

Synthesis Literature of City Marketing and Similar Concepts

Ikrame Selkani¹

¹ University of Jaen- Spain

Received: 16 December 2016 Accepted: 4 January 2017 Published: 15 January 2017

Abstract

City marketing is a field that is practiced in all over the world; it was developed through different stages throughout the years. The purpose of this study is to review the city marketing literature and all similar disciplines, in order to understand the very beginning of the field and its development through the time. Design/Methodology/Approach: City marketing is a field that becomes, nowadays, very important to every city and territory. A link will be shown to understand the history of the city marketing through the years and its importance now.

Index terms— city marketing, city branding, place marketing, literature, review.

1 Introduction

he city marketing is an area that has been practiced since the 19 th century (Kavaratzis, 2004), however it's a discipline that has a huge lack of academic researches. Its origin stem from social and nonprofit marketing (Kotler & Levy 1969; ??oter & Zaltman, 1971) and it has been practiced for many centuries for the development and promotion of places, cities, and nations ??Kavaratzis & Ashwoth, 2008).

Throughout the time, the terminology has been developed, and many concepts were introduced to vary the understanding. Therefore the field progressed from the initial "place selling" approach to the use of integrated marketing and branding techniques ??Ashworth & Voodg, 1990, 1994; ??otler et al. 1993 ??otler et al. , 1999; van den berg ??&n, 1999; Rainisto, 2003; ??ertner, 2011).

Usually, when we talk about city marketing or any of the similar concepts, we extend our understanding to the urban areas: those maybe cities, town, regions, territories.

Along this article, we will see the literature reviews of those concepts in the aim to understand from where it comes and where are we going.

2 II.

3 Literature Review of the Concept

City marketing is a field that mixes between a multiple disciplines. This interdisciplinary nature led to confusion between the academics and the practitioners.

However, the concept has developed and left some cities wondering on how cities as a brand could be designed and managed ??Marrilees et al, 2012).

The aim of these concepts is to increase the investment and tourism by development the community by reinforcing local identity and activating social forces (Kavaratzis, 2007).

The interest of the field, globally, is to improve the competitive image of deprived places can help to the development of an empirical framework which can make a significant step towards theory making (Niedomysl & Jonasson, 2012).

City marketing is a complex field which gathers a multiple academic disciplines: geography, urban planning, economic development, tourism, etc (Berglund & Olsson, 2010). This mixture of all the discipline doesn't let a clear understand of the concept (Niedomysl & Jonasson, 2012).

The same confusion is there, when we talk about specific journals for publication: place marketing can be interchangeable to "place branding", "urban marketing", "city marketing", "territorial marketing" and vice versa (Skinner, 2008).

Even though, cities use branding as an instrument to define themselves and achieve attractive positions and positive perceptions of the mind of key audiences (Kavaratzis & Ashworth, 2009).

Often, city marketing is defined as a management process (Kolter et al, 1999; Rainisto, 2003) which encompasses the attempts of the place differentiation for competitive advantage over other places. City branding has been defined as the "purpose symbolic embodiment of all information connected to a city in order to create association around it" (Lucarelli & Berg, 2011).

One wide world reason is that cities in all over the planet engage themselves in marketing and branding efforts, in order to stay competitive and relevant on the global market .

Another definition of the place marketing concept can be used, which says: "the measures taken, by actors appointed to govern a place, to improve the competitive image of that place with explicit aim of attracting capital from elsewhere" (Niedomysl & Jonasson, 2012).

The marketing of urban places are practiced since the 19 th century (Kavaratzis, 2004). There is a need to identify the real history of all those concepts, in order a) Meta-analysis

The real stage where the city marketing occurs now is still in the very beginning level, due to the number of researches that were done in this area. Despite this, the reality says something else: the biggest cities in the world began to interest, and even to practice some theories about the field, such as, territorial communication, encouraging some activities to take place: (Investments, Olympic sports, cultural events?), in order to be known on a national and an international level. Hence, an increasing number of cities and regions around the world began to establish some logos and brands for their cities: 'I Love New York'; 'I Am Amsterdam'; 'Be Brussels'; 'Be Berlin'; cOPENhagen (Open for you); 'Lond-On'; however these decision have been taken from 1977, therefore, the city marketing appeared as a field and area. Although, the academic researchers are not well completed and full in this area, and even the cities find they practicing some of the key.

City branding has been defined as the 'purposeful symbolic embodiment of all information connected to a city in order to create associations around it' (Lucarelli & Berg, 2011, p. 21). It can be used as a strategic tool to provide cities with a source of economic, political and cultural value (Kavaratzis, 2009). In other words, cities use branding as an instrument to define themselves and achieve attractive positions and positive perceptions in the minds of key audiences (Kavaratzis & Ashworth, 2009).

This article then presents as originality: the history of city marketing through the JCR impact journals and try to give a summary to this area and relatively young and new field that begins to grow and the receive importance to metropolises , major cities in the country that developed countries, and to developing countries.

4 III.

5 Research Methodology

The field of city marketing and similar concepts has known a very important stage of advancements and contribution from a lot of articles and researches that was done by different authors from different part of the world. Today, in this article, we are going to analyze the different articles that talk about city marketing or similar concepts, published in JCR journals of impact. Exploring this research will give us some answers in order to know the history of the concept city marketing academically through the articles published in JCR journals.

Place marketing's validity as an academic field of knowledge is under threat (Gertner, 2011).

6 a) Contribution to knowledge

City marketing and similar concepts that are the focus of this study is a new field that is underresearched topic. The aim of this study is to help to understand the history and the beginning of this concept and where we are now in front of this study.

7 Year of publication

According to the statistics that we have realized, we notice that the beginning of the research of place marketing and similar concepts began in 1993, under the Journal Citations Reports in social sciences of 2015. The first journals published some articles and papers about city marketing with 2%, this proportion was growing up till reaching 18% in 2015.

Through the years, we have seen that the peaks of the publications in the Journal Citation Reports are: 1999 with 5%, 2007 with 7%, 2010, has been increasing till 11%, and 16% in 2013, and then stagnated in 18% in 2015.

According to the research that we've done, we can forward that the case study that was chosen in the majority of the papers was Beijing with 8%.

In second place, there were many cities that were chosen in the empiric part of the articles such as: Hong Kong, Turin, Shanghai, Berlin, and Rio de Janeiro. This means that the majority of the papers choose the city of Beijing, its role in the world, as a strong city that found the right way to make it know with City marketing and similar concepts in order to be good economically and touristically.

8 Case study by Countries

Concerning the countries of the case study of the articles that we've studied, we can say that the majority of the articles were talking about different cities in the same country which concludes that, China is on the top of the list with 20% then Germany and Australia with 10%, and then Italy, UK and South Korea with 7%.

As we have seen, China is one of the most important countries found at the empiric part of the papers that we have studied, in the second place we find Germany, as a strong country in different areas and especially.

9 Place marketing 36%

City marketing 20%

10 Keywords

From all the research that was done from 1993 till 2015, the keyword very used is "Place marketing" with 36%, then we find City branding with 24%, and then 20% dedicated to "City marketing".

The main useful keyword is Place marketing referring to the place that has know a strategy of marketing in order to have a better future, than the city branding, referring to the importance of the brand in a city or a territory that makes it easier for the tourists and visitors to remember it, and the city marketing, that is referring to the marketing used to the cities. The authors that wrote the articles from 1993 till 2015 about city marketing and similar concepts are from: UK with 9%, then USA with 6%, 5% is common between China and Australia,, then we find Italy with 4%, and finally, Germany and Netherlands with 3%.

V.

11 Conclusion

This study has explored the articles that were published in JCR journals and revues. In this sense, the articles published between 1996 and 2015 were analyzed, even though, the study is not definitive. It only helps to summarize and interpret, analyzing the item that was chosen in this work.

The main result that we have noticed is that, the cities that are discussed at the study empirical part has to do with two continents: in one hand, Asia, in order words China because most of the articles talk about Beijing, Shanghai, Hong Kong, China's cities. In other hand, the articles talk about a very strong country in Europe which is Germany: Berlin, Munich, Hamburg. The city branding is defined as a demand oriented approach. (Oguztimur, Akturan, 2015).

The city marketing, literature is under construction and development. Most of the studies are derived from marketing and management (Kavaratzis, 2004(Kavaratzis, , 2007)) and brand management (Kavaratzis & Ashworth, 2009). Therefore, excluded the articles that were published elsewhere, and the books that are talking about the same fields, conferences proceeding, articles that are not available electronically.

The city marketing field and its similar concepts needs a considerable research contributed by practitioners. Through the entire article, the study has explored different articles mostly in English that was published in many revues of impact: "JCR" that talked This study has some limitations. The main limitation of this article is that, the study explored the literature just from JCR journals from Urban Studies Area and the research was done with these keywords: Place Marketing, City Marketing, City Branding, Place Branding, Branding cities, Marketing places, Place promotion, Urban branding. about city marketing, city branding, place marketing, territorial marketing.

This study leads to analyze and interpret all the results that were shown in order to summarize the real history of this field that was shown and published academically.

The study has shown that, the earliest article about these keywords was academically published in 1996.

The study analyzes the articles per years, revues, the university and the case study "place".^{1 2 3}

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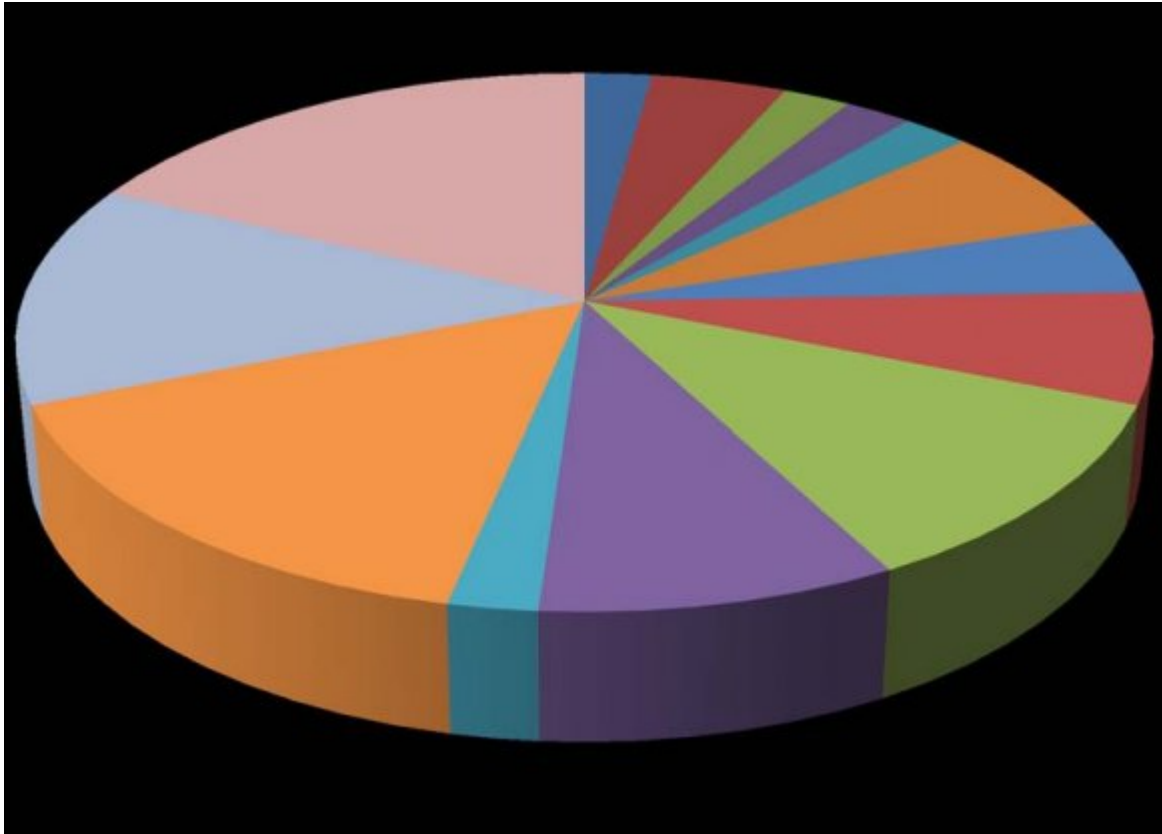


Figure 1:

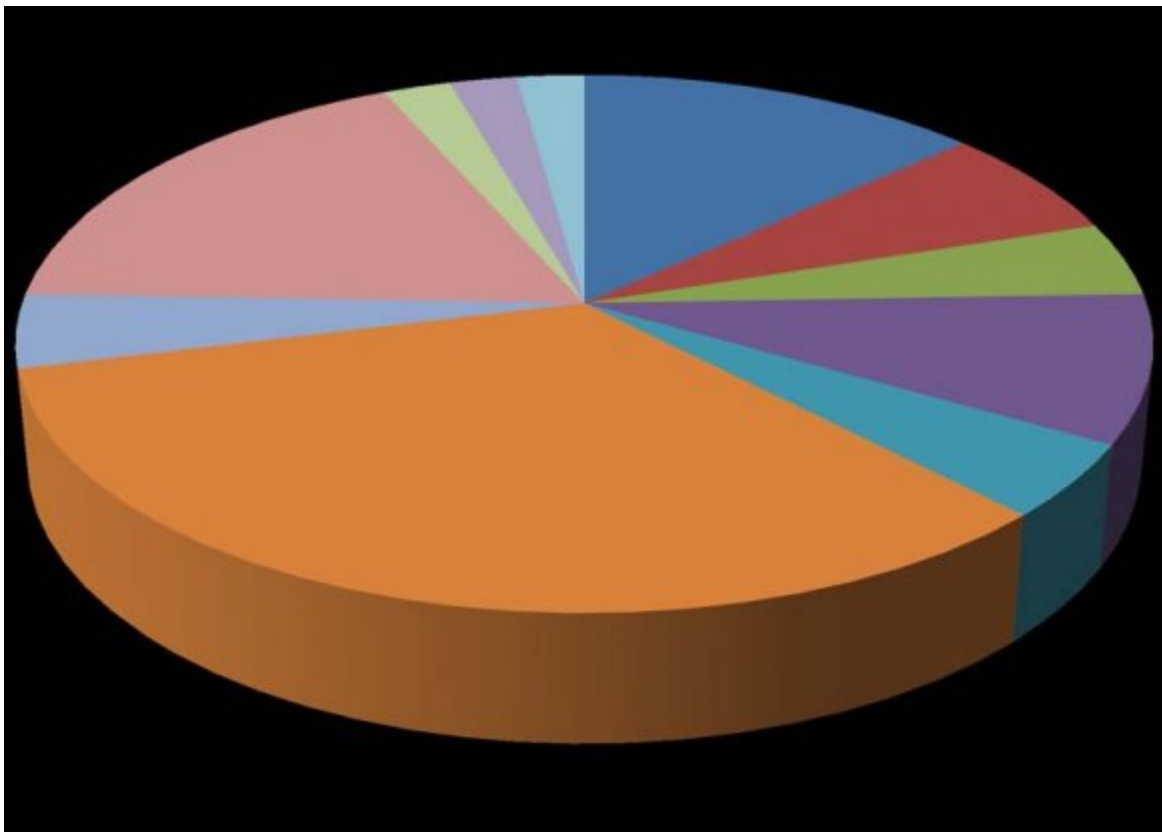


Figure 2:

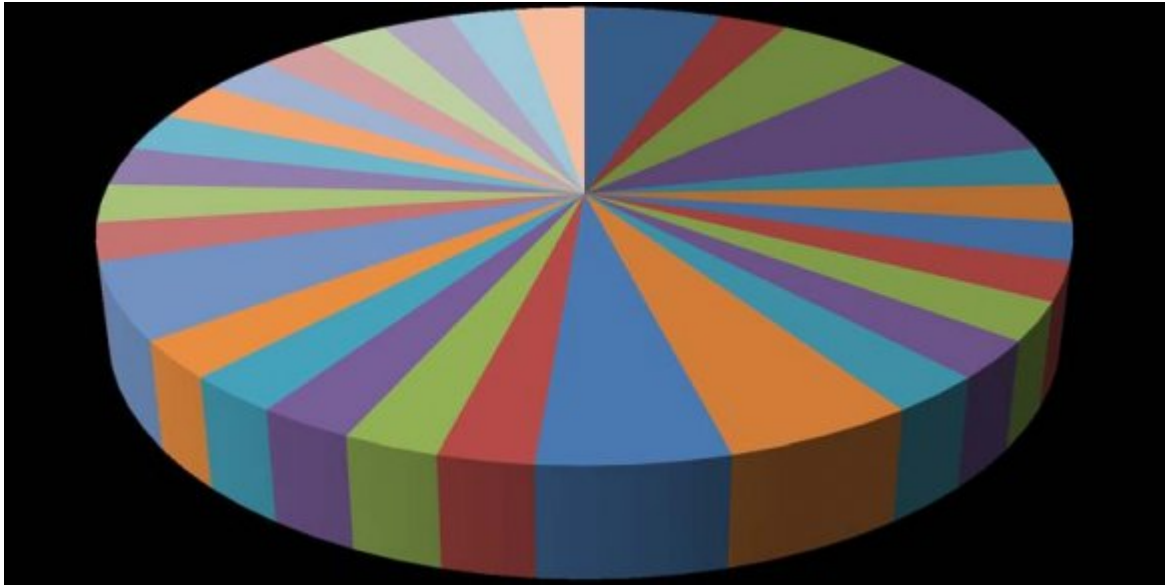


Figure 3:

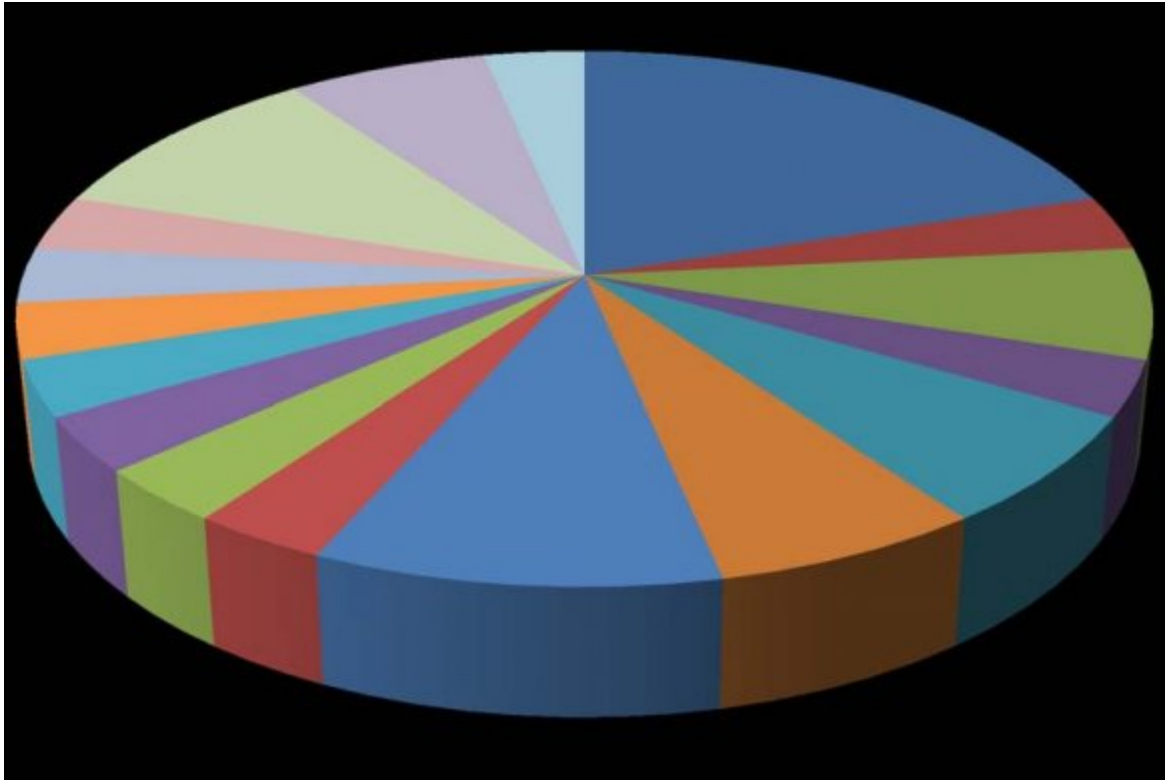


Figure 4:

Figure 5: Table 1 :

.1 Journal of publication

From 1993 till 2015, there was several and various publications that was done in many journals, and the most common in publications of the papers according to place marketing and city branding field, we can say that the "Urban Studies" with 13%, then "Journal of Planning Literature" with 18%, and finally 33% with the journal: "Cities".

This means that impact factor of the journals of publication has a great and a very important role at the acceptance of the papers of quality.

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