

Erasmus as a tool to promote cities and regions

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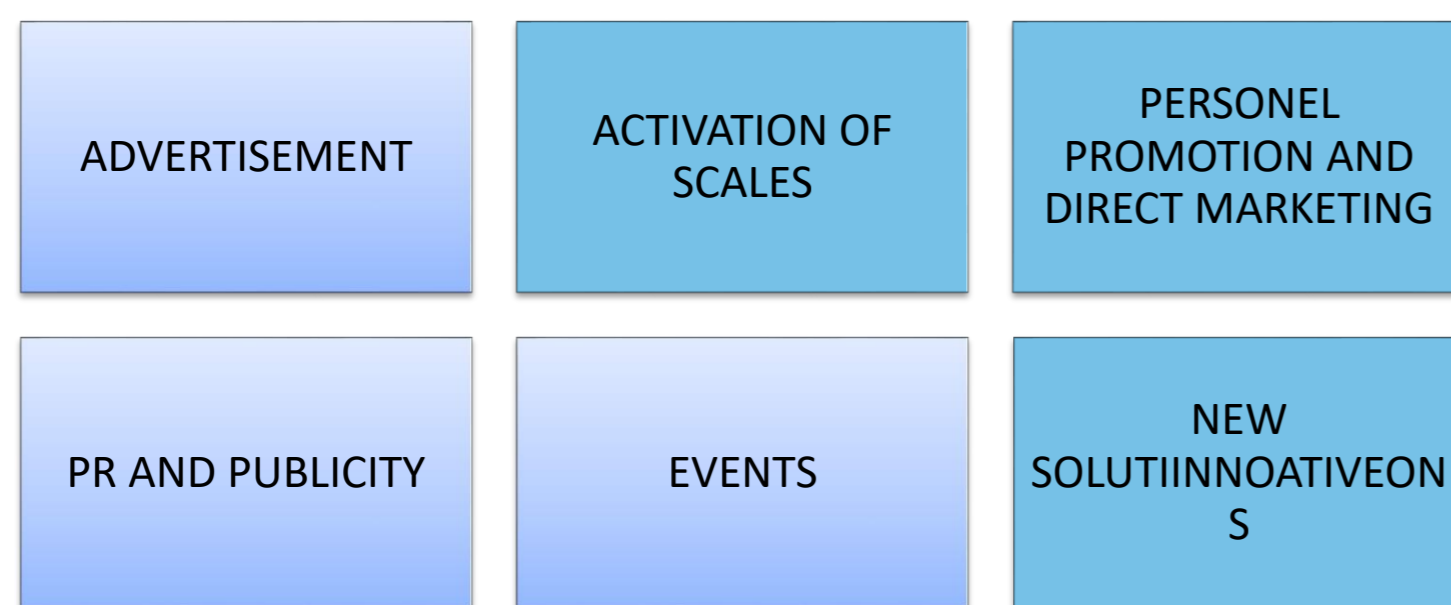
INTRODUCTION

Promotion in territorial marketing should be treated as a whole of activities related to communication of a territorial unit with its environment, including information about economic, tourist and cultural values of the city, convincing about its attractiveness and inducing to purchase or consume territorial sub-products. Promotional activities of cities are most often aimed at attracting potential investors, tourists and shaping proper relations between the local government and the local community¹. One such promotional activity may be the Erasmus programme, which shapes the image and perception of cities and regions and can contribute to their development. The project aims to prove that Erasmus can be one of the tools to promote cities and regions.



PROMOTION INSTRUMENTS

From a wide range of instruments and promotion measures space, the set comes first, which can be included into general promotion, targeted at all target groups, aimed at is to help create the desired image of the region. Tools used for shaping or modification the image is appropriately selected and used visually and stylistically means of expression, such as: logo, characteristic colors, coat of arms, flag, advertising slogan, which allow a permanent presentation of the region, due to which contribute to increasing its popularity and obtaining positive associations with it².



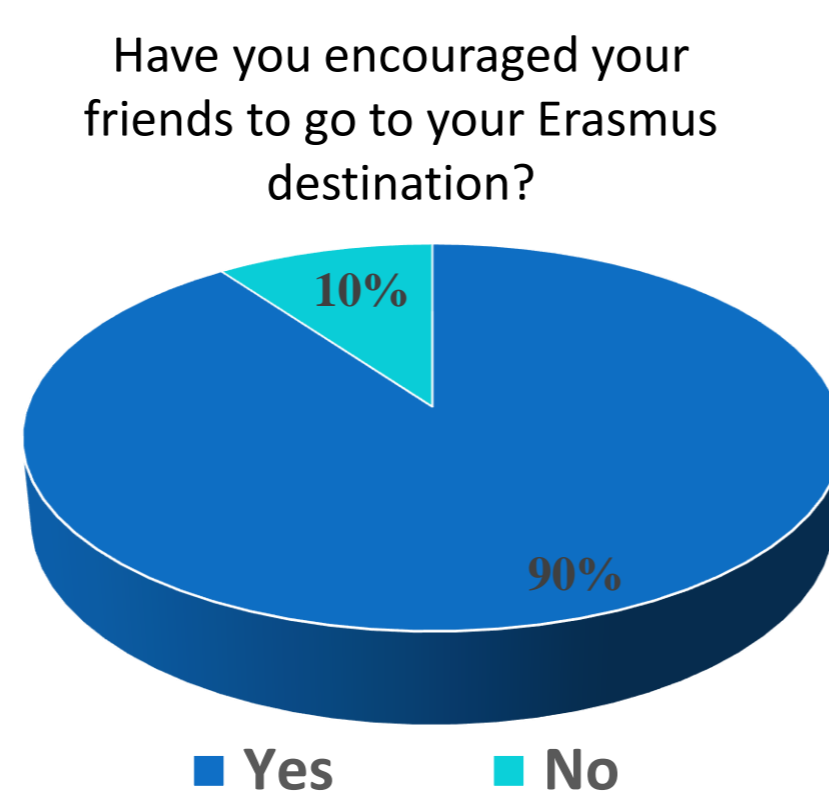
STUDY HYPOTHESIS

- Erasmus contributes to the promotion of cities and regions
- Erasmus provides opportunities for urban development and encourages people to go back to their destination

RESEARCH

The survey was conducted in March - April 2020 via Google form. The aim of the survey was to examine the impact of the Erasmus programme on the promotion of cities and regions. The survey was attended by 100 people. Most of the respondents - in terms of frequency - participated in the Erasmus programme once. The largest number of respondents declared their participation in the programme in 2020-2019. The vast majority of respondents declared that they plan to return to the region in the future. Respondents most often declared their participation in Erasmus in the following countries: Spain (Barcelona, Madrid), Portugal (Lisbon, Porto), Italy (Milan, Bologna), Germany (Frankfurt, Bonn) and Slovenia (Maribor, Ljubljana).

90% of the respondents encouraged their friends to take part in Erasmus and visit their place/region. 97% of the respondents have good memories of their stay at Erasmus. 78% of respondents think that the region/city they visited is very attractive to tourists, 19% that it is on average attractive to tourists and only 3% that it is not attractive to tourists.



Source: Own research.

REFERENCES

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- ²Florek M., Determinanty i Możliwości Promowania Regionów, Ruch Prawniczy, Ekonomiczny i Socjologiczny, Rok LXIII zeszyt 3, 2001r.
- ³Sekuła A., "MARKETING TERYTORIALNY" [w] "Marketing. Ujęcie systemowe", pod red. M. Daszkowskiej, Wydawnictwo Politechniki Gdańskiej, Gdańsk 2005, s. 216-237.].
- ⁴Ibidem.

FUNCTIONS OF PROMOTION



INTEGRATIVE



STIMULATING



COMPETITIVE

The first one refers to the local community and aims to strengthen the ties between its members. The second aims to increase the degree of identification with the area under consideration and to create specific, desirable attitudes towards it. The competitive function exists between individual territorial units which compete for aid funds, investors, tourists, etc³.

INTERNAL AND EXTERNAL PROMOTION

Depending on the recipient, the promotion can be divided into: internal and external. Internal promotion is carried out in an internal environment. Its aim is to shape the image of the spatial unit and gain acceptance for the initiated actions, and even to encourage cooperation of the local community. External promotion takes place in the external environment. It serves to attract the interest of tourists, capital and to shape a positive image among these groups⁴.

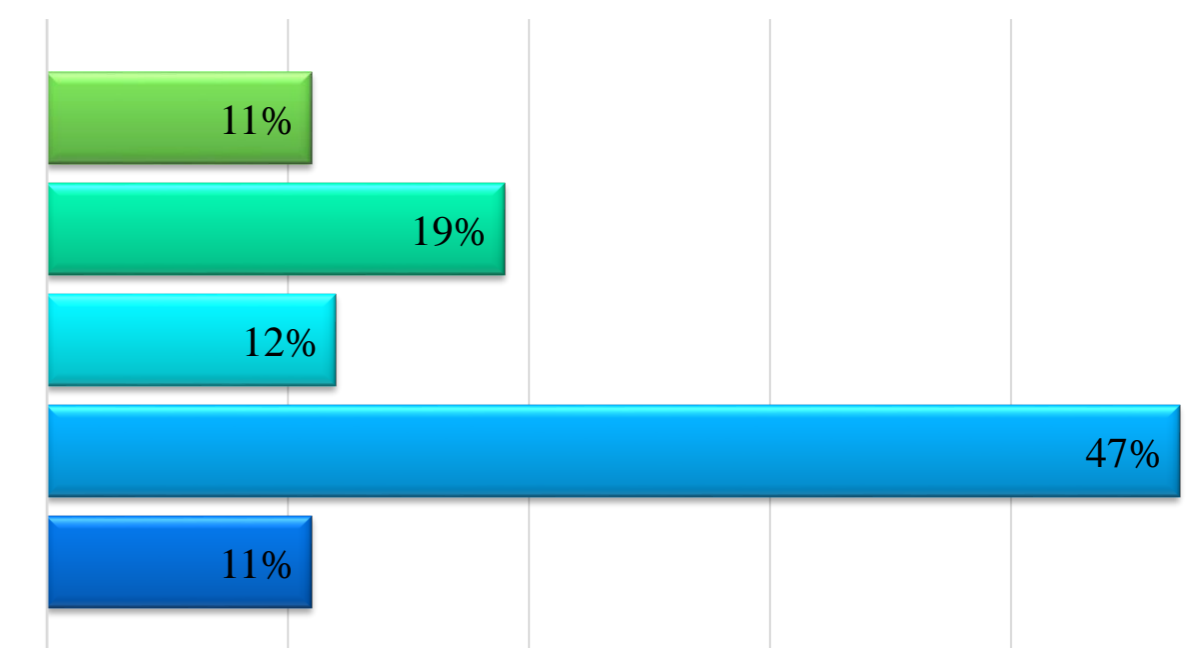
Typology of promotional activities in the commune

Product type	Type of recipient	
	Internal	External
Economic	internal economic promotion	external economic promotion
Social	internal social promotion	external social promotion
Cultural	internal cultural promotion	external cultural promotion

Source: Marks M.: Typy działań promocyjnych podejmowanych w gminach wiejskich. W: Marketing Terytorialny. Studia KPZK PAN 2002, nr CXII, s. 217.

RESULTS

When you returned to Poland, did you promote the region where you were on Erasmus in any way? (If so, how?)



- I didn't promote
- I've promoted through photos and Slideshows
- I've promoted through social media
- Other forms of promotion
- I was telling my friends about my stay

Source: Own research.

94% of the respondents claim that the Erasmus programme gives a chance to develop a given region/city. After returning to Poland, the most frequent forms of promoting the visited region/city were: social media, photos and slideshows, conversations with friends and others. 11% did not promote.

CONCLUSIONS

- A trip to the Erasmus programme is one of the instruments for promoting cities and regions.
- Thanks to the Erasmus programme, cities and regions have a chance to develop by disseminating information about their positive qualities, which affects their image and further promotion.
- The most popular methods of promotion of the visited city/region among Erasmus people are: social media, photos and slideshows and conversations with friends and relatives.