

Micro-practices and the Stakeholders' Actions: their Impacts on Destination Branding

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Introdução

In tourism, attracting people has become a challenge due to intense competition between destinations. Research on place management has gained relevance, but there is a lack of studies on strategy development in the tourism sector. Micro-practices conducted by various groups, beyond the top management team, play a crucial role in shaping organizational strategies. Individuals and external stakeholders can influence strategy formation, with stakeholders being viewed as key strategic assets for organizational and destination development.

Problema de Pesquisa e Objetivo

Previous studies have revealed that micro-practices have impacted organizations, highlighting the importance of practices in building strategies. This raises questions about how micro-practices can affect destination branding, given that stakeholders can modify planned strategies for a place's development and about preserving cultural and environmental heritage and the role of stakeholders in co-creating value and developing the tourist brand. Hence, this study seeks to understand how the micro-practices conducted by different stakeholders can impact the development of the destination brand.

Fundamentação Teórica

Theoretical concepts of Strategy as Practice (SAP) and Destination Branding provide valuable support in understanding the practices of diverse stakeholders in the tourism industry. The text addresses two key subjects: SAP and Destination Branding. In the context of SAP, it delves into comprehending how organizations formulate and execute strategies by examining micro-practices and human actions within the organization. The text explores Destination Branding's role in enhancing tourist destinations' image and reputation, emphasizing micro-practices for strategy execution.

Metodologia

This research adopts a qualitative and interpretative approach, as the micro-practices exhibit distinct characteristics within each field under study. A case study methodology was employed, involving interviews and document analysis, to identify key themes such as Tourist Entrepreneurship, Strategic Marketing, Economic Development of Tourism, and Environmental and Cultural Management for Sustainable Development. These themes serve as guiding points for discussing how stakeholders' actions influence the formation of the destination brand.

Análise dos Resultados

The manuscript emphasizes the imperative of sustainable development by integrating environmental preservation with economic optimization. Stakeholders acknowledge the pivotal role of tourism in driving economic growth and advocate for policies that safeguard cultural heritage and engage local communities. The text underscores the significance of environmental and cultural management in achieving sustainable development, along with strategic marketing and integrated communication within the tourism context.

Conclusão

The study examined the micro-practices of stakeholders and their influence on the destination brand of Florianópolis. It underscores the alignment between theory and practice, highlighting how various

groups contribute to shaping the brand through their strategies. Although focused on Florianopolis, future research should explore the impact of micro-practices on tourist brands in other cities. This could be achieved by expanding the respondent pool and incorporating quantitative models to further enhance our understanding of the relationship between SAP and Destination Branding.

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