

ERSA 2010 Call for papers

Special session: **Planning and place marketing – theoretical implications**

In the last few decades, place marketing has emerged as a key feature associated with planning for urban and regional development, attractiveness and competitiveness. However, place marketing is in many ways an unclear concept, interpreted in different ways in both practice and theory. The expanding place marketing literature is based on many different epistemological perspectives, and, thus, there are very different views on what place marketing is and what it means to a place and its development. In practice, place marketing is often equated with place branding and promotional activities, with the prime aim to sell pre-defined place products to various markets. However, building on the marketing concept, place marketing can be described as a demand-oriented planning and management process in which the place not only is defined by target markets, but also adjusted according to their demand. From this perspective, promotional activities constitute only one tool within a broader approach to place marketing. Accordingly, many different kinds of urban and regional planning activities are of direct relevance in the place marketing process. Place marketing can be considered a way of thinking in urban and regional planning that can be applied equally to different planning issues, for example economic development, public transport, housing, and heritage management.

At the ERSA 2010 congress we intend to explore theoretical implications of marketing practice in urban and regional planning. We would like to invite you to participate in this special session by contributing a paper. We are hoping that we can receive commitments from scholars in various scientific fields with a theoretical interest concerning planning and place marketing in a broad sense.

The deadline for abstracts is January 15, 2010.

Send your abstracts to elin.berglund@infra.kth.se

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