

Chapter 2


AI and Digital Technologies for Transforming Territorial Branding Management: A Systematic Review

Meryem Bouizgar

 <https://orcid.org/0009-0009-0943-2057>

Sidi Mohamed Ben Abdellah University, Morocco

Mourad Aarabe

 <https://orcid.org/0009-0003-9772-6683>

Sidi Mohamed Ben Abdellah University, Morocco

Nouhaila Ben Khizzou

Sidi Mohamed Ben Abdellah University, Morocco

Lhoussaine Alla

 <https://orcid.org/0000-0002-7238-1792>

Sidi Mohamed Ben Abdellah University, Morocco

Ahmed Benjelloun

 <https://orcid.org/0009-0004-9673-2747>

Sidi Mohamed Ben Abdellah University, Morocco

ABSTRACT

Competitive pressure and evolving expectations have driven tourist destinations to adopt increasingly sophisticated branding strategies. Based on a systematic lit-

DOI: 10.4018/979-8-3693-8412-1.ch002

erature review following the PRISMA protocol, this study examines how artificial intelligence and digital technologies can be integrated into territorial branding processes by analyzing key articles published between 2015 and 2024. The results show that digital technologies enable better stakeholder participation and decision-making based on real-time data analysis while facilitating the adapting strategies to visitor preferences. Furthermore, the digitalization of destination management organizations enhances service personalization and reputation management.

INTRODUCTION

A notable debate exists between place branding and territorial branding in the context of regional development, highlighting the need for a standardized classification model for territorial branding practices (Almeida and Cardoso, 2022). This model aims to encompass various dimensions, including the brand itself, the territory, cultural diplomacy, local governance, social actors, and regional development. Furthermore, with the rapid advancement of digital technologies in recent years, the concept of Territorial Branding has emerged as an innovative approach to promoting territorial identities in immersive digital environments (Almeida, 2024a). This frontier offers opportunities to redefine territories beyond traditional physical boundaries through immersive encounters. Place branding typically focuses on the marketing and promotion of specific locations, often aiming to attract tourists, investors, and new residents. It emphasizes the unique attributes of a place, such as its attractions, amenities, and experiences, that can be leveraged for economic gain. Conversely, territorial branding encompasses a broader scope that includes the identity and image of a region as a whole, integrating social, cultural, and political dimensions. Territorial branding not only considers the economic factors but also the social fabric and governance structures that contribute to a region's overall appeal and livability. This distinction is significant because it underscores the need for a comprehensive approach to branding that integrates various stakeholders, including local governments, businesses, community organizations, and residents. By developing a standardized classification model, (Almeida, 2024b) propose a framework that encompasses multiple dimensions essential for effective territorial branding practices. This model aims to clarify the roles of different entities involved in branding, assess the impact of branding initiatives, and guide the strategic alignment of branding efforts with regional development goals.

Territorial branding serves not only as a marketing tool but also as a means of negotiating power dynamics in digital domains (Almeida, 2024a). Furthermore, (Vuignier, 2016) highlights the fragmented nature of the existing literature on territorial branding, characterized by a lack of coherent theoretical frameworks and

32 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/ai-and-digital-technologies-for-transforming-territorial-branding-management/373802

Related Content

Elevating Precision Medicine: Uniting Digital Twins and AI in Healthcare Web-Service Platform Design

Pranoti Madhukar Ghotekar, Prajesh Rajesh Dhande, Pranay Ganpat Ughade, Pratik Vijay Waghmare and Pravin Jaronde (2024). *Harnessing AI and Digital Twin Technologies in Businesses* (pp. 175-186).

www.irma-international.org/chapter/elevating-precision-medicine/352168

Transforming Industrial Cyber Defense Using Machine Learning-Driven Strategies for Critical Infrastructure

Ikrama Dayyabu Hayatu, Mustapha Mukhtar Muhammad, Kabiru Uba Kiru and Amrita (2026). *Intelligent Cyber Defense for Critical Infrastructure* (pp. 157-176).

www.irma-international.org/chapter/transforming-industrial-cyber-defense-using-machine-learning-driven-strategies-for-critical-infrastructure/410227

Islamic Finance and Fintech: A Scoping Review

Nitish Kumar Minz, Nikhat Mushir, Sunita Tanwar and Mustapha Chaffai (2024). *Fintech Applications in Islamic Finance: AI, Machine Learning, and Blockchain Techniques* (pp. 150-170).

www.irma-international.org/chapter/islamic-finance-and-fintech/334987

Broad Perspective of Smart Home Technology in 2024

Joseph M. Schulz and Jack S. Scilla (2024). *International Journal of Smart Technologies* (pp. 1-27).

www.irma-international.org/article/broad-perspective-of-smart-home-technology-in-2024/350186

Broad Perspective of Smart Home Technology in 2024

Joseph M. Schulz and Jack S. Scilla (2024). *International Journal of Smart Technologies* (pp. 1-27).

www.irma-international.org/article/broad-perspective-of-smart-home-technology-in-2024/350186