

Marketing Plan and Territorial Management: Vila Nova das Taipas (Portugal)

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EXECUTIVE SUMMARY

The territorial development strategies constitute an important instrument for the adequate growth and pursuit of development mechanisms transversal to different local dynamics. Territorial Marketing has assumed, in addition to Strategic Planning, a relevant importance in view of the high competitiveness between territories. Territorial Marketing assumes itself as an important working tool in the strategic planning of territories, regardless of its magnitude and typology, enhancing the promotion and development of regions taking into account existing needs and potential. The present chapter is based on an analysis of a very specific territory – Vila de Caldas das Taipas, where gaps and substantial resources are recognized that allow us to

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develop a plan of action and sustainable strategic development that accompanies general growth. In this sense, an intervention strategy is developed that seeks above all to provide the socio-cultural and economic well-being of the resident population, visitors, and private agents.

INTRODUCTION

Territorial Marketing is one of the fundamental elements of the strategic planning of territories and appears as a process of territorial management and decentralization of power in search of local development, always reinforcing the competitive advantages of the location (Cidrais, 1998). When we talk about the development of a territory from an integrated and interest-compromising perspective, the objectives of this development are all combined with the purpose of attracting or creating opportunities for the territory. These opportunities result from several aspects, such as local attractiveness initiatives, business, tourist and visitor-oriented initiatives, as well as the creation or consolidation of export markets (Nunes, 1999).

Currently, the evolution of globalization favors growing competition for tourists, visitors, investors, new residents and workers, between different territories (Kotler & Gertner, 2002). The competitive environment, which leads to greater awareness of marketing strategies, which indicates the main competitive advantages of the territory (Popkova, 2013; Fernandes & Gama, 2006; Metaxas, 2010), cited in Santos (2017). Territorial marketing comprises a set of strategic actions to attract new activities to territories, with the aim of favoring the development of organizations that carry out their activity, and of the territories themselves, and promoting a favorable image at a global level (Almeida, 2004).

Since the end of the 19th century and the beginning of the 20th century, there have been records of competitiveness between the various territories (Ward, 1998), with the aim of creating distinction and preference. Recent years have brought changes to the economy, culture and social values of the territories, leading them to operate in order to adapt to constant challenges (Kavaratzis, 2005).

The detachment from territories by individuals, investments, companies and industry is increasingly visible, making it imperative to create favorable and attractive environments. In this way, bringing new challenges to territories, where the ability to attract investments, businesses, tourists and residents has become essential (Anholt, 2007; Hospers, 2003; Kavaratzis, 2005; Zenker, 2009; Kotler et al., 1999).

As a response to this need, marketing played an important role in valuing territories, in transferring its application, theoretical and practical, to unique and peculiar environments, characteristics and needs of territories (Rainisto, 2003; Barke, 1999), with a view to the satisfaction of all its stakeholders (Kavaratzis, 2005).

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