environmentally friendly products, healthy foods, and also as traditional products that can help in sustaining local rural development.

According to a survey of 15,000 European households, over 90% of them were aware of consuming NWFPs, while 25% had actually picked or harvested NWFPs themselves from forests during the previous year. This sociocultural potential of NWFPs could be capitalised on as part of territorial marketing and rural tourism strategies (Mutke, 2019).

4.7.2. NWFPs as “imago” products of a territory

A relevant innovative aspect connected to the recent development of NWFPs market in Europe is connected to the use of some products to differentiate and promote local economies, to link external consumers (tourists and other buyers of local products and services) to the local economies: many NWFPs are used as imago products (“genius loci”) in territorial marketing initiatives for branding a specific region (a valley, a group of villages,...) and networking its local actors (the “blueberry valley”, the “chestnut trial”, the “Boletus roads”) (Amici et al., 2020). As the authors say, these types of value chains are fruitfully developed mainly in Mediterranean regions and can be considered

one of the few important options to keep these regions socially alive, maintaining the full basket of environmental services associated to forests.

The territory is the common reference to create a coherent portfolio of products and services, and to group marketing efforts for their coordinated promotion, for example through paths, roads or paths that connect different places of companies, exhibitions, fairs and markets or through a common promotion policy (Pettenella, 2006). The territorial marketing passes through the promotion of products and services that are linked with the local context and tradition. NWFPs are good candidates for becoming “imago products” of a territory, because they are a natural produce and their collection and preparation are, in many cases, connected with traditional practices and local culture (Amici, 2020). NWFPs are often characterised as “territorial goods and services” (Slee 2011) which means that they are bound to a specific place of production. Short value chains and direct sales of NWFPs can represent good opportunities for diversification of income sources and seasonal employment. In marginal, inner, mountain areas an indirect economic role is played when NWFPs are used as imago products in territorial marketing initiatives for branding a geographic area and networking its actors (e.g., the “chestnut road”, the “valley of the blueberries”, “the truffle way”), affirms Amici et al. (2020).

Together with the imago product, in the territorial marketing other connected products and services are offered, typically those of the eno-gastronomic culture. The link between products and services is often materialized in the “road concept”: roads, paths, trails become the tools for connecting different actors in the territory. Several examples of chestnuts roads, mushrooms trails, truffles paths exist. For example, Castilla y León, in Spain, pivots on wild mushrooms as fundamental element of the territorial branding (Amici, 2020). Definitely, origin, quality and ‘wild product’ labels, differential commercialisation, and territorial marketing approaches, can help maintain a certain market share for traditional wild collection (Martínez de Arano et al, 2021). NWFPs often have the characteristics of territorial goods (Slee, 2011). Their production is bound to certain areas or places, and they carry strong material of symbolic regional associations, such as a special regional flavour (Weiss et al, 2020).

4.7.3. Creation of new opportunities based on NWFPs and economic development

According to [Pettenella et al \(2007\)](#), NWFPs and related services, as a complementary activity, can play a relevant role in improving the profitability of small and medium-sized forestry companies and in maintaining the competitiveness of the chain of forest-consumer products in rural areas, but new marketing strategies are needed for commercial success. Territorial marketing and place-based development strategies can leverage the attraction of NWFPs to support rural green jobs, especially in mountainous and other marginalised areas ([Martínez de Arano, 2021](#)). According to [Weiss et al \(2020\)](#) in a forest-based bio-economy frame, NWFPs can contribute to human nutrition, renewable materials, and cultural and experiential services, as well as create job and income opportunities in rural areas.

Therefore, if used sustainably, NWFPs can make a very significant contribution to a smart and inclusive bioeconomy, food security and rural development. In this sense, the potential contribution of NWFPs to the rural economy and development in European and Mediterranean countries is even more relevant, considering the large amount of unemployment among the young rural population. In addition, it is an opportunity for women to get involved in a simple transformation to improve the quality of local products and their appreciation. There are important profit opportunities for local communities, as European and Mediterranean markets are eager to obtain quality products based on natural base and for the still incipient green tourism.

Several studies confirm that tourism development based on NWFPs can provide new income generation and job creation in rural areas ([Pettenella et al. 2007](#), [Amici et al. 2020](#), [Wolfslehner et al. 2019](#), [Martínez de Arano et al. 2021](#)). Complementary activities to the economic activities already established, such as itineraries and guided routes, visits to farms, tastings of local products, botanical parks, product transformation workshops ..., are activities addressed to visitors and that can contribute to rural development and reduction of depopulation. In addition, as mentioned before, they can be part of a community development through territorial marketing strategies based on local NWFPs. All these selected studies agree on that territorial marketing based on a local product can help encourage the creation of economic activity in the territory through the promotion and marketing of the product and synergy with other

sectors of the territory, such as tourism, gastronomy and the small trade. Local agri-food products become an identity element, so that they contribute not only to the maintenance of local economies, but also to the understanding of culture and rural society.

4.7.4. Territorial marketing based on NWFPs to enhance sustainable tourism

As regards to the NWFPs, these products sustain industrial value chains in cork, green chemistry, gastronomy, and pharmaceuticals, however, they multiply their economic impact as drivers of tourism. Just as importantly, they are intimately related with leisure, and people's relationship to nature, affirms [Martínez de Arano \(2021\)](#).

[Martínez de Arano \(2021\)](#) affirms that tourism and especially ecotourism strategies can greatly benefit from increased interest in wild and traditional products, as well as in experiential activities in rural areas. This opens up opportunities to generate synergies among a territory's services and products, making a tourism destination more attractive, and expanding the markets for NWFP-based products, experiences and other services, frequently supported by a well-recognised brand, such as '*Traditions and Flavours of Modena*', or the '*Strada della mela e dei sapori delle valli di Non e di Sole*'. Some more examples are also provided by EU-funded project Incredible such as the "Cèpes du Périgord" in France and "Il Fungo di Borgotaro" in Italy ([Incredible project factsheets, 2021](#)). This kind of services bound to NWFPs, such as mycotourism, truffle-tourism, or other types of agrotourism and ecotourism, can be development tools in order to diversify agricultural activities and increase the income of the rural population and have good acceptance among local population.

According to [Pettenella \(2006\)](#), NWFPs are a marketable good that can be offered in synergies with other products and services in the same territory. In addition, the advantages may derive from joint promotion and consequently higher sales volumes, increased number of customers and level of profits, e.g., sale of mushroom picking permits, 'Chestnut paths' where the purchase of chestnuts is associated with tourism and the consumption of other products (e.g., wine, from the same area). In this sense, food and gastronomy are increasingly recognized as potentially determinant elements for the sustainable development of places. Typical local food and tourism assets can play an important role as identity markers, expressing a specific culture and way-of-life

(Donner, 2017). According to Rinaldi (2017) the theory that food and gastronomy might contribute to the economic, social and environmental sustainability of places while potentially representing factors that increase the attractiveness and the competitiveness of those places is widely held in many research fields. Regional foods have historical associations with their local region, often evoking characteristics of the local socioeconomic situation, and unique climatic and geographic characteristics (Tregear et al., 1998). However, according to Florek (2021), there is a lack of unambiguous theoretical findings to answer the question of whether traditional food products may play an important role in sustainable region development ensuring economic viability.

There are some points and gaps that make difficult the process of implementation of the territorial marketing based on NWFPs and related services. Although NWFPs-based territorial marketing can play an important role in multifunctional forest management, product quality is not the key, but the organizational capacity of the community that makes the difference, as territorial marketing is a sophisticated activity (EFI, 2019). Also, there are very important knowledge gaps in relation to collected wild products and the functioning of informal 'grey' and illegal 'black' markets. There is also a lack of understanding on the value and jobs created in the transformation industries in diverse and divergent value chains. This is especially noticeable when it comes to understanding the value created through tourism and recreation services associated with the production and collection of NWFPs (Martínez de Arano et al., 2021). Moreover, the authors mention that developing competitive value chains based on NWFPs (e.g., essential oils) or their services (e.g., mushroom tourism) also requires secure and predictable access to resources. Significant knowledge and training gaps remain not only in relation to sustainable harvest levels, intensities and techniques, but also in relation to the organisation and transparency of the value chains and the skills and motivation of harvesters of many wild-collected products. However, as Dwyer (2017) emphasized, attracting the right type of tourist, with value aligned to those of the host, is more important than attracting large numbers, if development aims to be sustainable.

All these weaknesses and gaps will be necessary to be considered when implementing a process of territorial marketing based on NWFPs. In order to understand better how

this process is and the different existing methods to implement this marketing strategy based on a local product and a region, it is also useful the collection of several case studies. In this sense, it has been possible to collect several publications related to the topic and in which there is a case study.

5. DISCUSSION

A lot of studies of the selected literature give guidance, factors and elements for implementing a successful and territorial marketing and branding strategies in a region. Next are described these elements present in the literature.

With no doubt the element or condition most supported to achieve a successful implementation, it is the **integrated participation and coordination of the relevant actors** of the region during the development of the process. As a managerial implication, [Vourinen \(2013\)](#) suggests that it is vital to arrange strategic coordination among the actors involved in place branding as well as an internal 'brand culture' among them, and also to engage the local population in place branding. This needs successful plan between different interest groups, which are then constituted as informal partnerships which control and manage local resources ([Domínguez et al., 2013](#)). [Weiss et al \(2020\)](#) emphasises that it was only at the institutional level, thanks to the active collaborations of a diverse set of actors, that the success at territorial level was possible, leading to a value-creation space view (meso-scale). Farmers gathered together into the association with passion and with the aim to conserve their traditional culture. [Donner \(2017\)](#) findings show different levels of societal, structural and territorial embeddedness, and that higher degrees of embeddedness contribute to a successful branding process. Place branding can support endogenous rural development and benefits from the adoption of common values and joint reflections on brand extensions, although there remains a need for more consistent impact measurement methods.

And more related to NWFPs, [Secco et al. \(2009\)](#) defend an original form of local network organization, such as Borgotaro Consortium in Italy, involving various economic, social and political actors within a defined area, as this has proved to be highly effective in promoting the area as a whole and its social and environmental

components. The economic role of NWFPs is more connected to social innovation, i.e., to coordinating all actors under the same vision and rules to promote a local development strategy (Amici et al. 2020). The differentiation, integration and creation of networks between both private and public actors and the development of the so-called 'territorial marketing' are considered the most important tools for the role of NWFPs and complementary services in improving the economic value of small-scale forestry in marginal areas (Pettenella, 2007).

Botschen et al (2017), in their study found that a **core driver** for the successful research process is an integrated social experience for all participants, requiring continuous interaction between representatives, key players and the facilitating researchers in an open and supportive environment. This means the establishment of a core team, an additional team comprising members from all hierarchical levels (microcosm) and the application of collaborative and creative research techniques. This inquiry also found that members of the core team and the microcosm are not only informants in a shared research process, but that they are valuable co-creators and co-researchers that contribute significantly to the design of the Brand-driven identity development of places (BIDP) framework and consequently to place development. In this sense, also Vourinen's findings show that the establishment of a body to coordinate actions is essential for any place branding effort. The establishment of a body that will assemble all the relevant stakeholders and coordinate actions is seen as a necessity for any place branding effort.

According to Moroz (2020) the success of branding rural development is determined by the following elements: 1) the completeness of representations about the functions of branding as a factor of the definition of new economic relations; 2) the motives and behavior of agents in the process of implementation of branding projects; 3) completeness and availability of market information about projects; 4) models of decision making by agents when implementing branding projects; 5) institutional norms that defining content of the project. Following Kavaratis & Hatch (2013) effective place branding should empower residents to express the authenticity of their **place culture** with a place brand, which must mobilize the enthusiasm of residents. The identification and interpretation of cultural values and markers is a starting point in adaptive

processes oriented to the sustainable management of rural resources (Domínguez et al, 2013).

Other successful elements are also identified in the literature. For example, Bowen & Bennett (2019) affirm that the context of a lesser-known region highlights the importance of **awareness** and **reputation** for the successful implementation of the brand. The process can take many years, as it requires time to build a reputation (Bowen and Bennett, 2019). In addition, Martínez de Arano et al (2021) mentions that it is important to develop **capacities** in rural development agencies so they can better support NWFPs entrepreneurship, and specifically, empower those agencies in the development of territorial marketing strategies, as they require the concerted effort of multiple actors at different levels, and maybe be out of reach for individual entrepreneurs. Also, San Eugenio de Vela et al. (2015) state that the process of conceptualising a rural brand needs to become fully integrated into a rural development strategy, not in an auxiliary role but rather as a fundamental part of strategy.

6. CONCLUSIONS

6.1. General and specific conclusions

General conclusions

This literature review provides an overview of the territorial marketing and branding in rural areas, with the goal of attracting tourists in the region and with a special focus on the NWFPs (i.e., mushrooms, truffles, aromatic and medicinal plants, chestnut, berries, etc.) and their related services addressed to tourists (guides, routes, itineraries bound to these products). Firstly, it underscores the multidisciplinary nature of this field of research with its variety of approaches, from economics, geography, and forestry to rural planning and rural development. Secondly, it looks at the methodologies used in the studies, and indicates that there is a high number of case studies. Thirdly, there are many authors confirming the potential of NWFPs and related services as marketing products to promote a rural territory. However, there are very few studies focused on the territorial marketing strategies based on NWFPs to enhance sustainable tourism.

Specific conclusions

The main topics and ideas in territorial marketing and branding identified in the literature include the growing tendency of territorial marketing and branding strategies, not only at national or city level, but also at regional level. In rural areas new strategies are also being developed, which are more place-based, such as the construction of identities or images around new rural goods and services. However, the branding of rural regions is still under researched in the field of place branding. Moreover, despite the increasing number of place branding practices, there is no widely accepted scientific definition, due to its cross- and multidisciplinary characteristics. For this reason, we can find definition from a geographic perspective or from an urban planning perspective.

With regards to place branding strategy process, there is not a unique model. According to the objectives established, the characteristics of the place, and the principles and mechanisms concerning the prospects of rural development different processes are developed in regions and countries. However, there are several crucial elements that are tackled in several studies. For instance, the multistakeholder approach and the role of the administration which is essential to ensure the participation of relevant actors (practitioners, other public and private actors, local organisations, and local population) for achieving a successful implementation of the territorial marketing strategy. Place branding efforts need to include local communities at all steps of the branding process and vital coalitions need to be formed between the organisations involved in place branding and local communities and remember that relationship quality is at the heart of successful place branding.

Regarding the main topics on territorial marketing and NWFPs, these include the recognition that NWFPs are good candidates for becoming “imago products” of a territory, because they are a natural produce and their collection and preparation are, in many cases, connected with traditional practices and local culture. Moreover, NWFPs are a marketable good that can be offered in synergies with other products and services in the same territory, such local food and gastronomy. Finally, ecotourism strategies can greatly benefit from increased interest in wild and traditional products, as well as in experiential activities in rural areas. This opens opportunities to generate

synergies among a territory's services and products, making a tourism destination more attractive, and expanding the markets for NWFP-based products, experiences and other services.

6.3 Limitations

Within the limitations of this literature review there is the selection of articles which could be increased in the number of articles related to territorial marketing and branding and analysed in various ways, for instance by analysing the case studies in more detail and collect more success and failure cases. Also, there is a lack of studies analysing the territorial marketing strategy based on NWFPs to enhance sustainable tourism in rural areas, and this prevents to study this strategy in more detail.

6.4 Future research lines

Territorial marketing and place branding research has been studied for long. However, the current state of the research of this field underscores the need to meet several challenges if this field of study is to achieve legitimate scientific status. The first challenge is to eliminate the lack of conceptual clarity that enables an array of almost magical effects to be attributed to branding. Second, it is important to discourage a silo mentality in the field as it prevents authors who work with different approaches from referencing (and thus reading) each other ([Vuignier, 2016](#)). In this context, when we focus on the NWFPs, we can find many authors supporting the potential of these products and their related services as territorial image to enhance tourism in the region. However, literature focused on this field is virtually non-existent and further studies are needed to assess the potential of these products to promote a rural area.

REFERÈNCIES BIBLIOGRÀFIQUES

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name* (p. 299). New York: The Free Press.
- Anholt, S. (2004). *Branding Places and Nations*
- Acharya, A., & Rahman, Z. (2016). Place branding research: A thematic review and future research agenda. *International Review on Public and Nonprofit Marketing*, 13(3), 289–317. doi:10.1007/s12208-015-0150-7.
- Amici. A., Beljan. K., Coletta. A., Constantin. I., Da Re. R., Ludvig. A., Marčeta. D., Nedeljković. J., Nichiforel. L., Nonić. D., Petenella. D., Posavec. S., Riedl. M., Šišák. L., Stojanovska. M., Vidale. E., Weiss. G., Živojinović. I. (2020). Economics, marketing and policies of NWFP. In book: *Non-Wood Forest Products in Europe. Ecology and Management of mushrooms, tree products, understory plants and animal products*. BoD – *Books on Demand GmbH*
- Anholt, S. (2004). *Branding Places and Nations* (p. 243). Princeton, NJ: Bloomberg Press
- Anholt, S (2007) 'Competitive Identity: A new model for the brand management of nations, cities and regions', *Policy and Practice: A Development Education Review*, Vol. 4, Spring, pp. 3-13
- Anholt, Simon. 2010. *Places: Identity, Image and Reputation*. Basingstoke: Palgrave Macmillan
- Argent, N. (2019). Rural geography III: Marketing, mobilities, measurement and metanarratives. *Progress in Human Geography*, 43(4), 758-766. doi:10.1177/0309132518778220
- Ashworth, G.J. (2009) The instruments of place branding: How is it done? *European Spatial Research and Policy* 16(1): 9–22

- Banos, V. (2010). Is heritage sustainable when it has to face overextension? are territories to be natural first? the spread of heritage-making process in périgord as case-study *Sud-Ouest Européen*. doi:10.4000/soe.1234
- Basile, G., & Cavallo, A. (2020). Rural identity, authenticity, and sustainability in italian inner areas. *Sustainability (Switzerland)*, 12(3) doi:10.3390/su12031272
- Bellia, C., Scavone, V., & Ingrassia, M. (2021). Food and religion in sicily—a new green tourist destination by an ancient route from the past. *Sustainability (Switzerland)*, 13(12) doi:10.3390/su13126686
- Bisani, S., Daye, M., & Mortimer, K. (2021). Multi-stakeholder perspective on the role of universities in place branding. *Journal of Place Management and Development*, doi:10.1108/JPMD-05-2020-0039
- Blichfeldt, B. S., & Halkier, H. (2014). Mussels, tourism and community development: A case study of place branding through food festivals in rural north jutland, denmark. *European Planning Studies*, 22(8), 1587-1603. doi:10.1080/09654313.2013.784594
- Botschen, G., Promberger, K., & Bernhart, J. (2017). Brand-driven identity development of places. *Journal of Place Management and Development*, 10(2), 152-172. doi:10.1108/JPMD-07-2016-0051
- Bowen, R., & Bennett, S. (2020). Selling places: A community-based model for promoting local food. the case of rhondda cynon taf. *Journal of Place Management and Development*, 13(2), 215-228. doi:10.1108/JPMD-10-2018-0081
- Boisen, Martin. 2015. Place branding and nonstandard regionalization in Europe. In *Inter-regional place branding: Best practices, challenges and solutions*, 13–23. Cham: Springer

- Bose, S., Roy, S. K., & Tiwari, A. K. (2016). Measuring customer-based place brand equity (CBPBE): An investment attractiveness perspective. *Journal of Strategic Marketing*, 24(7), 617–634
- Bowles J, Green S and Graham C (2008) Sense of Place Toolkit: Guidance for Heritage-based Rural Regeneration Projects. Available at: <http://bowlesgreen.co.uk/wp-content/uploads/2010/05/TOOLKIT-FINAL.pdf> (accessed 20th January 2022)
- Boyne, St. and Hall, D. (2004). Place promotion through food and tourism: Rural branding and the role of websites *Place Branding*, 1 (1), 80-92
- Breretona, P., Kitchenhama, B.A., Budgenb D., Turnera M., and Khalilc M.. 2007. "Lessons from Applying the Systematic Literature Review Process within the Software Engineering Domain." *Journal of Systems and Software* 80 (4): 571–83
- Cai, L. A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*, 29(3), 720–742.
- Campelo A, Aitken R, Thyne M, et al. (2014) 'Sense of place: The importance for destination branding', *Journal of Travel Research*, 53(2), 154-166.
- Cavicchi, A., Rinaldi, C., & Corsi, M. (2013). Higher education institutions as managers of wicked problems: Place branding and rural development in marche region, Italy. *International Food and Agribusiness Management Review*, 16(SPECIALISSUE), 51-68.
- Cleave, E., Arku, G., Sadler, R., & Gilliland, J. (2016). The role of place branding in local and regional economic development: Bridging the gap between policy and practicality. *Regional Studies, Regional Science*, 3(1), 207–228.

- Çiçek, M., Ulu, S., & Uslay, C. (2019). The impact of the slow city movement on place authenticity, entrepreneurial opportunity, and economic development. *Journal of Macromarketing*, 39(4), 400-414. doi:10.1177/0276146719882767
- Clark, J., & Rice, G. (2020). Revitalising rural scotland: Loch fyne, branding and belonging. *Journal of Place Management and Development*, 13(1), 18-29. doi:10.1108/JPMD-06-2019-0044
- Connell, J., & McManus, P. (2016). Place marketing, tree change and regional migration in australia. *Place marketing, tree change and regional migration in australia* (pp. 1-196) doi:10.4324/9781315607207
- Connell, J., & McManus, P. (2011). Rural revival?: Place marketing, tree change and regional migration in australia. *Rural revival?: Place marketing, tree change and regional migration in australia* (pp. 1-196)
- Ćwiklicki, M., Pilch, K. (2021) Multiple case study design: the example of place marketing research. *Place Brand Public Dipl* 17, 50–62.
- Daly Hassen, H. (2016). Assessment of the socio-economic value of the goods and services provided by Mediterranean forest ecosystems: critical and comparative analysis of studies conducted in Algeria, Lebanon, Morocco, Tunisia and Turkey. Plan Bleu, Valbonne: 38 p. ISBN 978-92-5-109417-4
- de Frutos P., Martinez Peña F., Esteban Laleona S. (2012) Edible wild mushroom tourism as a source of income and employment in rural areas. The case of Castilla y León. *Forest Systems* 21(1): 81-98
- de San Eugenio-Vela, J., & Barniol-Carcasona, M. (2015). The relationship between rural branding and local development. A case study in the catalonia's countryside: Territoris serens (el lluçanès). *Journal of Rural Studies*, 37, 108-119. doi:10.1016/j.jrurstud.2015.01.001

- Dinnie, K. (2004). Place Branding: Overview of an Emerging Literature. *Place branding and Public Diplomacy*, 1, 106-110.
- Domínguez García, M. D., Horlings, L., Swagemakers, P., & Simón Fernández, X. (2013). Place branding and endogenous rural development. departure points for developing an inner brand of the river minho estuary. *Place Branding and Public Diplomacy*, 9(2), 124-140. doi:10.1057/pb.2013.10
- Domnin, V. N. (2010). Branding: New technologies in Russia (2nd ed., p. 381). SPb.: St. Petersburg.
- Donner, M., Horlings, L., Fort, F., & Vellema, S. (2017). Place branding, embeddedness and endogenous rural development: Four european cases. *Place Branding and Public Diplomacy*, 13(4), 273-292. doi:10.1057/s41254-016-0049-z
- Dwyer, L. (2017) Saluting while the ship sinks: The necessity for tourism paradigm change. *Journal of Sustainable Tourism*, 26(2):1-20
- Eidelman, B. M., Bunakov, O. A., & Fakhrutdinova, L. R. (2019). The main directions of supply chain management development of territorial branding in russia in modern conditions. *International Journal of Supply Chain Management*, 8(4), 561-566.
- Eimermann, M. (2015). Promoting swedish countryside in the netherlands: International rural place marketing to attract new residents. *European Urban and Regional Studies*, 22(4), 398-415. doi:10.1177/0969776413481370
- Ettenger K (2015) 'The Other Maine Guides: How the Humanities Create Sense of Place and Enrich Tourism', *Maine Policy Review*, 24 (1), 73-79.
- Filimon, L., Nemes, V., Petrea, D., & Petrea, R. (2016). Territorial branding and the authentic rural communities of romania: Case study-tara beiusului (the land of beius, romania). *Transylvanian Review*, 25, 221-234.

- Fusté-forné, F. (2019) Seasonality in food tourism: wild foods in peripheral areas. *Tourism Geographies*, 1-21
- Gibson, C., & Davidson, D. (2004). Tamworth, australia's 'country music capital': Place marketing, rurality, and resident reactions. *Journal of Rural Studies*, 20(4), 387-404. doi:10.1016/j.jrurstud.2004.03.001
- Giles, E. L., Bosworth, G., & Willett, J. (2013). The role of local perceptions in the marketing of rural areas. *Journal of Destination Marketing and Management*, 2(1), 4-13. doi:10.1016/j.jdmm.2012.11.004
- Gondim, L. M. P. (2004). Creating the image of a modern fortaleza: Social inequalities, political changes and the impact of urban design. *Latin American Perspectives*, 31(2), 62-79. doi:10.1177/0094582X03261190
- Govers, R. and Go, F. (2009) Place Branding: Virtual and Physical Identities, Glocal, Imagined and Experienced. Basingstoke: Palgrave-Macmillan.
- Govers, R. (2011). From place marketing to place branding and back. *Place Branding & Public Diplomacy*, 7(4), 227–231.
- Gulisova, B. (2021). Rural place branding processes: A meta-synthesis. *Place Branding and Public Diplomacy*, 17(4), 368-381. doi:10.1057/s41254-020-00187-y
- Gulisova, B., Horbel, C., & Noe, E. (2021). Rural place branding from a multi-level perspective: A danish example. *Place Branding and Public Diplomacy*, 17(3), 231-248. doi:10.1057/s41254-021-00204-8
- Gyimóthy, S. (2017). The reinvention of terroir in danish food place promotion. *European Planning Studies*, 25(7), 1200-1216. doi:10.1080/09654313.2017.1281229

- Hankinson, G. (2010) Place branding research: A crossdisciplinary agenda and the views of practitioners. *Place Branding and Public Diplomacy* 6(4): 300–315.
- Hanna, S; Rowley, J. (2011) Towards a Strategic Place Brand-management Model. *Journal of Marketing Management* 27(5-6):458-476. DOI: 10.1080/02672571003683797
- Hjalager, A. -. (2017). Rural–urban business partnerships—Towards a new trans-territorial logic. *Local Economy*, 32(1), 34-54. doi:10.1177/0269094216686528
- Horlings, L. G. (2012). Place branding by building coalitions; lessons from rural-urban regions in the netherlands. *Place Branding and Public Diplomacy*, 8(4), 295-309. doi:10.1057/pb.2012.21
- Howell, K. (2008). Marketing the great south coast: A regional approach to attracting population in australia. *International Journal of Interdisciplinary Social Sciences*, 3(8), 175-183.
- Hudak, K. C. (2019). Resident stories and digital storytelling for participatory place branding. *Place Branding & Public Diplomacy*, 9, 46–58.
- Ilieș, G., & Ilieș, M. (2015). Identity based geo- and tourism branding strategies derived from rural maramure? land (romania). *Geojournal of Tourism and Geosites*, 16(2), 179-186.
- Jackson, T. (2015). Interregional place-branding concepts: The role of amenity migration in promoting place- and people-centred development. *Inter-regional place branding: Best practices, challenges and solutions* (pp. 73-86) doi:10.1007/978-3-319-15329-2_7

- Jarratt, D., Phelan, C., Wain, J., & Dale, S. (2019). Developing a sense of place toolkit: Identifying destination uniqueness. *Tourism and Hospitality Research*, 19(4), 408-421. doi:10.1177/1467358418768678
- Jones, T., Nagata, S., Nakajima, M., & Masuyama, K. (2009). Prefectural branding in japan - tourism, national parks and the shinshu brand. *Place Branding and Public Diplomacy*, 5(3), 192-201. doi:10.1057/pb.2009.13
- Kalieveva (2015) Development of Territory Brand Image: The Marketing Aspect. *Review of European Studies* 7(2). DOI: 10.5539/res.v7n2p23
- Kapferer, J.-N. (2012). The new strategic brand management: Advanced insights and strategic thinking (fifth edition). London: Kogan page publishers.
- Kavaratzis & Hatch (2013) The dynamics of place brands: An identity-based approach to place branding theory. *Marketing Theory*,13: 69
- Kavaratzis, M. and Ashworth, G. (2008) Place marketing: How did we get here and where are we going? *Journal of Place Management and Development* 1(2): 150–165.
- Kavaratzis M., Kalandides, A. (2015) Rethinking the place brand: the interactive formation of place brands and the role of participatory place branding. *Environment and Planning A* 47(6):1368-1382. DOI: 10.1177/0308518X15594918
- Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place branding*, 1(1), 58–73.
- Kavaratzis, M. (2005). Place branding: A review of trends and conceptual models. *The Marketing Review*, 5(4), 329–342.

- Kavoura, A., & Bitsani, E. (2013). E-branding of rural tourism in carinthia, austria. *Tourism*, 61(3), 289-312.
- Kianicka S, Buchecker M, Hunziker M et al. (2006) Locals' and tourists' sense of place: a case study of a Swiss alpine village. *Mountain Research and Development*, 26(1), 55-63
- Kitchenham, Barbara, and Stuart Charters. 2007. "Guidelines for Performing Systematic Literature Reviews in Software Engineering." In EBSE Technical Report, Software Engineering Group, School of Computer Science and Mathematics, Keele University, Department of Computer Science, University of Durham.
- Kladou, S., Kavaratzis, M., Rigopoulou, I., & Salonika, E. (2017). The role of brand elements in destination branding. *Journal of Destination Marketing and Management*, 6 (4), 426–435.
- Kotler, P. and Keller, K.L. (2005). *Marketing Management*. 12th Edition, Prentice-Hall of India Private Limited, New Delhi, p. 382.
- Kyle G and Chick G (2007) 'The Social Construction of a Sense of Place', *Leisure Sciences*, 29(3), 209-225. Lancashire County Council (2015) Forest of Bowland Sense of Place. Available at: <http://www.forestofbowland.com/Sense-Place> (accessed 17 March 2017).
- Latorre J., de Frutos P., de-Magistris T. & Martínez-Peña F. (2021): Segmenting tourists by their motivation for an innovative tourism product: mycotourism, *Journal of Ecotourism*, DOI: 10.1080/14724049.2021.1892123
- Latorre J., de-Magistris T., de Frutos P., García B. & Martínez-Peña F. (2021): Demand for mycotourism products in rural forest areas. A choice model approach, *Tourism Recreation Research*, DOI: 10.1080/02508281.2021.1926749

- Ledo, A. P., Bonín, A. R., & Iglesias, A. M. (2007). The cultural tourism as strategic factor of development: The santiago route. [El turismo cultural como factor estratégico de desarrollo: El camino de Santiago] *Estudios Geograficos*, 68(262), 205-234.
- Lee, A. H. J., Wall, G., & Kovacs, J. F. (2015). Creative food clusters and rural development through place branding: Culinary tourism initiatives in stratford and muskoka, ontario, canada. *Journal of Rural Studies*, 39, 133-144. doi:10.1016/j.jrurstud.2015.05.001
- Lew, A. (2017). Tourism planning and place making: Place-making or placemaking? *Tourism Geographies*, 19(3), 448–466.
- Line, N. D., & Wang, Y. (2016). A multi-stakeholder market-oriented approach to destination marketing. *Journal of Destination Marketing and Management*, 6(1), 1–10.
- Lucarelli, A. (2018). Co-branding public place brands: Towards an alternative approach to place branding. *Place Branding Public Diplomacy*, 3, 1–12.
- Martínez, N. M. (2016). Towards a network place branding through multiple stakeholders and based on cultural identities: The case of “The coffee cultural landscape” in colombia. *Journal of Place Management and Development*, 9(1), 73-90. doi:10.1108/JPMD-11-2015-0052
- Martínez De Arano, I., Maltoni, S., Picardo, A., Mutke, S. et al. (2021). Non-wood forest products for people, nature and the green economy. Recommendations for policy priorities in Europe. A white paper based on lessons learned from around the Mediterranean. Series Knowledge to Action nº 5, 85 p. EFI/FAO. <https://doi.org/10.36333/k2a05>
- Maso, D., Matilainen, A. and Pettenella, D. (2011). The Role of Networks in Non-wood Forest Products and Services Market Development. In book:

Innovation in Forestry: Territorial and Value Chain Relationships (eds. G. Weiss et al.), pp. 154-168

McDonagh, J., Woods, M., & Nienaber, B. (2016). Globalization and Europe's rural regions - challenge and opportunity. *Globalization and europe's rural regions* (pp. 1-19) doi:10.4324/9781315585086

McManus, P., & Connell, J. (2014). Putting places on the map? marketing rural and regional australia. *Journal of Destination Marketing and Management*, 3(2), 105-113. doi:10.1016/j.jdmm.2014.01.001

Melnikova, E. (2020). The village in urban projections of modern russians. *Etnograficeskoe Obozrenie*, 2020(6), 5-11. doi:10.31857/S086954150013117-8

Meshcheryakov, T. V. (2011). Concept and tools of territory marketing management in the conditions of creative economy: Autoabstract of the dissertation of the doctor of Economics (p. 41). St. Petersburg.

Mettepenningen, E., Vandermeulen, V., Van Huylenbroeck, G., Schuermans, N., Van Hecke, E., Messely, L., . . . Bourgeois, M. (2012). Exploring synergies between place branding and agricultural landscape management as a rural development practice. *Sociologia Ruralis*, 52(4), 432-452. doi:10.1111/j.1467-9523.2012.00575.x

Mittilä, T., & Lepistö, T. (2013). The role of artists in place branding: A case study. *Place Branding and Public Diplomacy*, 9(3), 143-153. doi:10.1057/pb.2013.15

Moreira, J., & Silva, M. J. (2012). City marketing and identity: Study applied for small cities in rural and peripheral areas. *Transformations in Business and Economics*, 11(2), 149-161.

- Morgan N, Pritchard A and Pride R (2011) Destination brands: managing place reputation. Abingdon: Routledge.
- Moroz, O. V., Karachyna, N. P., Vakar, T. V., & Vitiuk, A. V. (2020). Territorial branding as an instrument for competitiveness of rural development. *Academic Journal of Interdisciplinary Studies*, 9(3), 166-175. doi:10.36941/ajis-2020-0052
- Mueller, A., & Schade, M. (2012). Symbols and place identity a semiotic approach to internal place branding –case study Bremen (Germany). *Journal of Place Management and Development*, 5(1), 81–92.
- Mutke, S., Bonet, J.A., Calado, N., Calvo, J., Taghouti, I., Redondo, C., Martínez de Arano, I. (2019). Innovation networks on Mediterranean non wood forest products. *Journal of Innovative Science and Engineering (JISE)*, 2019, vol. 3, núm. 1, p. 1-10. <http://hdl.handle.net/10459.1/68300>
- Niedomysl, T. (2007). Promoting rural municipalities to attract new residents: An evaluation of the effects. *Geoforum*, 38(4), 698-709. doi:10.1016/j.geoforum.2006.11.024
- Oliach, D.; Vidale, E.; Brenko, A.; Marois, O.; Andrighetto, N.; Stara, K.; Martínez de Aragón, J.; Colinas, C.; Bonet, J.A. (2021). Truffle Market Evolution: An Application of the Delphi Method. *Forests*, 12, 1174. <https://doi.org/10.3390/f12091174>
- Parment, A., & Brorström, S. (2016). Branding various-sized destinations: A study of millennial attitudes. *Global place branding campaigns across cities, regions, and nations* (pp. 199-227) doi:10.4018/978-1-5225-0576-1.ch010
- Pencarelli T., Forlani F., Dini M. (2015) The marketing of local products in the experiential perspective. The case of a truffle company. *Economia Agro-Alimentare/Food Economy*, 17(2), 11-32

- Pettenella, D., Secco, L., Maso, D. (2007). NWFP&S Marketing: Lessons Learned and New Development Paths from Case Studies in Some European Countries. *Small-scale Forestry* 6, 373–390. <https://doi.org/10.1007/s11842-007-9032-0>
- Pettenella, D., Secco, L. (2005). Small-scale forestry in the Italian Alps: From mass market to territorial marketing. In “Small-scale forestry and rural development: The intersection of ecosystems, economics and society”. Working Group 3 of the European COST Action E30 on the “Economic integration of urban consumers’ demands and rural forestry production”, pp 398-408
- Pezzi, M. G. (2017). From peripheral hamlet to craft beer capital: Apecchio and the 'alogastronomia'. *Italian Journal of Planning Practice*, 7(1), 154-185.
- Plumed Lasarte, M. (2013) Marketing adaptado al territorio: Place Marketing como herramienta de gestión de la imagen de destino. *Cuadernos de Estudios Empresariales* ISSN: 1131-6985, vol. 23, 133-147 http://dx.doi.org/10.5209/rev_CESE.2013.v23.47665
- Plüschke-Altöf, B. (2019). Fighting against or hiding behind an image of peripherality? response strategies to discursive peripheralization in rural estonia. *Journal of Baltic Studies*, 50(2), 233-250. doi:10.1080/01629778.2019.1595074
- Rainisto, S.K. (2003). Success factors of place marketing: A study of place marketing practices in northern Europe and the United States. Tesis Doctoral. Finlandia: Helsinki University of Technology
- Randall, G. (2000). Branding (p. 347). London: Kogan Page

- Rinaldi, C. (2017). Food and gastronomy for sustainable place development: A multidisciplinary analysis of different theoretical approaches. *Sustainability (Switzerland)*, 9(10) doi:10.3390/su9101748
- Romanova, L. V. (2015). Theoretical approaches to rural areas' marketing. *Actual Problems of Economics*, 172(10), 249-260.
- Roult R, Adjizian JM and Auger D (2016) 'Sense of Place in Tourism and Leisure: the Case of Touring Skiers in Quebec', *Almatourism-Journal of Tourism, Culture and Territorial Development*, 7 (13), 79-94.
- Rusak, O., & Palamarchuk, T. (2020). Analysis of agribusiness development in the context of the formation of place marketing. *Scientific Horizons*, (3), 34-43. doi:10.33249/2663-2144-2020-88-3-34-43
- Ryan, M. M., & Mizerski, K. (2010). Place branding for sustainable futures: A case study. *Place Branding and Public Diplomacy*, 6(1), 49-57. doi:10.1057/pb.2010.2
- Sang, S. (2021). Reconstructing the place branding model from the perspective of peircean semiotics. *Annals of Tourism Research*, 89 doi:10.1016/j.annals.2021.103209
- Saxena, G. (2016). Marketing rural tourism: Experience and enterprise. *Marketing rural tourism: Experience and enterprise* (pp. 1-180) doi:10.4337/9781784710880
- Secco, L., Pettenella, D., & Maso, D. (2009). 'Net-system' models versus traditional models in NWFP marketing: The case of mushrooms. *Small-Scale Forestry*, 8(3), 349-365. doi:10.1007/s11842-009-9088-0
- Senyao, S., & Ha, S. (2020). How social media influences resident participation in rural tourism development: A case study of tunda in tibet. *Journal of Tourism and Cultural Change*, doi:10.1080/14766825.2020.1849244

- Slee, B. (2011). Innovation in Forest-related Territorial Goods and Services: an Introduction. In: Weiss, Gerhard, Davide Pettenella, Pekka Ollonqvist and Bill Slee (Eds.): *Innovation in Forestry: Territorial and Value Chain Relationships*, CABI International, Oxfordshire; 118-130 (ISBN 978-1-84593-689-1).
- Sottini, V. A., Barbierato, E., Bernetti, I., Capecchi, I., Fabbrizzi, S., & Menghini, S. (2019). Winescape perception and big data analysis: An assessment through social media photographs in the chianti classico region. *Wine Economics and Policy*, 8(2), 127-140. doi:10.1016/j.wep.2019.07.001
- Stedman R, Beckley T, Wallace S and Ambard M (2004) 'A picture and 1000 words: Using resident-employed photography to understand attachment to high amenity places'. *Journal of Leisure Research*, 36(4), 580-606.
- Therkelsen, A., & Halkier, H. (2004). Umbrella Place Branding. A Study of Friendly Exoticism and Exotic Friendliness in Coordinated National Tourism and Investment Promotion. SPIRIT.
- Tiwari, A. K., & Bose, S. (2013). Place branding: A review of literature. *Asia Pacific journal of research in business management*, 4(3), 15–24.
- Tobias, S., & Müller Wahl, P. (2013). Can place branding support landscape conservation in city-regions? A case study from switzerland. *Land use Policy*, 30(1), 266-275. doi:10.1016/j.landusepol.2012.03.021
- Tregear, A., Kuznesof, S. and Moxey, A. (1998), "Policy Initiatives for Regional Foods: Some Insights from Consumer Research", *Food Policy*, Vol.23, No.5, pp.383-394
- Vegnuti, R. (2020). Cinque terre, italy - a case of place branding: From opportunity to problem for tourism. *Worldwide Hospitality and Tourism Themes*, 12(4), 471-483. doi:10.1108/WHATT-05-2020-0032

- Vikhoreva, M. V., Malanina, Y. N., Ogloblin, V. A., & Baklashkina, O. N. (2019). Diversification issues and prospects of agribusiness development in the baikal region. Paper presented at the *IOP Conference Series: Earth and Environmental Science*, , 315(7) doi:10.1088/1755-1315/315/7/072042
- Vuignier R. (2017) Place branding & place marketing 1976–2016: A multidisciplinary literature review. *Int Rev Public Nonprofit Mark* (2017) 14:447–473; DOI 10.1007/s12208-017-0181-3
- Vuin, A., Carson, D. A., Carson, D. B., & Garrett, J. (2016). The role of heritage tourism in attracting “active” in-migrants to “low amenity” rural areas. *Rural Society*, 25(2), 134-153. doi:10.1080/10371656.2016.1194324
- Vuorinen, M., & Vos, M. (2013). Challenges in joint place branding in rural regions. *Place Branding and Public Diplomacy*, 9(3), 154-163. doi:10.1057/pb.2013.18
- Wachter, M., & Wytrzens, H. K. (2015). *The impact of a local thematic focus on community building activities in rural villages*
- Walmsley, D. J. (2003). Rural tourism: A case of lifestyle-led opportunities. *Australian Geographer*, 34(1), 61-72. doi:10.1080/00049180320000066155
- Weiss, G., Emery, M.R., Corradini, G., Živojinović, I. (2020). New values of non-wood forest products. *Forests*, 11, 165; doi:10.3390/f11020165
- Wolfslehner, B., Prokofieva, I. and Mavsar, R. (editors). 2019. Non-wood forest products in Europe: Seeing the forest around the trees. What Science Can Tell Us 10. European Forest Institut.
- Yang, H., & Liu, K. (2018). A study on place branding strategy of characteristic agricultural products in xinjiang based on brand ecosystem. *Ekoloji*, 27(106), 1021-1028.

- Yuceer, H., & Vehbi, B. O. (2014). Adaptive reuse of carob warehouses in northern cyprus. *Open House International*, 39(4), 65-77.
- Zenker, Sebastian, Braun, & Erik (2017). Questioning a “one size fits all” city brand. *Journal of Place Management & Development*, 10(3), 270–287.
- Zhao, M., Lu, H., Liang, J., & Chan, C. -. (2021). Evaluating green resource branding using user-generated content data: The case study of a greenway in eastern guangzhou, china. *Urban Forestry and Urban Greening*, 66 doi:10.1016/j.ufug.2021.127395
- Zhukov, A. P. (2011). Logik of a brand structure. *Brand management*, 5, 274.
- Živojinović I., Weiss G., Wilding M., Wong J.L.G., Ludvig A. (2020). Experiencing forest products – An innovation trend by rural entrepreneurs. *Land Use Policy* 94:104506