

Einladung zum Gastvortrag (in englischer Sprache)



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Marketing Space and Place: Opportunities for Tourism, Cultural Heritage and Creative Small  
Businesses and Communities

Small businesses based in smaller communities, especially those located further from larger urban centers, are often seen to be disadvantaged. However, businesses that capitalize on the local space and place may possess advantages that flow from their very location. In particular, tourism, cultural heritage and creative industry enterprises can create opportunities from traditional local products, nature-based activities, arts and crafts and others. In many cases, customers purchase these products and services, precisely because they are different. Within this context, these business owners are responding to a growing trend for local products and services within a global world. This paper will explore the concept of marketing space and place and propose a framework for positioning this idea in a marketing strategy. Case studies from west coast British Columbia, Canada will be presented and analyzed within this framework. It will conclude with recommendations for businesses, community and governments within the context of local economic development.

Dr. Lynne Siemens is an Assistant Professor in the School of Public Administration at the University of Victoria, Canada. She is focused on economic and community development in rural areas with a specific focus on ways that rural small businesses and entrepreneurs address the opportunities and challenges that exist by virtue of their geographic location. To conduct this research, she travelled to many communities within rural and remote parts of Vancouver Island and the surrounding smaller islands. This work is of interest to individuals, small business owners, and the communities as they work to sustain their communities economically and socially as well as government policy makers.

**Donnerstag, 8. Mai 2014**  
**18.00 – 20.00 Uhr**  
**HS 4 - PHIL**