

CITY-BRAND AS A TOOL OF TOURISM PROMOTION
Is it an Instrument of National and International Positioning Strategy?

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This article analyzes the City-Brand, a recent tool implemented by local governments. Some changes in borough functions and in business' logics allowed the implementation of new policies. In this context, the City-Brand policy proposes an alternative way of development for cities and private companies, making a substantial contribution to tourism promotion and positioning strategy. Therefore, the present research aims to examine the creation and implementation of City-Brand in Argentina, taking two cases studies: the municipalities of Tandil and Villa Gesell in the province of Buenos Aires, Argentina, during the period of 2003-2007. Then, through real cases the paper analyzes the characteristics, weakness and strengths of the creation and implementation of City-Brand in Argentinean cities.

KEY WORDS: *City-Brand, local governments, positioning strategy, tourism.*