

## Intangible Cultural Heritage as a Strategic Place Branding Tool

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**Abstract :** Place branding as a strategic marketing tool is applied in Latvia since 2000. The main objective of the study is to find unique connecting aspects of the intangible cultural heritage elements on the development of sustainable place branding. The study is based on in-depth semi-structured interviews with Latvian place branding experts and content analysis of Latvia's place brand identities. The study indicates place branding as an internal co-creational and educational process of all involved stakeholders of the place and highlights a critical view on the local place branding practices on the notability of the in-depth research of the intangible cultural heritage.

**Keywords :** belonging, identity, intangible cultural heritage, narrative, self-image, place branding

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