Cities Brand Industry

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Abstract:

The Brand is the identity that characterize each city by geographical, architectural, cultural characteristics…It is used to build positive perceptions of the city with a view to encouraging its tourism. Building a city brand is a long - term process that requires strategic planning based primarily on integrated marketing communication.

Among the Arab countries that have tried to build a brand, Jordan has relied on strategic plans that have taken advantage of all their: geographical, cultural, human components... in order to promote its tourism.

Keywords: Brand, city, city brand, tourism, marketing communication.

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Introduction :

Every city in the world's dream to have a name, a reputation, and no brand that helps it to be on the geographic map locally and globally. Of course, it is not as simple as many would think, and it is not an easy process based on some advertising and marketing campaigns. The challenges are great, given, among other considerations, the fierce competition at the domestic and international levels, as well as the necessary requirements for the city's highest-level facilities, infrastructure, features, effects and marketing strategy.

Marketing, image-building and reputation management are among the most important challenges faced by urban centres and cities in various countries of the world. How do we market a city, build its image and manage its reputation? What strategies are most appropriate to achieve this and which relevant actors should be involved in such a process? What means should be relied upon? Traditional media, new media, public relations, marketing, etc., or all these combined ways and means? What's the point of the marketing process ?

The talk of city marketing and branding is largely associated with tourism, which has become the primary industry and source of income in many cities and countries around the world. In order to get to the concept of a brand or the city's distinctive identity, we have to learn about its historical background, how and when it began?

The beginnings of the brand have been associated with the appearance of city icons through tourist photos or postcards, which always had a drawing or background of distinctive locations, linked to that specific location of the city as a whole,

and each city has an icon of its own. The city of Paris, for example, is well known for the Eiffel Tower and the city of Kuala Lumpur as well.

Known through images, until things evolved and economic visions supported these possibilities to make use of these icons commercially, they were made for that business identity of cities, which is really an expression of the desire of city officials to have a different city.

A city like London, Hong Kong, Paris, Singapore or New York has held independent identities and brands that have been supported through the three sectors within the city, the government, the private sector and civil society institutions.

1.Brand concept:

Is the identity that characterizes the city from geographical, physical, cultural, customs and traditions that are used to change external perceptions of the city in order to encourage tourism. The development of cities as a marketable product of competition for investment and government finance has often been reflected in cities' attempts to attract international sporting events such as the Olympic Games. **(**Mohamed kirat, 2015**)**

2.1 On what basis is the brand of the city adopted?

The city's brand is built on the strengths and elements that shape and distinguish it from other cities. The brand is nothing but the optimum exploitation and the ideal employment of the city's unique values and characteristics.

The success of the city's brand industry is based mainly on

investment in the past to build the future according to national and international data, especially if we know that building the city's brand is a long-term process and an investment in the future.

When considering building a city brand, the city needs to define the brand's strategy including key messages, objectives and target audience. The integrated marketing communication is a coherent strategy to put the city on the map of reputable and branded local and global cities.

According to **Creed Bandrov**, the marketing communication is the coordinated practical implementation of business policy by political projects, whether private or public, at the local, regional or international levels, with the aim of satisfying a group of consumers (tourists), for a material return and ensuring the continuity of integrated activity **(**Rachid Farrah and Youssef Boudla, 2012, p. 105**)** It will contribute to putting the city on the national and international tourism map by identifying, identifying and influencing prospective tourism markets with a view to developing and increasing tourism movement **(**Fouad Hadj Abdelkader, 2009, p. 93**)** by building and creating an image of the city and working to achieve its brand, and finally managing its reputation when that reputation is realized on the ground.

The model is based primarily on public advertising, direct marketing, sales promotion, public relations and online communication. Research is the basis and the key factor in the success of the strategy and in reaching the goals laid down.

The purpose of the research here is to investigate the reality and the strengths of the city that we want to market, by analyzing the situation, strengths, weaknesses, opportunities and threats. After that comes the second step, which is to study the market, i.e. identifying the target audience and studying it from various aspects (sociodemographic, physical, psychological and cultural characteristics, etc.). After that comes the process of studying the

competitive field of the city at the local and international levels and its position in the market, which provides the opportunity for comparison and study of the means, strategies, methods and approaches used by others in this field. After this stage, we come to the stage of defining the objectives of the integrated marketing communication program and the criteria for measuring the achievement of these goals. After setting the goals, the process of defining the various marketing means and strategies comes from advertising, media and public relations activities depending on the results of the various researches that were completed in the early stages of the process. In the next stage comes the budgeting process, the evaluation process comes to identify the strengths and weaknesses of the campaign or marketing process.

2.2 Brand building methods and strategies:

Kvaratzis believes that competition is one of the results and repercussions of globalization, as the city today has no choice but to continuously search for the most efficient and optimal strategies for marketing itself and for excellence at the global level.

➢ The adoption of a specific logo with a clear and precise meaning would produce an image and have a high ability to remember. The slogan may be the city itself, and here the work combines building a positive image of the city and persuading the public to get rid of prejudices and negative stereotypes of the city.

➢ As for the strategies adopted in building and manufacturing the brand, there is an umbrella strategy that provides a flexible benchmark that covers various aspects of the city, such as economy, tourism and culture.

➢ There is also a Global Local Strategy (GLS), which relies on international logos mixed with local location and focused on the local characteristics and features of the city.

➢ There is the global strategy in the branding process, through which the focus is on marketing the city as a global reference, as we find, for example, but are not limited to, the use of the city's name, values, superiority and international distinction in one or more areas.

➢ There are three approaches that famous and world-renowned cities use to market themselves: mega cultural events, heritage restoration, marketing, and construction of prominent buildings and towers. (Mohamed Kirat, 2016).

2.3 Brand actors :

Creating and maintaining the city's brand is highly dependent on key actors. The figure below shows the relevant entities that represent the main actors in the city's marketing.

In local public actors: as Mayor and Municipal Council, Department of Urban Planning, the industrial and tourism development department, Tourism Office, Bureau of Information and Directors of Health, Education and Transport.

For the private sector: it is represented by contractors and real estate agencies, banks and financial institutions, electricity, gas and water companies, Chamber of Commerce and Industry, local business organizations, hotels, commercial centers, travel and tourism agencies.

For regional actors: Among them are economic development agencies, regional tourism councils and regional representatives of the Government and the State. National actors represent politicians, various ministries and national federations. Finally, embassies, consulates and international chambers of commerce must also be

involved. Each of their location, specialization and privacy can provide an addendum, contribute their vision and philosophy to the marketing of the city, and contribute to the identification of their brand features. If we proceed from the principle that integrated marketing, communication is an inevitable comprehensive approach to marketing that requires the involvement of many different parties in city affairs.

Successful involvement of relevant actors in the brand-building process requires partnership, in the sense of giving them the opportunity to express their views and participate in the different stages of the process, strong and effective leadership, that is, the ability to overcome internal differences and ensure evolution and effective decision-making as well as continuity, and is essential for partnership and leadership to ensure a long-term strategy and sustainable brand. There is also a common vision in the sense that there is a shared future vision between the relevant actors and the responsible brand builder so that the brand building strategy is clear, understandable and free of all types of confusion, as well as for participation in operational activities, i.e. the relevant actors must participate in the necessary and necessary activities at each stage of the implementation of the brand strategy.

2.4 The most important challenges facing cities in their brand-making process:

➤ The need for creativity in all departments and components of an enterprise. The brand industry must not be limited to the management of marketing, advertising, public relations or any management alone, but must be integrated among all departments, harmony and constant coordination. Innovation starts from the stages of preparation and budgeting, with innovation in marketing having to be a policy and sustainable in the rules of the enterprise and at different levels. All this

requires a central mind that manages and links all marketing and advertising activities in all departments.

➢ One of the most important challenges cities face in building their brand is to keep up with changes at the local and global levels in terms of means and mechanisms of communication. Dealing with the virtual environment and social networks has become inevitable, and investing in websites and new computer applications has proved successful in many cases.

➢ Branding is one of the most important challenges facing cities around the world to attract traders, investors, creators, tourists, visitors and curious people, as well as activities and events.

➢ Addressing these challenges requires marketing and brand-making strategies, plans and programmes to improve their image and ensure their impact at the local and international levels.

➢ It should also be noted that the process of making the city's brand is an ongoing one that does not stop and requires a significant period, and depends on the various actors involved in the design, financing and implementation process. In addition to engaging the relevant actors (stackeholders) in the city brand process, there should be an integrated task force with competence, strategic vision and leadership to design, implement, follow up and evaluate programmes on the ground.

2.5 Benefit from marketing and building a brand for cities:

➢ Global cities are constantly evolving at several levels of investment, tourism and economic development. These and other human-related levels have overlapped, forming a distinct identity for each city.

➢ Given the competition and the great challenges, cities need to adopt a specific brand-building strategy to position locally and internationally on the city map to attract residents, investors, businessmen, visitors and tourists.

➢ The city's brand strategy is an essential means of competition, excellence and success.

➢ Successful brand building will achieve competition development leading to a positive impact on the population, visitors, activities and events.

➢ It brings significant returns on investment, infrastructure, actors and harmonious growth of the city in all aspects of physical, social, economic, cultural and sporting life that will support the city's brand.

➢ Contributes to the consolidation and development of loyalty and pride in the city among the population, enterprises and business sector, as well as leads to a sense of vision, strategy and effectiveness.

➢ The city brand supports the city's identity, image, and vision for the future by promoting positive aspects and addressing vulnerabilities. The city brand also helps to adopt a long-term vision that defines the location of the city now and in the future.

➢ To acquire new residents and influence the community in order to uplift the city and spread its reputation, history and civilization.

http://www.alarabiya.net/views/2008/09/01/55808.html

2. Jordanian experience in building its brand :

3-1 Jordan's tourism potential:

Since the establishment of the Jordanian Principality in 1921, interest in tourism in Jordan has begun to increase. Government support for tourism activities has continued to increase, particularly in the economic sphere, and for many reasons, including the great Jordanian tourism potentials, which are represented in the following:

The natural environmental components are Jordan's average geographic location, diverse geological combinations, Earth's surface forms, diverse environments (mountain, Gorrie, desert), temperate climate, freshwater and therapeutic waters.

Elements derived from the social environment: Jordan was one of the first countries to establish the tourist police and the environmental police to strengthen security. In addition to the free economic system, which allows a visitor the freedom to enter money and goods, as well as to take them out, the most important of which is the availability of tourism services.

Historical elements: Like the famous Petra, Jarrah, Ajlun, and Mommy Kark.

Religious elements: Jordan River, Madaba, Mount Nebo, Companion of the cave (Ahl al-Kahf).

Components derived from the biological environment are the diversity of plants, animals and birds. (Khalif Moustafa Graibia, 2012, p. 2.3).

3.2 Jordan's Brand Building Strategy for Tourism Development

The first Jordanian strategy was developed through an active public-private partnership. The strategy for 2011-2015 was based on four main pillars that contributed to the development, direction and growth of the sector (Jordanian Ministry of Tourism and Antiquities, 2010-2015, p. 8, 11-17).

| supportive environment | labour market development | Competitiveness support and tourism product development | Promoting tourism marketing |

Pillar I: Promoting marketing and tourism

Its objectives :

- Adoption of a new tourism law
- Updating the internal regulations for the professions

To achieve these objectives, efforts have focused on:

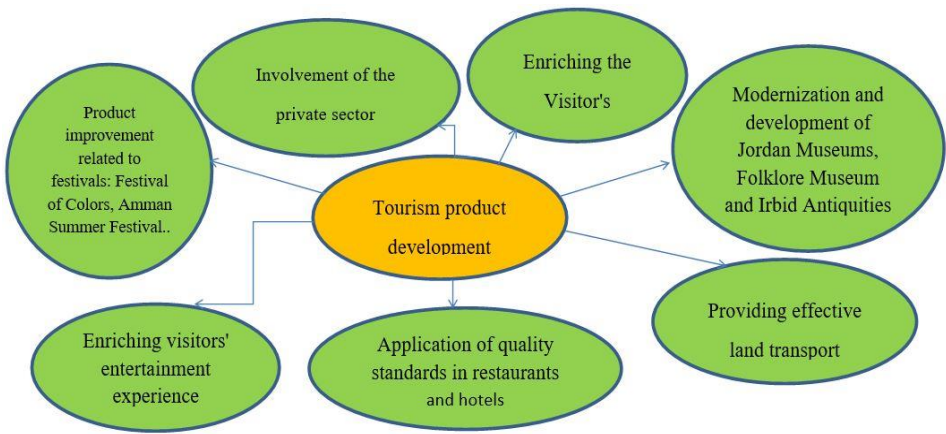**Source:** Jordanian Ministry of Tourism and Antiquities

Fig.1. Promoting marketing and tourism

Pillar two: Tourism product development

Pillar objectives:

_ **Increase the capacity of incoming flights to Jordan by 20 percent.**

_**Completion of 20 infrastructure projects.**

_**Approval of 100 percent of hotels and 80 percent of restaurants under the National Classification Plan.**

To achieve these objectives, efforts have focused on:

Source: Jordanian Ministry of Tourism and Antiquities

Fig.2. Tourism product development

Third pillar: Development of the labour market:

_ **Increase the capacity of incoming flights to Jordan by 20 percent.**

_**Completion of 20 infrastructure projects.**

_**Approval of 100 percent of hotels and 80 percent of restaurants under the National Classification Plan.**

Pillar objectives:

To achieve these objectives, efforts have focused on:

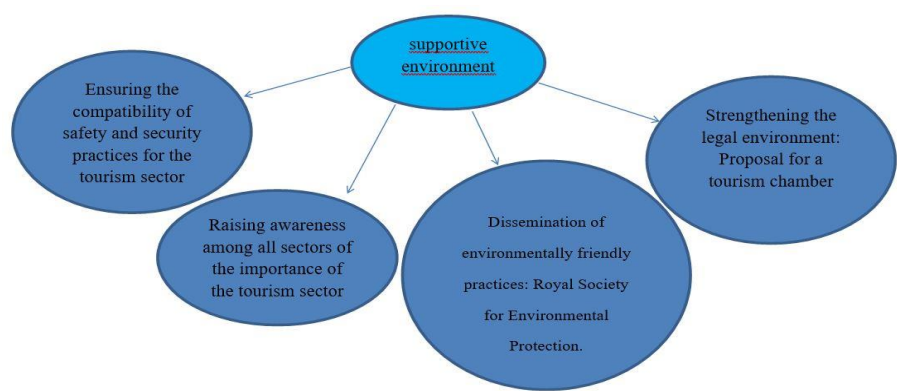**Source:** Jordanian Ministry of Tourism and Antiquities

Fig3. Development of the labour market

Pillar Four: Supportive Environment

Pillar objectives:

- Adoption of a new tourism law

- Updating the internal regulations for the professions

To achieve these objectives, efforts have focused on:

supportive environment

Ensuring the compatibility of safety and security practices for the tourism sector

Strengthening the legal environment: Proposal for a tourism chamber

Raising awareness among all sectors of the importance of the tourism sector

Dissemination of environmentally friendly practices: Royal Society for Environmental Protection.

Source: Jordanian Ministry of Tourism and Antiquities

Fig4. Supportive environment

Conclusion:

Jordan's tourism strategy, 2011-2015, was built on the success of its predecessor strategy, 2004-2010, during which time Jordan enhanced

its reputation and status as a tourist destination attracting both visitors and investors. The immediate results of the strategy were to enhance marketing efforts, promote the sector, improve the quality and diversity of tourism products and services, adopt professional practices in large-scale human resource management in the sector, and take important steps aimed at creating a more conducive regulatory environment for the development of tourism.

Combined with these results, the tourism sector contributed more than 12.4% of GDP for 2010, the number of Jordanian Tourism Promotion Authority offices abroad increased from 8 to 11, and the overall improvement in the effectiveness of marketing efforts increased the number of visitors by 48% (**Jordanian Ministry of Tourism and Antiquities, 2011-2015, p. 7, 25**).

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