



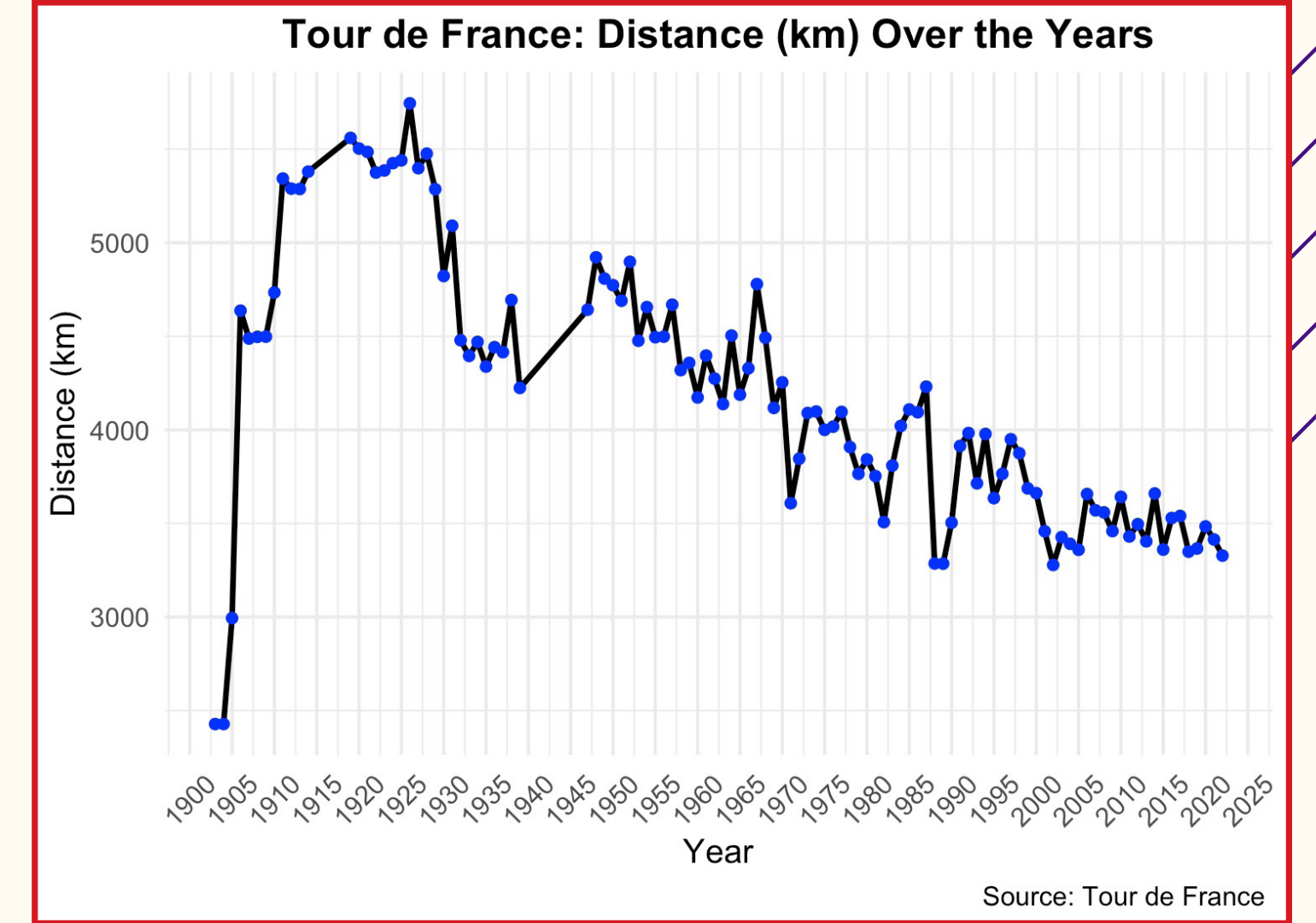
TOUR DE FRANCE: AN EXAMPLE OF NATION BRANDING

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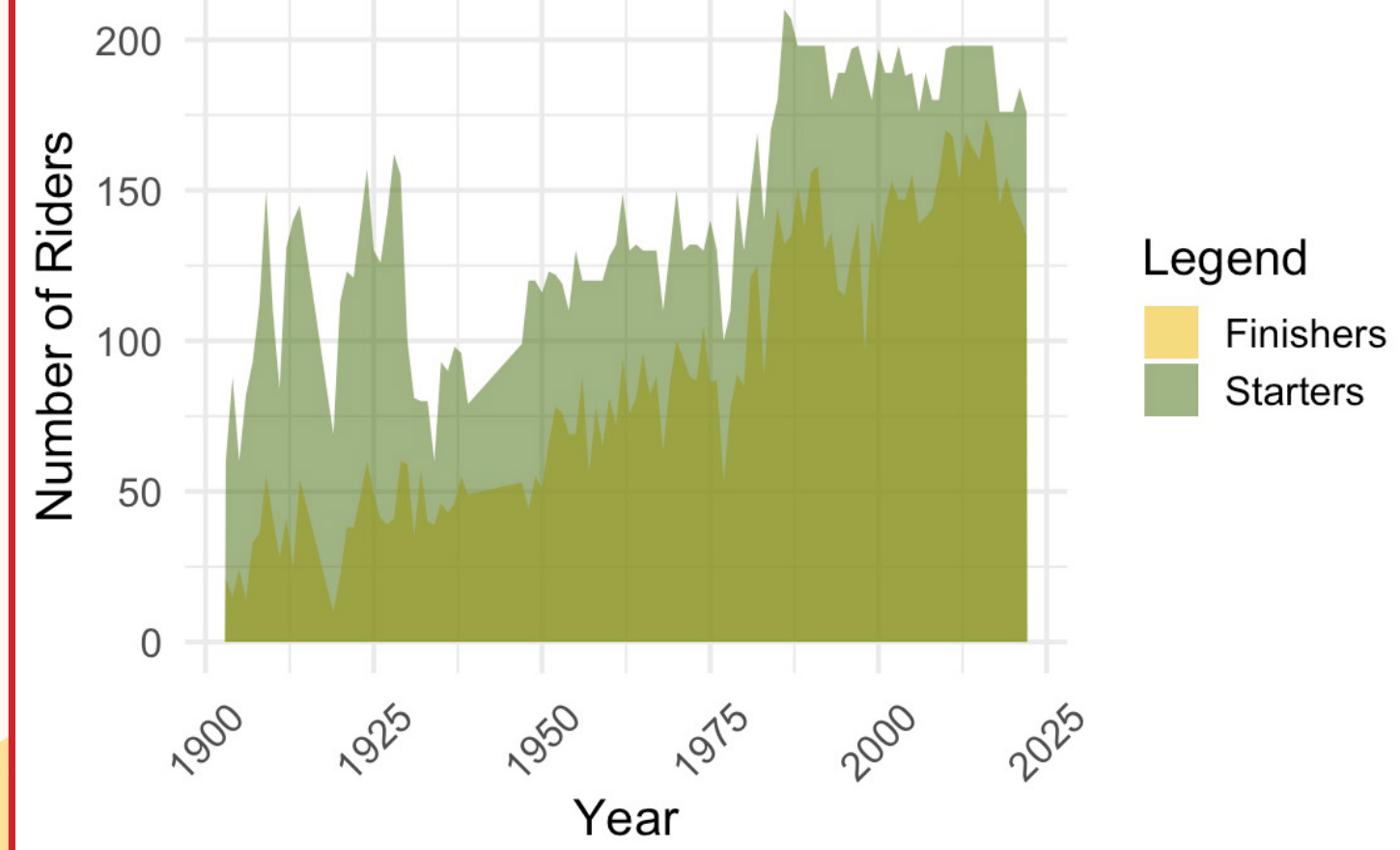
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Tour de France as Nation Branding

- Nation branding = **state marketing strategy**
- Builds **global image**, credibility (political/economic)
- France: no full strategy, uses **destination branding** (tourism focus)
- Powerful **nation branding instrument**
- Origin: boost newspaper sales → now global image shaper
- Showcases: **culture, landscape, history, identity**
- **Romanticized image** of France
- Annual 23-day **global promotion of France**
- Broadcast = **sport + cultural storytelling** (food, geography, history)
- **International audience** exposure to France
- Top 3 French **cultural exports**
- Presidential involvement = **political leverage**
- **Dual role**: sporting spectacle + branding strategy



de France: Starters and Finishers Over the Years



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Governance

- **Government-run event** and reflects its skill in crises management
- Security is the biggest concern for the Tour and requires **coordination between local and national authorities**.
- Doping become a major health and ethical concern.
- **Scandals**, involving substances like EPO, damaged the Tour's credibility.
- **Financial motivations** and **strategic regional interest** influence where the Tour goes.
- Local governments often lobby to be included in the route to **boost local tourism and development**.

Culture and Heritage

- Since **1903**, **112 different editions**
- In every 10 years shows all **12 regions of France**
- **Route planning** based on anniversaries of cultural events, tourist attractions, etc.
- **Road and commentary book** sent to announcers
- In a **7-hour broadcast**, **hardly 30 minutes about cycling**
- **Cyclo-tourism destinations** created: Col du Tourmalet and Mount Ventoux
- Firms **wait the tour** to establish themselves or launch new products
- Usage of **writers** for commentating the tour

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Export & Business Reputation

Economic Impact: The Tour de France generates millions in revenue for host regions. It boosts local businesses through tourism and strengthens France's global reputation.

Investment Opportunity: Effective planning provides that economic benefits from the event exceed infrastructure and organizational costs which makes it a valuable investment for key regions.

Organizational Growth: Technological advancements and global broadcasts increase the event's economic value due to increasing sponsorships, tourism, and growth in the media and cycling industries.

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Media

Media tools and Tour de France: New media tools were experienced with the Tour de France. Tour de France provided space for them.

Different media channels: The sharing of dramatic moments on different media channels increased attention and commentators' actions in media, and the audience followed the tour actively.

What attracts people's attention makes that thing economically strong. For this reason in TdF attention must be constantly awake, and this is being tried to be provided through the media.

Mixed Methodology

Qualitative: 2 season documentary called Tour de France: Unchained Interviews with Berkem Ceylan, Enes Kanbur and Sarper Günsal who works at Eurosport channel and editors at Socrates Journal.

Quantitative: We will use media data to identify key TdF regions Nation-branding indexes will help analyze TdF's social, economic, and branding effects on France at both micro and macro levels.

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Innovation and Business Climate

AI & Technology in Cycling: Advanced systems like GPS, heart rate monitors, and power meters give real-time data to racers, sponsors, and fans – enhancing performance and engagement.

Smarter Nutrition Plans: Data-driven strategies now replace instinct-based diets, helping cyclists eat more effectively for each kilometer to boost their performance.

Environmental Awareness: With a carbon footprint similar to Formula 1, Tour de France is gaining sponsorship support to reduce pollution and promote sustainability.

Conclusion

- This study examines the **TdF as a nation branding tool**.
- The TdF highlights France's heritage, landscapes, and crisis management, boosting local economies.
- TdF's branding strategy could benefit the **Giro d'Italia** and **Vuelta a España** with behind-the-scenes content.
- A comprehensive comparison of the three Grand Tours' nation branding is missing in academic literature.

Le
de TOUR
France

References

