

## Place Branding and the Sense of Place in the Italian UNESCO World Heritage Site of Vicenza

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**Abstract :** These Place attributes and destination images associated with tourism destinations are often crucial important for tourist travel decisions and choice behavior. Understanding the interactions between them is fundamental for developing sustainable place brands. Despite their extensive use on an empirical ground, little research has been done in terms of analyzing the constructs that determine the sense of place in the marketing of cultural heritage sites and on how tourist experiences at such places influence tourist motivations to revisit destinations. By referring to the Italian city of Vicenza, internationally renowned for its gold jewelry production and for the Palladian architectures and buildings which have been recognized World Heritage by the UNESCO, the paper aims to identify how destination image, place familiarity and travel satisfaction influence tourists' motivations to revisit Vicenza. After an introduction and literature review, the paper investigates the importance of the core constructs that determine the sense of place in the tourist practice. In accordance with previous research, the results provide evidence that favorable travel experiences influence revisit intentions positively. The managerial implications and recommendations for the city of Vicenza are discussed.

**Keywords :** consumer behavior, heritage tourism, sense of place, place branding, territorial marketing

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