

Two Ways for Territorial Brand Promotion in Tourism

Comparative Discourse Analysis: Lapland vs. Kuusamo and of South Tyrol vs. Italy

Sini J äntti, Heidi Tiensuu, Rauno Rusko
University of Lapland, Rovaniemi, Finland

This study focuses on the similarities and the differences of territorial brands and identities of two territorial case study examples which have cultures “in-between”: Lapland and Kuusamo in Finland, and South Tyrol in Italy. Territorial brand and identity are popular and important themes generally in social sciences but less applied to tourism research. However, identity and brand have a significant role in the demand for goods and services of tourism. Stakeholders are important actors in territorial brand promotion. Therefore, also the public opinion and attitudes of tourists and “the common man” about territorial brand are of great importance. This study analyses, in this comparative case study, territorial brand identity in the context of tourism by using qualitative methods and especially discourse analysis on websites reflecting the general opinion of public about territorial brand. The results reveal different nuances and meanings of territorial brand in tourism. Two different emergent branding strategies have been noticed for tourism areas. On the one hand, in the case of Lapland and Kuusamo, hanging on to regional boundaries can restrict cooperation and slow down progress in tourism and regional development. On the other hand, in the case of South Tyrol, multicultural identity and features can be a source for attraction in the tourism business. This study, with its findings, encourages to study territorial identity in the tourism business and to launch a qualitative approach for this theme.

Keywords: territorial identity, tourism, brand promotion, comparative case study

Introduction

Territorial identity is a very popular branch of research in social sciences (Pollice, 2006; Roca & Oliviera-Roca, 2007; Oliveira, Roca, & Leit ão, 2010) but in tourism research this is a less studied theme (Elias-Varotsis, 2006; Chengeto, 2013). However, our study is focused on territorial identity especially from the perspective of the tourism business in the form of territorial marketing and brand promotion (Temperini, Gregori, Cardinali, & Perna, 2012). In tourism, territorial identity might be one of the reasons for the attraction of tourists. Many tourism destinations are even carefully promoting and developing their territorial identity, image, and brand by destination marketing organizations in order to increase the attraction (Kyl änen & Rusko,

Sini J äntti, M.Sc. Student, Multidimensional Tourism Institute, University of Lapland.

Heidi Tiensuu, Bachelor of Science, Multidimensional Tourism Institute, University of Lapland.

Rauno Rusko, Ph.D., Lecturer, Faculty of Social Sciences, University of Lapland.

Correspondence concerning this article should be addressed to Rauno Rusko, Faculty of Social Sciences, University of Lapland, P.O.Box 122, FI96101 Rovaniemi, Finland. E-mail: rauno.rusko@ulapland.fi.

2011) because of growing competition among geographical areas (Temperini et al., 2012). This promotional work might comprise even the whole province. One example of this is Finnish Lapland, in which remarkable efforts have been made in order to promote business and tourism in the region (Amey, 2010, p. 7). Another example associated with territorial identity and tourism is South Tyrol, which has strong connections with Germanic culture in spite of its belonging to Italy.

The specific characteristics of these two cases—the brand promotion of Lapland, which is based on territorial identity and cultural and historical identity, and this Germanic background of South Tyrol—are reflected in the tourism business, and are, therefore, very interesting research subjects for tourism research. The brand and identity of Lapland are especially interesting because of the case of the tourism destination Ruka, which belongs to the municipality of Kuusamo and the region of Northern Ostrobothnia, but geographically has the same characteristics as many destinations in the region of Lapland. Lapland has a famous brand especially in winter tourism, which is based on, in addition to the natural environment, these long-term national and international promotional efforts. Because of the similar characteristics of location, natural conditions, topography, and tourism, Kuusamo and Ruka could be members of the Lapland brand organization. However, administratively the public financing of tourism projects is more complicated if also Kuusamo is involved in those projects. This is the case also in South Tyrol: It has many characteristics typical for Tyrol (in Austria), for example, common German language and Germanic culture, but it belongs to Italy. The case of Tyrolis is especially interesting because of its reflections of territorial identity on tourism services and brand.

This paper focuses on territorial identity and tourism by studying the attitudes of the public and tourists to the brand of Lapland and position of Kuusamo in this brand, and the brand of Tyrol and the position of South Tyrol in this brand. Methodologically, this study is based on discourse analysis and on 254 chat comments about these focal points. This paper shows how territorial identity, administration, and the tourism business appear with various meanings in the discourses of tourists and common people. The results of this study are important because they reveal the significance and different meanings of tourism as a part of territorial identity among “the man in the street”. There are several reasons why opinions and attitudes of tourists and the common man are important: Significant tourism destinations are a part of the local and even national culture and routine of inhabitants. Furthermore, nowadays the role of customers is seen as more active than before also as prosumers (Toffler, 1981) co-creating the value of the product with the provider of the service (Lusch & Vargo, 2006). This study contributes by focusing on territorial identity in the context of tourism using mainly chats and blogs as research material, still a less studied subject in social sciences.

This study is organized as follows. After the introduction there is a literature review about identity, brand promotion, and tourism business in the context of territory and spatial development work. In the third section the research design and the cases (on the one hand, the regions of Lapland and Kuusamo, and on the other hand, Italy and South Tyrol) of this study have been introduced. After that following the discourses of common people about territorial identity in the context of Kuusamo, Lapland and South Tyrol, Italy associated with tourism and the tourism brand. Finally there are conclusions.

Literature Review

Territorial Identity

Territorial identity is a typical research subject in social sciences. There are, especially in the branch of national and international political research, several studies focusing on territorial identity. For example,

Knutsen (2010), Núñez (2010), Herb (2004), and Bolanos (2011) emphasized political perspectives in the context of territorial identity. In tourism research, the theme of territorial identity has received only minor interest, e.g., in the context of events (Elias-Varotsis, 2006), or in the forms of place identity, in which place identity or cultural identity (Hillel, Belhassen, & Shani, 2013) refers to the connection between a place and one's personal identity and contains both cognitive and affective elements (Ramkissoon, Smith, & Weiler, 2013, p. 554). The subjects of tourism brand and territorial identity have been considered more carefully in the end of this section two.

Knutsen (2010) studied "How can we explain that people in different regions vote for different political parties?". This article is essential in our research context, because Knutsen (2010) finds that in addition to social structure and the various value orientations (old political values), territorial identities are important explanatory variables of how we can explain the regional cleavage.

One studied perspective for territorial identity is based on language. Territorial identity in the context of language has been studied, e.g., in connection with Catalonia, Quebec (Gade, 2003) and Acadians (D. Bourgeois & Y. Bourgeois, 2005). Catalonia belongs to Spain having two languages: Catalan and Spanish. In Quebec and Acadians there are also two languages: English and French. These cases resemble the cases of South Tyrol vs. Italy and Kuusamo vs. Lapland. In South Tyrol the languages are Italian and German, and in Lapland Finnish and Lapp. In Kuusamo, they use only the Finnish language, and also in Lapland most of the inhabitants speak Finnish, however.

All in all, generally the studies considering territorial identity are concentrated on the themes of politics, multicultural history and languages. Tourism and brand promotion are not typical themes associated with territorial identity. However, the emphasis is in these perspectives in this study. The main contribution of this study is based on the combination of territorial identity and territorial brand (promotion) and their appearance to tourists and the common people.

Territorial Brand Promotion

Practically, the studies of territorial brand promotion are missing from the literature of social sciences and marketing with some minor exceptions (Temperini et al., 2012). However, this section concentrates on the literature that at least touches this theme. Territorial brand has been considered generally, for example, in the papers of Lorenzini, Calzati, and Giudici (2011) and Denicolai, Cioccarelli, and Zucchella (2010) in the case of Italy, and partly in the study of Amey (2010) in the case of Lapland.

There are dozens of different definitions of brand. This study introduces only some examples. According to Imandoust, Honameh, and Fahimifard (2011, p. 793) "Brand is purely an attribute, the purpose of which is to determine a company's product, certify its origin and differentiate it from the competition", or "The brand is one kind of name, design, and symbol" (Liao, 2012, p. 634). For example, according to American Marketing Association, brand is "a name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors". Following the perspectives of Lorenzini et al. (2011, p. 542), this paper uses the definition of Aaker (1996, p. 68) for brand: "A brand is a multidimensional assortment of functional, emotional, relational, and strategic elements that collectively generate a unique set of associations in the public mind". This latter definition enables and better takes into account the perspectives of place branding, which is especially important for our study.

According to Lorenzini et al. (2011), the building of territorial brands is a way of promoting the territory in order to attract investments and populations, to promote the companies located in it as well as their products and to increase the portfolio of established companies. Furthermore, territorial brand has also connections with promoting the territory as a tourist destination. In addition, territorial brands are a particular type of brand that has been addressed also in the literature on place branding. Since territorial brands aim to promote an image of quality and sustainability of the territory, they can be considered as a tool of place branding (Lorenzini et al., 2011, pp. 541-542).

Kavaratzis (2005) and Lorenzini et al. (2011) see that place branding is based on several components:

- (1) Place of origin branding;
- (2) Nation branding;
- (3) Culture/entertainment branding;
- (4) Destination branding;
- (5) Place/city branding.

Based on these components, place branding may consist of the use of the qualities, images, stereotypes of the place, and the people living in that place, the effects of branding the nation for the benefit of tourism development and the attraction of foreign investments, the effects of cultural and entertainment branding on the physical, economic, and social environment of cities, the role of branding in the marketing of tourism destinations and an approach to integrate, guide, and focus place management (Lorenzini et al., p. 542).

Romanazzi, Petruzzellis, and Iannuzzi (2011) have considered the territorial brand of Apulia in Italy in the context of websites. They investigate the effectiveness of the portal in matching tourist needs and place features in order to measure the effect of the new regional portal on the Apulian territorial brand reputation and the tourist flows. Their research “attempted to better understand the promotional contribution of a website to better developing a systemic territorial offer, trying to globally communicate the regional image...” (Romanazzi et al., p. 806). In this context, the importance of webpages is emphasized. However, also for the image (brand) promotion of Lapland and for the authorities of Lapland webpages have an important role (Amey, 2010).

National brand promotion has been considered in the context of store brands by Manzur, Olavarrieta, Hidalgo, Farías, and Uribe, (2011) and Garretson, Fisher, and Burton (2002). As a result, Manzur et al. (2011) noticed that value consciousness has a stronger impact on attitudes towards national brand promotions in comparison with attitudes towards store brands (Manzur et al., 2011, p. 290). Both of these studies noticed the positive impact of value consciousness to private (store) and national brand promotion (Manzur et al., 2011; Garretson et al., 2002). Actually, these results reflect that also in territorial brand promotion values have to be an important part of branding.

Territorial Identity and Brand Promotion in Tourism

There has been a wide diffusion of the use of territorial brands “to promote tourism, although the literature has not yet proven its effectiveness in tourism development” (Lorenzini et al., 2011, p. 41). The definitions and perspectives of Lorenzini et al. (2011, p. 541) are well suited for this study. For example, they define territorial brand:

It is applied to a specific geographic area or its products rather than to a single firm; consequently it involves and is used by a multiplicity of different stakeholders; it is linked to the historical, cultural, environmental or social conditions of an area. (Lorenzini et al., 2011, p. 541)

This study understands and emphasizes territorial identity and brand promotion similarly.

In tourism and tourism destinations, the stakeholders are especially important. For example, the role of the public sector and municipalities is significant in developing and planning cooperation within and between tourism destinations (Rusko, Kylänen, & Saari, 2009; Kylänen & Rusko, 2011). One suitable example is the case of Pyhä-Luosto. The destination Pyhä-Luosto is actually a composition of two separate tourism destinations in Finnish Mid-Lapland with about a 20 kilometre distance between them. The role of the public sector, municipalities and projects is essential in the brand promotion of the Pyhä-Luosto tourism destination (Kylänen & Rusko, 2011).

Territorial or place-related brand promotion of a tourism destination has several levels. For example, Pykäänen (2012) noticed in her study about tourism cooperation of Rovaniemi that there are three minor areas which have their own brand or identity. These three separate areas are easy to notice in local brand cooperation. However, for foreign tourists Rovaniemi appears as one consistent brand of a tourism destination, which is based on multifaceted cooperation between the stakeholders of this destination.

In all, territorial identity has been a less studied theme in the context of tourism. Only one study has clearly focused on this subject (Lorenzini et al., 2011) emphasizing quantitative analysis. Furthermore, a couple of other studies have touched this theme without focusing exactly on territorial identity and brand in the context of tourism (Kylänen & Rusko, 2011; Rusko et al., 2009; Pykäänen, 2012). One interesting perspective is place identity, which has been considered, e.g., in the context of film tourism (Connell, 2012). This study concentrates in this study on territorial identity and brand in the context of tourism by using qualitative methods.

Research Design and the Case: Lapland and Kuusamo

Methodology

We study territorial brand and identity by exploiting two cases: Lapland and Kuusamo, and Italy and South Tyrol. Our study is based on a qualitative analysis of websites, especially chat and blog discussions of tourists and of “the ordinary man”. Available literatures and studies considering the cases and methods complete the analysis. Actually, this study follows the case study strategy, in which several sources, perspectives, and methods are possible while studying the cases (Yin, 1989; Eriksson & Kovalainen, 2008). The cases consist of two geographic areas: Kuusamo in Finland and South Tyrol in Italy.

The case study material is based on blogs and other web discussions or comments which consider territorial identity and regional brands in the context of Kuusamo, Lapland and of South Tyrol, Italy. The material was collected from the web during the spring of 2012 (case Kuusamo, Lapland) and during the summer and autumn of 2012 (case South Tyrol, Italy). The materials are in two languages: in Finnish and in English. There are altogether 254 discussions considering the cases. The material consists of these two cases because, based on the web discussions, in both of these cases territorial identity and brand have strong connections with tourism, and this feature seems to have a great importance also among the web-based discussions. In both of these cases the web discussions are focused on tourism and economy, and in these areas territorial identity is directed peacefully (i.e., there is no crisis in these areas).

The chosen method: The analysis based on blogs and web discussions is an ascending research perspective in tourism (Banyai & Glover, 2012; Wang, 2012). Banyai and Glover (2012) noticed in their study that there are two most popular research methods used to analyse the content of online diaries and travel blogs: content analysis and narrative analysis. Although in our study the main aim is not focused on travel blogs and their

analysis, parts of the material are or resemble travel blogs, because these blogs often consider also territorial identity and brands.

Instead of narrative analysis, our study rather follows content analysis or discourse analysis. Banyai and Glover (2012, p. 274) mentioned also specific types of qualitative methods, such as an interpretivist approach of content analysis, which can be used to extrapolate the latent meanings in content analysis. This study investigates blogs and web-based discussions stressing particularly the interpretation associated with the bloggers' and other web-writers' understanding of the spatial identity of the two case study areas based on their experiences and intuitions. Bosangit, Dulnuan, and Mena (2011) studied a deeper understanding of the post-consumption behaviour of tourists by using discourse analysis. Although, this paper does not investigate the behaviour of persons, it is possible to claim that discourse analysis is also a suitable method for this analysis. Instead of behaviour, this paper studies attitudes and meanings associated with the Kuusamo, Lapland and South-Tyrol, Italy case combinations among bloggers and other participants of web discussions. Furthermore, e.g. the identity of Lapland has already been studied by using discourse analysis as a research method (Haapaniemi, 2007) in the context of decentralization of public administration from the South of Finland to Lapland. In addition, in contemporary tourism research, discourse analysis is a typical method, e.g. in the context of website studies (Hallett & Kaplan-Weinger, 2010).

About the Case: Kuusamo and South Tyrol

The cases consist of two geographic areas, which are somehow “in-between”: Kuusamo in Finland and South Tyrol in Italy (see Figure 1). Kuusamo and its tourism destination Ruka have several of the same geographical characteristics as the many destinations in the region of Lapland. However, the municipality of Kuusamo belongs to the region of Northern Ostrobothnia. Lapland has a famous brand especially in winter tourism, partly because of long-term national and international promotional efforts. South Tyrol has many characteristics typical for Tyrol (in Austria), for example, common German language and Germanic culture, but it belongs to Italy. South Tyrol (Aldo Agide in Italian) is one of the two autonomous provinces that make up the autonomous region of Trentino-Alto Adige/Südtirol.

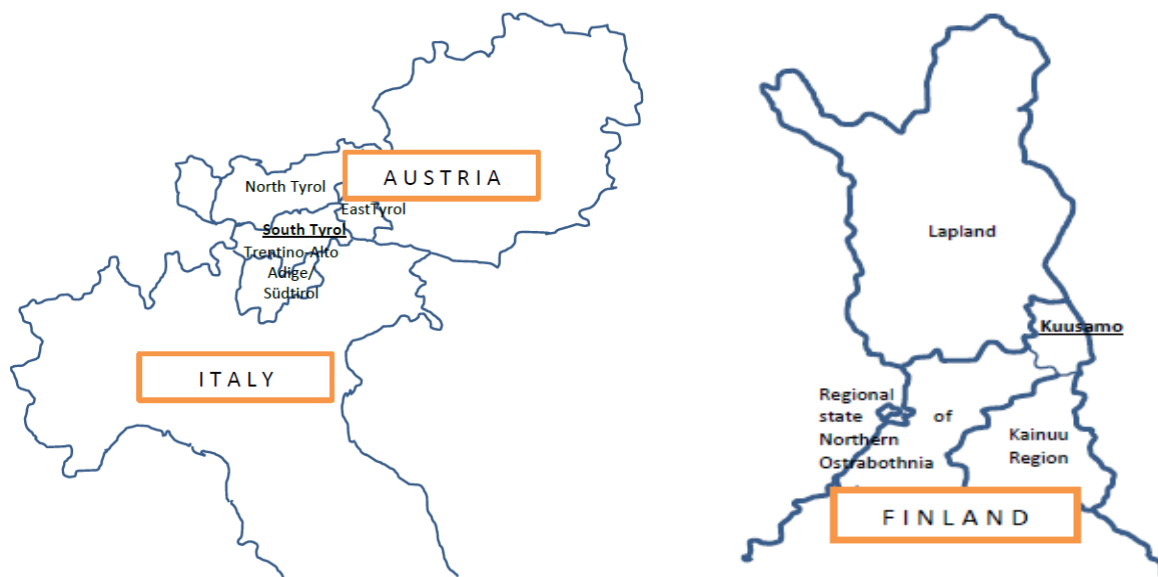


Figure 1. Geographical areas of the cases: Kuusamo and South Tyrol.

Case: Kuusamo and Lapland. The municipality of Kuusamo, and its tourism destination Ruka, belong to the region of Northern Ostrobothnia, but geographically they have the same characteristics as the many destinations in the region of Lapland.

Lapland has a famous brand especially in winter tourism based on long-term national and international promotional efforts (Amey, 2010). According to local public authorities, the strong Lapland brand emphasizes pure nature, high quality service provision, rich culture, and a leisurely way of life (Lapin liitto, 2007, p. 5). The contemporary development activities in the Lapland brand are directed to promote Lapland not only as a tourism destination but also as a dwelling place and a working place. The authorities of Lapland launch the Lapland brand with the following underlying features: creativity, cool, contrast, and credibility (Lapin liitto, 2010)

Because of the similar characteristics of location, natural conditions, topography, and tourism, Kuusamo and Ruka could be a member of the Lapland brand organization. However, administratively the public financing of tourism projects is more complicated if also Kuusamo is involved in the projects. However, the public authorities came to an understanding after long negotiations in 2011 about the co-marketing of Lapland and Kuusamo. Now the Regional Council of Lapland (Lapin liitto) is responsible for the development of the Lapland brand (Tolvanen, 2011). Lapland is large in extent, about 100,000 km², but has only 183,000 inhabitants. Thus, the population density is about 2 persons per km² (for land areas). In Kuusamo there are 16,200 inhabitants and geographical extent about 5,800 km² meaning 3.3 persons per km² for land areas. Despite its sparsely populated character, Lapland has, however, its own identity, which is based, according to Haapaniemi (2007), on cultural identity and territorial identity.

Case: South Tyrol and Italy. The position of South Tyrol is between Austrian Tyrol and Italy. The main language is the same as in the other parts of Tyrol: German (75 percent of inhabitants). However, South Tyrol belongs to Italy. The area of South Tyrol is about 8,000 km² and population about 510,000 inhabitants. Thus, the population density is 69 inhabitants per km². The situation of South Tyrol dates back to the historic County of Tyrol or originally the Austro-Hungarian County of Tyrol, of which South Tyrol was a part until World War I when it was incorporated into Italy.

Thus, South Tyrol is between two cultures: on the one hand, the German/Austrian culture associated with the underlying historical Tyrolean culture, and on the other hand, contemporary Italian culture with the status of autonomous province in northern Italy. In the case of South Tyrol, language is a very important cultural feature. For example, in the Free University of Bozen-Bolzano students study their courses in Italian, German, and English. In addition, there are also some courses in Ladin, one of Europe's smallest languages, an original language in northern Italy.

Tourism is an important industry in South Tyrol. The specific role of South Tyrol is reflected in the features of tourism: Germany is traditionally the most important source of tourism for South Tyrol (Brida & Risso, 2009). South Tyrol is part of a popular tourism area: the European Alps, which are one of the most important recreation areas of Europe with about 370 million arrivals. According to Pechlaner, Raich, and Zehrer (2007), millions of people in the urban areas around the Alps (e.g., Milan, Munich, etc.) spend their holidays in this destination.

Table 1 is comparing collage about general characteristics of these two Kuusamo-Lapland and South Tyrol-Italy cases and overnights of national and international tourists. Statistics show that density of tourism (overnights per population) is higher level in Kuusamo than in Lapland and higher level in South Tyrol compared with whole Italy.

Table 1

Comparing Collage Between the Case Areas

Geographic area	Population	Surface area (km ²)	Density (per km ²)	Overnights of tourists (foreigners)	Overnights/Population
Lapland	182,327	100,366,89	1.97	2,227,180 (810,676)	12,215 (4,446)
Kuusamo (Ruka)	16,016	5,809,00	3.22	465,200 (105,300)	29,046 (6,575)
Italy	59,433,744	301,338	197.7	386,000,000 (176,000,000)	6,495 (2,961)
South Tyrol	511,750	7,399,97	69	28,882,000 (18,698,000)	56,438 (36,537)

Note. Sources: South Tyrol in figures 2012; Eurostat; Statistics of Finland.

“Stop Nibbling and Cooperate!”—The Results of the Discourse Analysis in Lapland vs. Kuusamo

As an outcome of discourse analysis of websites, this paper got the following four main discourses: spatial identity, collaboration as a synergy, nature as a connecting issue, and intention to gain. Furthermore, for each main discourse this study found sub-discourses, which specify these main discourses more closely.

Spatial Identity

The spatial identity discourse contains the regional awareness of inhabitants. The territorial awareness includes such things as the historical development of the region, the special characteristics of the region, and the relation to the development of the society. Spatial identity forms via institutional practises and discourses. A common shared identity can create a sense of cohesion and encourage to collective action. The identification to the region does not form administratively (Suopajärvi, 1999, pp. 16-17). Our material showed that the Lappish people have a strong spatial identity and Kuusamo did not belong to it. The meaning of the identity was emphasized, so that the “we Lappish” discourse got a “the others” discourse as a contrast. This “the others” discourse represents that the outside of the official Lapland the relation to the cooperation is seen as a positive thing, and the attitudes towards the cooperation are less strong.

“We Lappish”. The “we Lappish” sub-discourse forms a picture of a strong territorial identity. The fact that Kuusamo would belong to Lapland was seen as a negative thing and many comments showed that Rovaniemi and the Arctic Circle were seen as the border of Lapland. Also official territorial divisions between regions were considered important because of the strong territorial identity. In this account, the municipality of Posio was accepted to be a part of the region of Lapland because it administratively, based on geographical borders, belongs to it. Instead, the attitudes towards Ruka-Kuusamo region’s membership in the Lapland Brand were negative since Ruka-Kuusamo is not officially part of the Lapland region. The brand cooperation between regions was opposed on the grounds of similar cases which also strongly depend on territorial division. This case was parallel to the province of Champagne, which has an exclusive right to produce sparkling wine which is called champagne. This sub-discourse strongly demonstrates that the Lappish people want to keep (the brand of) Lapland to themselves.

They might be right, those who resist that Kuusamo would be involved in the status of Lapland, inhabitants of Kuusamo do not belong in Lapland! (Kaleva, 2010)

...you displeased all Lappish, Kuusamo does not belong in Lapland, just ask them! (Suomi24, 2006a)

Lapland starts from Rovaniemi. It is the gate of Lapland. It is a self-evident matter.

Lapland starts geographically from the POLAR CIRCLE. (Suomi24, 2012)

There are also other matters which depend on the area. Champagne we get only from the province of Champagne, the other ones are sparkling wines. Costa del Sol is Summer Beach, the others are something else. Lapland is Lapland and Koillismaa (of Finland) is what it is. (Kaleva, 2008)

The others. Also the others, which refer to people living outside of the Lapland region, have noticed that the Lappish want to keep the brand of Lapland to themselves. Consequently people living in Kuusamo and other parts of Finland have less strong attitudes towards the brand cooperation compared with the Lappish. This discourse reveals that people living outside of the borders of Lapland think that the unwillingness to brand cooperation steams from fear. According to our analysis, fear is linked with the weakening of territorial identity when the brand of Lapland would be enlarged and simultaneously the typical features of Lapland exported outside of the area. However, “the others” sub-discourse emphasizes a relatively positive attitude towards collaboration.

Koillismaa ends in Posio and Lapland starts from the north side of the City of Rovaniemi, which means that between them is a wide area of Peräpohjola (Nordbotten in Swedish). We, the inhabitants of Koillismaa, have no reason to get involved in Lapland advertising. (Kaleva, 2008)

For the majority of the inhabitants of Kuusamo, it is “shit-nonsense” whether Kuusamo belongs to Lapland or not, but it seems to piss the Lappish off enormously if someone claims so. (Suomi24, 2006a)

From the perspective of Ostrobothnia that (attitude) of the Lappish seems to be childish. (Lapin Kansa, 2011)

Northern Finland will not develop, if we think (so) cliquishly. The underlying factor might finally be FEAR that prevents matters from progressing to a good direction. (Kaleva, 2010)

Collaboration as a Synergy

Cooperation between Lapland and Kuusamo was seen as a synergy, it created common advantage, resources, and common good. Especially common marketing was seen as a possibility. Common marketing has been justified, e.g., based on the attitudes, in which whole Finland is Lapland for tourists.

Marketing as a unified whole. This discourse shows that the attitudes towards cooperation in marketing were positive. As a consequence, the discussion about territorial borders was seen as ridiculous territoriality. Although common marketing was regarded as a positive matter, the public objected to the unity of the regions. Taking Kuusamo under the umbrella of the marketing of Lapland could bring more resources to the marketing (of both regions). In the long run, the areas would benefit from this in the form of increased interest of potential tourists. In this way it is not seen that Koillismaa is cherry-picking. People have also realized the fact that even Finland is a small unit in the world, not to mention Lapland. Under these circumstances there might not be enough resources to market both areas as singular entities.

At last! It is really high time to start marketing Lapland as a whole and in cooperation, without any unnecessary consolidation of municipalities. (YLE, 2010b)

It is ridiculous to take up the borders of the province with marketing. We do not do this way in other marketing actions either, but rather take away items as much as the area pulls. (Kaleva, 2008)

The smallest unit in global tourism is Finland, the whole country. You nibblers WAKE UP! (Kaleva, 2010)

It will pay off to invest together in Northern marketing and of course in this case also leave its mark in the so-called free money, i.e., social subsidies from the EU on marketing costs. The larger surroundings will hit the spot, then we have more to provide and attractiveness will increase. In any case we will decrease this territoriality. (YLE, 2010b)

Collaboration as a Resource

In some of the comments collaboration was seen also as a resource and as a way to create common good. In this context collaboration as a recourse differs from marketing in the way that it emphasizes collectivity and communality. This sub-discourse also reveals the mindset that the regions of Kuusamo-Ruka and Lapland can be much stronger together than alone.

The entrepreneurs of Fell Lapland should swallow their pride and join the common good. It is needless to establish any own associations. Then you are three side by side in exhibitions; Lapland, Fell Lapland and Lapland of Kuusamo, they will have a good laugh about this and money burns. (YLE, 2010a)

Collaboration is a resource and it might bring gain for all participants! When will we have the day when the inhabitants of Kuusamo and Enontekiö are together selling Finnish Lapland to the Japanese, Chinese, and Koreans? (Lapin Kansa, 2011)

Stop nibbling and everyone pull together. (Kaleva, 2008)

Lapland as a Subjective Concept

The experience of where Lapland is? The question is subjective and totally dependent on where the person comes from. Foreigners do not understand the difference of what is and what is not Lapland in Finland. Similarly, Finnish people do not make regional distinctions when travelling, for example, to the Alps. The Alps are also divided across three countries: Switzerland, Austria, and Italy. The boundaries inside Finland are not clear in the mind either. In this context, it can be understood so that whether Kuusamo belongs to Lapland or not is not globally considered meaningful. To foreigners even Helsinki is considered as Lapland. Consequently, trouble-free cooperation is a positive and synergy creating matter.

They are selling reindeer skins already in the Helsinki-Vantaa airport, but it will not make it Lapland, except in the opinion of foreigners. (YLE, 2010b)

Whole Finland could be marketed under the umbrella of Lapland and still it would be solid for tourists! When arriving at Helsinki-Vantaa airport, the atmosphere does not depart much from Rovaniemi. So much we are apart from foreigners and reindeer get on well also in Korkeasaari (zoo of Helsinki). (Kaleva, 2008)

As a brand, Lapland is not the same as the Province of Lapland, thus nobody will look at these kilometres and borders. Whole Finland is a periphery, which is located at the polar circle. From Helsinki the distance to the polar circle is only 700-800 kilometres, so also Helsinki is located at the polar circle. This will obviously begin to look clearer also for Finns if you think about a place which is located 700 kilometres from the equator. From Finland, this place is located practically on the equator. (Kaleva, 2010)

We Finns go for holiday, e.g., to Africa, America, Canary Islands, e.g., to the Alps. If the entrepreneurs of Lapland and of Koillismaa realize the fact that, e.g., the Japanese come to Europe and the British to Lapland, so the areas are much wider, such as the Arm of Finland. (Lapin Kansa, 2011)

If someone of the Southern folks are following this Lapland discussion, they are confused about what is the case in these border rows and discussions. Most Finns have not been north of the Jyväskylä-Vaasa line during their whole life. It is all the same where whatever border for a damn tourism brand is. Lapland is Lapp for Southerners at once after the Esso in Äänekoski (in middle of Finland). (Kaleva, 2008)

Nature as a Connecting Issue

This discourse reflects the idea that the nature of Kuusamo is similar to Lapland. This forms the basis to the cooperation. For instance, the nature in Kuusamo was experienced as much more credible Lapland than, for

instance, the nature of the Sea Lapland region or the municipalities of Kemi and Simo, which administratively belong to the region of Lapland. In this discourse, it seems to be that nature defines Lapland, not the administrative borders of Lapland. The cooperation between these two regions was supported, because the geographic similarity was so big.

Kuusamo and e.g., Ruka is located about 20 kilometres south of the polar circle. Similarly, the nature in Kuusamo resembles at least for me more Lapland, e.g., the municipality of Simo or the town of Kemi.

Upwards from Kuusamo begins Lapland, just because of the scenery. It is nice to visit there.

I wonder as a Northern Lapp why this border of Lapland has formerly been drawn as it is. Why Kuusamo with its fells and reindeers does not belong to Lapland compared with the flat municipality of Simo on the coast of the sea which boasts to be the “Gate of Lapland”. The area of Kemi-Tornio is more like Bothnia, I see.

Based on the natural science of Lapland, it is possible to involve Kuusamo, parts of Taivalkoski and even parts of Pudasjärvi. Those three municipalities are the real areas of fells.

In spite of the border of the province of Lapland, also I see that Lapland starts from the Polar Circle. After the Polar Circle starts to appear the famous scenery “belonging to Lapland”... Relatively rare are fells south of the Polar Circle (So, perhaps in the direction of Kuusamo). Nature makes Lapland Lapland; Not only borders of the province. (Suomi24, 2006b)

Intention to Gain

This discourse contains two sub-discourses; exploitation and sponging. Exploitation is described as active action, whereas sponging appears as passive action. Both of these include a negative tone of cooperation. Kuusamo is, in a manner of speaking, trundling along Lapland’s sleigh, which is moving strongly forward.

Exploitation. In our data, it came up that Kuusamo is exploiting the brand and image that Lapland has built with effort. Lapland does not benefit from this cooperation and this kind of exploitation was perceived as deprivation. When everything is well in Lapland, whole Finland wants to take advantage of this expensively and with hard work constructed image in the name of effectiveness.

It feels like Kuusamo wants to exploit the long-term marketing efforts and real Lappish in its own marketing and for totally free. Very clever. (Kaleva, 2010)

Those (in Kuusamo) might brand with the Lapland image but Lapland gets nothing. Whether again they are exploiting Lapland, now they want the brand also for Southern wealthy areas!

... again somebody drives with expensive Mercedes Benz without buying it. (YLE, 2010b)

How much have Helsinki and Vantaa done for the brand of Lapland, and how much Ruka? And what is most important in this exploitation of the brand for the benefit of whole Finland, Lapland itself will not get any extra benefit. (Kaleva, 2008)

This way it apparently goes. Traditional divisions of areas and at the same time the meanings of terms and names will be carelessly renewed, well then, because of “efficiency” and money. People will accustom... (Heikkinen, 2010)

Sponging. Sponging reflects the idea that Kuusamo is taking advantage of the Lapland brand without having the right to it. Just the administrative borders seem to define the fact that Kuusamo does not have the right to the brand as do municipalities which administratively belong to Lapland. Instead, the cooperation was accepted in the case if recompense is paid to Lapland due to its long term promotional efforts and brand work.

The ski resorts of Lapland do a lot of work for their brands and Ruka wants to sponge. It is enough for Ruka that it is closer to southern tourists than Levi, Luosto and so on. The opening of the “image of Lapland” will not provide any extra

value, only for Ruka. (Kaleva, 2008)

Would not it be a bit insincere advertising of Kuusamo and free-riding with (the brand of) Lapland, because Kuusamo belongs to Northern Ostrobothnia, not to Lapland? (Kaleva, 2010)

It is enough for Ruka that they have the brand of Ruka. Or whether they will move their fells to height of Sodankylä... So, I will not accept Ruka as Lappish but I can consider features of Lapland after a reasonable payment. (Kaleva, 2008)

Cultural Fusion—Discourse Analysis in South Tyrol vs. Italy

The discourse analysis, which focused—similarly to the analysis in the previous section—on stories, chats, and blogs about South Tyrol, reveals two main discourses: regional identity and cultural fusion. These have several sub-discourses, such as South Tyrolean identity, language as modeller of identity, multilingual, multicultural and great food. In addition, there is one underlying discourse, which is based on history and World War II.

Territorial Identity

It is difficult to define what the South Tyrolean identity is actually like. According to chats and blogs, it is not German, Austrian, or Italian, but especially South Tyrolean. They have taken care of the South Tyrolean identity and autonomy since 1948, which is also reflected in the chat comments focusing on South Tyrol.

Of course Tyrol is not “German” in the narrow sense of the word, though it is part of the German-speaking world. It would be more accurate to say Tyrol is Austrian, but even more accurate to say it is Tyrolean. I know that might sound glib, but what I mean is that throughout the German-speaking world, regional identity is felt as strongly, if not more strongly, than “national” identity. In fact, one of the great pleasures of travelling through Germany and Austria is getting to know the huge variety of regional differences—in language, architecture, food and drink, and many other aspects of everyday life.

Nowhere is South Tyrol’s intermingling of cultures more evident than in Bolzano, a small city with the German-speaking medieval centre on one side of the River Talvera and the predominantly Italian modern quarter on the other. Museion stands in the middle, and with its transparent facade it seems like it is uniting these two unlikely cultures. Like the rest of South Tyrol, it should not work, but somehow it does.

The author does not ever say it borders on Germany. “German” culture in this context is totally correct; South Tyrol is where Italian culture and language meets German culture and language.

On the whole most South Tyroleans I know are happy these days, they are almost autonomous, feel hooked up with the rest of Tyrol and have the advantage of as much German language broadcasting they need. It is a fantastic region, and is nothing to do with Germany—although southern Germans themselves love Italy, it is very obvious in places like Munich.

Would South Tyrol somehow have fatally assumed the more regrettable stereotypes of both nationalities? You know, no sun loungers and waiters who try to sleep with your girlfriend. (Guardian, 2012)

Just one comment: It is sometimes really funny how often South Tyroleans switch their Italian/Tyrolean/(sometimes Austrian) identity. I met a lot of them in Italy and in Austria. When you talk to them in Austria (e.g., Vienna) they always stress that they are Italians. When I talked to them in Italy (e.g., in Bologna) they told me that they feel more like Austrians... (Warwick Blogs, 2011)

The status and identity of South Tyrol are dependent on the macro-level stakeholders, such as the peace negotiations after WWII and currently the enlargement of EU.

The good news is that South Tyrol has emerged blessedly unscathed from its traumatic parental tug of war. As a territory, it has always valued its independence: it has been run since 1948 by the South Tyrolean People's Party, which is free to assign 90% of all levied taxes. So while some aspects of life here are unmistakably Italian and others Germanic, it remains a place not quite like anywhere else in Europe.

Today, also thanks to wealth coming from hydroelectricity and tourism, Südtirol is a peaceful and happy place. The Austrian access into the EU also opens the perspective of a united Tyrol, if not as a country, as a "Euroregion", although Trentino is still to be convinced. (Guardian, 2012)

Language as modeller of identity. Language is an important part of the structure in identity. In South Tyrol they speak more German than Italian. Thus, the identity of South Tyrol bases more on the German language. The roots for speaking the German language in South Tyrol date back to history. There are discourses which have connections with the South Tyrolean identity and simultaneously with comparisons between the German and Italian languages in South Tyrol (especially between these two).

Today 70% of South Tyroleans speak German and another 5% have Ladin, a local dialect in the Dolomites, as their first language. (Guardian, 2012)

Now, Austrian-Germans and Italians share the same soil, but the German language/culture dominates the region. It is the first language on the menus, shopkeepers say *guten tag* before they say *buongiorno* and they generally scoff at and ignore Italian speakers. (Travelblog, 2007)

The reason why people speak German is simple, it was part of the Austrian Empire for centuries. Italian has been planted there as part of Rome's colonisation programme between the wars.

Forgot that you were in Italy? (CafeBabel, 2008)

The South Tyrolean culture reflects the German language more closely than Italian. According to comments on the web, e.g., names of the places and streets should be translated into German rather than Italian. Some even see Italian translations to be unfair.

And just a fail point, the Guardian does like to be politically correct so really the German speaking towns should be referred to by their actual German names and not the romanced Italian names inflicted on them by bureaucracy.

Also agree that the German speaking towns should be referred to by their actual German names and not the romanced Italian names inflicted on them by bureaucracy.

I wonder how many people living in Brixen actually call it "Bressanone".

Great place to visit and I have been many times. If you can speak German, as I can, you will get on fine without too much Italian. If you fancy a bit of beach as well then you can pop down to Garda which is right on the southern doorstep. (Guardian, 2012)

I have visited the Südtirol many times and can recommend a beautiful village just south of Bozen called Tramin. You never see an Austrian number plate but German ones are everywhere.

In addition to comparisons between two cultures and languages, German and Italian, the web discussions focused on the identity of South Tyrol also emphasize differences between other cultures, such as between Austrian and German. South Tyroleans are often more familiar with the Austrian identity than the German identity, according to the following web comments:

What a truly dreadful article! Any Austrian I know—and being married to one, I know plenty—would be aghast at this totally wrong description of the area. Yes, the language is German, but that is as far as it goes. Südtirol looks, feels,

and sounds like Austria—even if hostilities have long been consigned to the dustbin of history—but to call it German would be considered a gross insult.

Tyrolean identity that is not fully Austrian so some may be dismissive of being called Austrian—I seriously doubt they would want to be called German though.

...and it does not name the problems that still exist between the German-speaking Tyroleans—they are not simply “Germans” so they actually say “Gruess Gott” and not “Guten Tag”—and the Italians, that come from the difficult history of the Region; in any case it would be better to use (also) the German names, because, even though the fascist Italian names (not all of them were invented by Tolomei, but far the most) are the only official ones, the German names are the original ones and far better known than the Italian names.

Southern Tyrol and German? I am a German-speaking Swiss but would never even remotely consider myself German. Is an English-speaking Canadian English in the remotest sense? What a strange way to look at a part of the world in the year 2012.

“South Tyrol: where Germany and Italy collide” (But why Germany, as many others have pointed out?).

You idiot! Get your facts right! Where Germany and Italy collide? Where is Austria then?

I agree that South Tyrol is a model of cohabitation of different cultures—obviously from a historical point of view it is a typical Austrian territory, encapsulated within Italy because of the ferocity of the events.

Amazing, Austria is not mentioned once in this article, how can one write about South Tirol and not mention Austria, this was always an Austrian Province, dating back centuries part of the Habsburg Monarchy. (Guardian, 2012)

Cultural Fusion

Language is an important factor in the South Tyrolean identity. It is overlapped also with other factors of identity. Generally, South Tyroleans live in an atmosphere consisting of several languages and cultures and they are prepared to live with it very flexibly. They live in the middle of a cultural fusion.

Multilingual discourse. The languages in South Tyrol are not based only on two languages, but several languages. For example, English, French, and Ladin are all important languages in South Tyrol.

Multilingual is in:

The language advantage is audible. “It is incredible how they have can switch so quickly”, explains Franzisca Pritzl, a bright-eyed Erasmus student in management. She refers to linguistically talented peers who can order coffee in Italian, greet their professors in English and flick through English newspapers, all at the same time. The way they find their feet amidst this whirl of languages is not so complex. “It is a game you can play”, Professor Baroncelli says. He betrays the fact that the Italian students can best be recognised by their clothes. (CafeBabel, 2008)

Road signs offer you at least two, sometimes three variations, and when you walk into a shop there is always a moment of sizing up before you decide to go for a “Buongiorno”, a “Guten Tag”, or even a “Gruss Gott”.

The “cultural fusion” can even be amusing at times.

Was in a restaurant in Bolzano/Bozen—the waiter was taking orders in German, speaking to the customers in German—then he accidentally dropped a plate on the floor. “Mama mia!”, he exclaimed. (Guardian, 2012)

Looking around in Bozen-Bolzano’s streets, you feel like you are at language school. The signs are a vocabulary test in themselves. Next to the polizia the Polizei are issuing parking tickets, and the sun-seeking tourist can not only get gelato in the cafe, but Eis too. Next to the Università, you can also enrol at the università. Even the town has two names—you can choose to arrive in Bozen in South Tyrol or in Bolzano in Alto Adige.

The rector, Rita Franceschini, sees multilingualism as a plus. The university has long since departed from the idea of bringing its students to perfection in three languages. Its role is to equip young people for the future, and namely with

functional multilingualism. “Language skills have to be constantly developed”, the rector says. Education only provides the foundation for the way ahead. She has a calm view of the diversity of the student body. (CafeBabel, 2008)

Multicultural. South Tyrol consists of several cultures in which languages are present all the time. However, this multicultural feature has several forms and manifestations among the discourses of different websites concerning South Tyrol. There seems to be cultural diversity in South Tyrol. Especially eye-catching is the totally different cultural worlds in the area based on language in the background.

The capital’s bilingual inheritance can be ascribed to the turbulent history of this autonomous region of Italy. The forced emigration of German-speakers and resettlement of Italians from the south in the twentieth century created the diversity found today in this pretty corner of the world, which benefits from two cultures, placed as it is between Austria and Italy. (CafeBabel, 2008)

Is this a model, though? The German-speaking majority and the Italian minority (alongside a smaller Ladin minority) live peacefully, but separated by sectarian education and employment systems. Politically, on the German side the SVP, supported by the Athesia media empire and the only German-language newspaper Dolomiten, maintains its hegemony and is still to lose its. (Warwick Blogs, 2011)

Italian and German cultures do not, as a rule, have many characteristics in common—as anyone who is interested in economics, food or football well knows. This dichotomy makes the Alpine region of South Tyrol an intriguing, Channel 4-style experiment. A geopolitical Wife Swap, if you like.

As a holiday destination, it sends some mixed messages, too. Should you expect somewhere ordered and efficient, or chaotic and charming? Or would South Tyrol somehow have fatally assumed the more regrettable stereotypes of all its influences? You know, no sun loungers and waiters who try to sleep with your girlfriend.

...There are hundreds mixed Austro-Italian families, whose sons feel Italian and Austrian as well.

The Italians nicked South Tyrol from Austria after the First World War as booty. Actually it is a fantastic place to visit and very beautiful where the different cultures blend to form their own proud identity. You can also meet Otzi the Iceman in a museum in Bolzano. (Guardian, 2012)

Especially the warlike history still has an effect on the attitudes in chat discussions. Mostly these comments concern World War I or II, but even the events of the Middle Ages are topics in these stories and discussions. The history, however, is part of the outcome in which the fusion of cultures exist.

At the risk of pedantry, Alto-Adige is the official Italian term for the region, not South Tyrol. Also, Romans and even Celts were there before Austrians. Moreover, Lombards/Longobards descended into Italy in the middle ages. Thus, national regional identities here cannot simply be put down in nationalistic black and white terms of Germanic or Italian. Italians are not necessarily. It is/was a disputed territory for all the above reasons and more. Britain is an island.

...Culturally it is definitely strange, even 60 or so years after the 2nd WW there was the strange contrast of an Italian Army outpost manned by Italian soldiers and the towns people who all spoke Ladin or Austrian and looked very different to the tall, dark haired Italians. Anyway, like all Italian ski resorts I have visited the mountains are excellent and whilst the lifts are not as modern as ones you find in France the slopes are always far less busy than the French resorts. The Marmolada glacier was the highlight of my stay there and actually has a museum at the top showing how the area was a front during the 1st and 2nd WW’s. We also met some very friendly Austrians who invited us to visit their restaurant in Austria to try “proper” Schnitzel. The Dolomites are also extremely beautiful mountains and I have never visited anywhere in Europe that had the unique culture and landscapes that I experienced there. (Guardian, 2012)

Food and scenery as a part of cultural identity. The combination of various cultures also provides a unique supply of local food. Generally, food is an important part of cultural identity (Hillel et al., 2013). The underlying diversified culture is also reflected in the provided lunches, picnics, and other meals for tourists.

This seems to be a part of the attraction of the area of South Tyrol.

Still, the Germanic/Italian fusion is very pleasant: great food, great accommodation and fantastic scenery and weather.

That said, the mountains are spectacular and the views are astounding. You also have to love a place where you can have a picnic of German black bread, wurst and beer before tucking into a dinner of Italian spaghetti and white wine. I just wish the weather had been better when I visited so that I could see more of the historical sites that pepper the place like diamonds on a crown!

You can also get an Eiskaffee, a delicious type of iced coffee and ice cream (seriously, its awesome). If you take the route I mentioned above, theres a great cafe on the way that serves these along with spectacular views of the Dolomites.

You also have to love a place where you can have a picnic of German black bread, wurst and beer before tucking into a dinner of Italian spaghetti and white wine.

Their beer is eminently drinkable, and they serve very hearty Tyrolian food, often with beer sauces or otherwise beer-related.

And I have seen quite a few Italian restaurants which looked promising in the town centre, you could just walk around and see what takes your fancy. (Guardian, 2012)

An important part of the tourism product in South Tyrol is the combination of food associated with scenery typical of the Alps.

Still, the Germanic/Italian fusion is very pleasant: great food, great accommodation and fantastic scenery and weather.

Bolzano is great in that it offers the best of both worlds—Alpine and Italian food! (Lonely Planet, 2007)

Discussions

The discourse analysis above proved the power of web discussions: They provide a cross-section of the underlying attitudes and cultures of a specific region. These conversations are merciless: They show the opinions of “the folk” directly without any rhetoric. At the same time, these discussions are unchained and also provide forums for the worst excesses. These discussions pointed out, not only the real attitudes, but also instinctual reactions to the considered issues and geographic areas.

The web discussions proved that these two cases—Kuusamo vs. Lapland and South Tyrol vs. Italy—have many differences and some similarities associated with territorial identity. Table 2 summarizes the most important findings of our analysis.

Table 2

Two Forms of Territorial Brand

Factor	Kuusamo vs. Lapland	South Tyrol vs. Italy
Language	No relevant importance	Very important part of cultural identity
Business	Very important reason for juxtaposition	Not so important reason for juxtaposition
Brand promotion	Connected with business, very important source for discord	Brand is based on history and cultural identity, not for investments
History	Earlier long-term investments in brand are important, otherwise not so important: slight differences of cultural identity based on history	Very important: Cultural identity is based on various turning points of world history (Wars, EU...)
Food	Not very important at all, excluding reindeer	Very important part of multicultural identity
Multicultural	Relatively narrow cultural perspective vs. large perspective in which whole Finland belongs to Lapland	Multicultural elements are an essential part of the identity of South Tyrol
Geography, nature	A very important role: Kuusamo has the same natural features as Lapland	Not a very important role. Nature and geography (the Alps) complete the diversified identity of South Tyrol

In Finland, the role of the tourism business and investments in branding was the main reason for chat discussions. The conversations focused on South Tyrol were totally different: Language was the main reason for these discussions. Language was also the main source for the diversified cultural identity. These discussions partly considered political issues: in Finland public financing and territorial decisions, and in South Tyrol language issues (e.g., names of the streets).

Cultural identity is a result of social construction. Identity is a socially constructed wholeness (Chaderopa, 2013), which is based on discourses and practices in the society. The results show that discourses, associated with Lapland, will renew contemporary attitudes, which will maintain the dichotomy: Lapland vs. the others (such as Kuusamo). However, this attitude also meets differences of opinion, which demand cooperation between different parts of Finland in order to promote the whole national tourism. Also, web comments associated with South Tyrol contained different parties supporting either the German/Austrian roots of South Tyrol or the role of Italy. The cultural identity of South Tyrol is based on contrasts in languages, foods, and ways of living in the same geographic area. It is possible to maintain that these contrasts are socially constructing the brand of South Tyrol for tourists. An important underlying feature is the world history and its changes, which have occasionally changed the role and features of South Tyrol.

One important difference between Lapland and South Tyrol is that the brand of Lapland is based on a one-way ethnic cultural background, which many see important to the conversation, while the brand of South Tyrol is based on multicultural identity, which needs not to be discussed, because the area is developing naturally to this direction. For Lapland some see it important to maintain a single-cultural identity, which is actually impossible and needless to achieve in South Tyrol. Some discussions about the Lapland brand might reduce the multicultural character of Lapland (Yang et al., 2013)

Conclusions

In this study the focus has been on territorial identity and brand from the tourism business perspective with two cases: Lapland and Kuusamo, and Italy and South Tyrol. These two cases have several differences: There have been long-term marketing activities in Lapland in order to develop its tourism brand; in the case of South Tyrol (and Tyrol) the tourism brand is based on a multicultural history and its reflections in tourism services and business.

The municipality of Kuusamo belongs to the region of Northern Ostrobothnia but has same features as many destinations in the region of Lapland. Again, South Tyrol is between Austrian Tyrol and Italy and most of the inhabitants speak German even though it belongs to Italy. Qualitative analysis of websites, especially chat and blog discussions of tourists, are the base of this study. Discourse analysis was used as the method, and the analysis of 254 chat comments showed that territorial identity, administration, and the tourism business appear with various meanings in the discourses of tourists and common people. The results of this study reveal the significance and different meanings of tourism as a part of territorial identity among the common people.

Altogether there were five discourses found in the case of Lapland. These discourses related with brand, geography, administration, and/or identity were: spatial identity: We Lappish—The others show that spatial identity has various forms among the common people. The brand of Lapland is especially important for Lappish inhabitants, but in others the brand of Lapland evoked less strong attitudes. The collaboration as a resource discourse holds with the collaboration between Lapland and Kuusamo with a sub-discourse: Lapland as a subjective concept containing various alternatives to see Lapland: from the thought “Only the most

northernmost part of Finland is Lapland” to the though “Whole Finland is in Lapland”. The nature as a connecting issue discourse sees that the nature of Kuusamo is similar to the nature of Lapland and therefore Kuusamo could belong to Lapland. The exploitation and sponging discourse emphasizes the perspective that the others (Kuusamo) exploit and sponge the benefits of the brand of Lapland. In the case of South Tyrol, the discourse analysis, which focused on stories, chats, and blogs, revealed two main discourses: regional identity and cultural fusion. These have several sub-discourses, such as South Tyrolean identity, Language as modeller of identity, multilingual, multicultural and great food. In addition, there is one underlying discourse, which is based on history and World War II.

These web discussions proved that Kuusamo vs. Lapland and South Tyrol vs. Italy have many differences and some similarities associated with territorial identity. In Finland, chat discussions were strongly related to the role of the tourism business and investments in branding. The conversations of South Tyrol totally differed from those in Finland: Language was the main reason for these discussions. Language was also the main source for the diversified cultural identity.

This study shows the importance of territorial identity and brand as part of the tourism business. Territorial identity and its reflections on tourism services and the experiences of customers are an important part of the tourism product. The most significant feature is the total experience of tourists in which both single-cultural and multi-cultural characters might be the most important recollection.

References

- Aaker, D. A. (1996). *Building strong brands*. New York: Free Press.
- Amey, E. (2010). *Image study of Lapin liitto*. Rovaniemi.
- Banyai, M., & Glover, T. D. (2012). Evaluating research methods on travel blogs. *Journal of Travel Research*, 51(3), 267-277.
- Bolanos, O. (2011). Redefining identities, redefining landscapes: Indigenous identity and land rights struggles in the Brazilian Amazon. *Journal of Cultural Geography*, 28(1), 45-72.
- Bosangit, C., Dulnuan, J., & Mena, M. (2011). Using travel blogs in examining post-consumption behavior of tourists. *Proceedings from the 2011 Conference on Social Media and Tourism*. Verona, Italy.
- Bourgeois, D., & Bourgeois, Y. (2005). Territory, institutions and national identity: The case of Acadians in Greater Moncton, Canada. *Urban Studies*, 42(7), 1123-1138.
- Brida, J. G., & Risso, W. A. (2009). A dynamic panel data study of the German demand for tourism in South Tyrol. *Tourism and Hospitality Research*, 9(4), 305-313.
- CafeBabel. (2008). *Spot the Italian (or German) in South Tyrol*. Retrieved from <http://www.cafebabel.co.uk/society/article/spot-the-italian-or-german-in-south-tyrol.html>
- Chaderopa, C. (2013). Crossborder cooperation in transboundary conservation-development initiatives in southern Africa: The role of borders of the mind. *Tourism Management*, 39, 50-61.
- Chengeto, C. (2013). Crossborder cooperation in transboundary conservation-development initiatives in southern Africa: The role of borders of the mind. *Tourism Management*, 39, 50-61.
- Connell, J. (2012). Film tourism—Evolution, progress and prospects. *Tourism Management*, 33, 1007-1029.
- Denicolai, S., Cioccarelli, G., & Zucchella, A. (2010). Resource-based local development and networked core-competencies for tourism excellence. *Tourism Management*, 31(2), 260-266.
- Elias-Varotsis, S. (2006). Festivals and events—(Re)Interpreting cultural identity. *Tourism Review*, 61(2), 24-29.
- Eriksson, P., & Kovalainen, A. (2008). *Qualitative methods in business research*. London: Sage Publications Ltd..
- Gade, D. W. (2003). Language, identity, and the scriptorial landscape in Quebec and Catalonia. *Geographical Review*, 93(4), 429-448.
- Garretson, J. A., Fisher, D., & Burton, S. (2002). Antecedents of private label attitude and national brand promotion attitude: Similarities and differences. *Journal of Retailing*, 78, 91-99.
- Guardian. (2012). *South Tyrol: Where Austria and Italy collide*. Retrieved from

- <http://www.guardian.co.uk/travel/2012/aug/19/south-tyrol-where-two-worlds-collide>
- Haapaniemi, A. (2007). Invitation to Lapland—Discourse-analytics research about Lappish identity (Kutsu Lappiin—diskurssianalyttinen tutkimus lappilaisesta identiteetistä) (Master thesis, University of Tampere).
- Hallett, R. W., & Kaplan-Weinger, J. (2010). *Official tourism websites: A discourse analysis perspective*. Bristol, England: Channel View Publications.
- Heikkinen, V. (2010). *Good afternoon from Kuusamo in Lapland (Lapin Kuusamosta päivää)*. Retrieved from http://www.kotus.fi/?5400_m=6232&l=&s=3235
- Herb, G. (2004). Double vision: Territorial strategies in the construction of national identities in Germany, 1949-1979. *Annals of the Association of American Geographers*, 94(1), 140-164.
- Hillel, D., Belhassen, Y., & Shani, A. (2013). What makes a gastronomic destination attractive? Evidence from the Israeli Negev. *Tourism Management*, 36, 200-209.
- Imandoust, S. B., Honameh, M. R. P., & Fahimifard, S. M. (2011). Brand loyalty analysis using multinomial logit model. *China-USA Business Review*, 10(9), 793-801.
- Jingjing, Y. J., Ryan, C., & Zhang, L. (2013). Social conflict in communities impacted by tourism. *Tourism Management*, 35, 82-93.
- Kaleva. (2008). *Imago benefits of Lapland will not be allowed for Koillismaa sub-region (Lapin imagoetua ei haluta Koillismaalle)*. Retrieved from <http://www.kaleva.fi/uutiset/pohjois-suomi/lapin-imagoetua-ei-haluta-koillismaalle/333970/>
- Kaleva. (2010). *Does the cooperation between Kuusamo and Lapland start? (Alkoiko Kuusamon ja Lapin yhteistyö?)*. Retrieved from <http://m.kaleva.fi/uutiset/pohjois-suomi/alkoiko-kuusamon-ja-lapin-yhteistyö/159368/>
- Kavaratzis, M. (2005). Place branding: A review of trends and conceptual models. *The Marketing Review*, 5(4), 329-342.
- Knutsen, O. (2010). The regional cleavage in Western Europe: Can social composition, value orientations and territorial identities explain the impact of region on party choice? *West European Politics*, 33(3), 553-585.
- Kylänen, M., & Rusko, R. (2011). Unintentional coopeitition in the service industries: The case of Pyhä-Luosto tourism destination in the Finnish Lapland. *European Management Journal*, 29(3), 193-205.
- Lapin Kansa. (2011). *Discussions (Keskustelut)*. Retrieved from http://www.lapinkansa.fi/cs/Satellite?c=CT_ForumThread&childpagename=LKA_newssite%2FAMLayout&cid=1195772678060&p=1194602586240&packedargs=packedargs%3DAMForumThreadDetails%25253AmaxPosts%253D10&pagename=LKAWrapper
- Lapin liitto. (2007). *Lapland—Vitality for life: An abstract of Lapland tourism strategy 2007-2010*. Retrieved December 9, 2012, from http://www.lapinliitto.fi/c/document_library/get_file?folderId=21330&name=DLFE-677.pdf
- Lapin liitto. (2010). *Matkailustrategia 2011-2014*. Retrieved December 9, 2012, from http://www.lapinliitto.fi/c/document_library/get_file?folderId=21330&name=DLFE-9293.pdf
- Liao, K. H. (2012). The casual effects of service quality, brand image, customer satisfaction on customer loyalty in the leisure resort enterprise. *China-USA Business Review*, 11(5), 631-642.
- Lonely Planet. (2007). *Bolzano*. Retrieved from http://www.lonelyplanet.com/searchResult?q=Bolzano&facet=thorntree_date_range_less_than_10_years%3Atrue¤tPage=6
- Lorenzini, E., Calzati, V., & Giudici, P. (2011). Territorial brands for tourism development: A statistical analysis on the Marche region. *Annals of Tourism Research*, 38(2), 540-560.
- Lusch, R. F., & Vargo, S. L. (2006). Service-dominant logic: Reactions, reflections and refinements. *Marketing Theory*, 6(3), 281-288.
- Manzur, E., Olavarrieta, S., Hidalgo, P., Farás, P., & Uribe, R. (2011). Store brand and national brand promotion attitudes antecedents. *Journal of Business Research*, 64, 286-291.
- Núñez, X. M. (2010). Nations and territorial identities in Europe: Transnational reflections. *European History Quarterly*, 40(4), 669-684.
- Oliveira, J., Roca, Z., & Leitão, N. (2010). Territorial identity and development: From topophilia to terraphilia. *Land Use Policy*, 27(3), 801-814.
- Pechlaner, H., Raich, F., & Zehrer, A. (2007). The alps: Challenges and potentials of a brand management. *Tourism Analysis*, 12(5-6), 5-6.
- Pollice, F. (2006). The role of territorial identity in local development processes. Proceedings of the *Conference of the Cultural Turn in Geography*. Gorizia Campus, Gorizia, Italy.

- Pykäläinen, A. R. (2012). Regional coopetition of tourism firms in Rovaniemi (Rovaniemen matkailuyritysten alueellinen kilpailuyhteistyö) (Thesis, University of Lapland).
- Ramkissoon, H., Smith, L. D. G., & Weiler, B. (2013). *Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modeling approach*. Retrieved from <http://dx.doi.org/10.1016/j.tourman.2012.09.003>
- Roca, Z., & Oliveira-Roca, M. de N. (2007). Affirmation of territorial identity: A development policy issue. *Land Use Policy*, 24(2), 434-442.
- Romanazzi, S., Petruzzellis, L., & Iannuzzi, E. (2011). The effect of a destination website on tourist choice: Evidence from Italy. *Journal of Hospitality Marketing & Management*, 20(7), 791-813.
- Rusko, R., Kylänen, M., & Saari, R. (2009). Supply chain in tourism destinations: The case of Levi Resort in Finnish Lapland. *International Journal of Tourism Research*, 11, 71-87.
- Suomi24. (2006a). *Lapland (Lappi)*. Retrieved from <http://keskustelu.suomi24.fi/node/10529144>
- Suomi24. (2006b). *Wherefrom Lapland starts? (Mistä Lappi alkaa?)*. Retrieved from <http://keskustelu.suomi24.fi/node/2855980>
- Suomi24. (2012). *Kussamo*. Retrieved from <http://keskustelu.suomi24.fi/node/2707899>
- Suopajarvi, L. (1999). *Lappi etelän peilissä: Lapin ja lappilaisuuden rakentuminen Vuotos- ja Ounasjokikamppailussa*. Inari: Kustannus-Puntsi.
- Temperini, V., Gregori, G. L., Cardinali, S., & Perna, A. (2012). The possible convergence between business marketing and territorial marketing: The "Land of Value"(LOV) case. *China-USA Business Review*, 11(5), 654-666.
- Toffler, A. (1981). *The third wave*. Toronto: Bantam Books.
- Tolvanen, L. (2011). *Tavoitteena 2,6 miljoonaa yöpymistä vuonna 2014: Yhteistyöstä haetaan nostetta Lapin ja Koillismaan matkailuun*. Retrieved July 4, 2012, from <http://files.kotisivukone.com/ikkunapaikkaeng.kotisivukone.com/PDF/IP411.pdf>
- Wang, H. Y. (2012). Investigating the determinants of travel blogs influencing readers' intention to travel. *Service Industries Journal*, 32(2), 231-255.
- Warwick Blogs. (2011). *The fantastic world of South Tyrol*. Retrieved from http://blogs.warwick.ac.uk/guglielmomeardi/entry/the_fantastic_world/
- Yin, R. K. (1989). *Case study research: Design and methods*. London: Sage Publications.
- YLE. (2010a). *Sub-region Koillismaa will pay for brand of Lapland (Koillismaa maksaa Lappi-brändistä)*. Retrieved from http://yle.fi/uutiset/koillismaa_maksaa_lappi-brandista/5636753
- YLE. (2010b). *Ruka will come into joint marketing of Lapland? (Ruka mukaan Lapin matkailumarkkinointiin?)*. Retrieved from http://yle.fi/uutiset/ruka_mukaan_lapin_matkailumarkkinointiin/5622430.