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Synthesis Literature of City Marketing and Similar Concepts

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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.

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Synthesis Literature of City Marketing and Similar Concepts

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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.

Finding: A very new and young history is shared on academically contribution throughout the articles

Originally/Value: Discover the history of the city marketing that has been developed through the times and the countries where it has been shown and practiced

Keywords: city marketing, city branding, place marketing, literature, review.

I. INTRODUCTION

The city marketing is an area that has been practiced since the 19th 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; Kotler & Zaltman, 1971) and it has been practiced for many centuries for the development and promotion of places, cities, and nations (Kavaratzis & Ashworth, 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; Kotler et al. 1993, 1999; van den berg & Braun, 1999; Rainisto, 2003; Gertner, 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.

II. 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.

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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 (Hospers, 2010).

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 19th century (Kavaratzis, 2004). There is a need to identify the real history of all those concepts, in order

to identify the real history of all those concepts, in order to know the chronology and the development of this field, throughout the years. The aim of the research is to look for all the academic review (JCR). In the urban studies field and to make a table recognizing all those concepts with the revue name, the years of publication and the city that was chosen in the empirical part.

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,

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.

III. 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.

1. Key Words
2. Year of publication
3. Journal

4. Authors
5. Title of the article
6. Impact indicator
7. Case study place
8. University
9. The article objective

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).

a) *Contribution to knowledge*

City marketing and similar concepts that are the focus of this study is a new field that is under-researched 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.

Table 1: Synthesis literature of city marketing and similar concepts

| Key Words | Year of publication | Journals of publication | Authores | Title | Impact indicator | Case study place | University | Article objective |
|-----------------|---------------------|--|---------------------------|--|------------------|------------------------|---|---|
| City marketing | 1993 | Urban Studies | Ronan Paddison | City Marketing, Image Reconstruction and Urban Regeneration | 1.592 | Glasgow Scotland | University of Glasgow, Scotland | Examining the experience of Glasgow, focusing on the implications raised by the use of such marketing techniques, showing that they have social and political implications. |
| City marketing | 1999 | Urban geography | Hai Sik Sohn & Cheol Park | International visitors satisfaction with Pusan city and its implications for city marketing | 1.355 | Busan city South Korea | Dong-A University South Korea | This study examines the perceived satisfaction of foreign visitors who have visited at least one Korean metropolitan city through a questionnaire survey and suggests some policies for making a city more attractive |
| Place marketing | 1999 | Urban studies | Gordon Waitt | Playing Games with Sydney: Marketing Sydney for the 2000 Olympics | 1.592 | Sydney Australia | University of Wollongong Australia | Examining the relationship between hallmark events and three characteristics of the post-modern city: the importance of marketing places. |
| Place marketing | 2002 | Journal of urban affairs | Etienne Nel ; Tony Binns | Place marketing, tourism promotion and community based local economic development in post-apartheid South Africa The Case of Still Bay—The “Bay of Sleeping Beauty” | 0.909 | Still Bay South Africa | Rhodes University South Africa University of Sussex UK | The authors examine the responses of the small community of Still Bay in Western Cape Province, South Africa, to economic crisis and the absence of vital social facilities. Critical to the success and sustainability of this LED initiative was the establishment of the various community development projects, in which certain key actors took a leading role in bringing the community together. |
| City marketing | 2003 | Journal of housing and the built environment | C. Bormemeyer, R. Decker | Key Success Factors in City Marketing -Some Empirical Evidence | 0.657 | | Universitat Bielefeld Germany | Based on a sample of German city marketing projects a possible procedure to identify key success factors of city marketing is proposed. |

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|-----------------|------|---------------------------|-----------------------------------|---|-------|---|--|--|
| Place marketing | 2005 | City Community | Mihalis Kavaratzi, G. J. Ashworth | City branding: An effective assertion of identity or a transitory marketing trick? | 1.00 | | University of Groningen, The Netherlands | This paper developments in marketing theory and practice to suggest how product branding can be transformed into city branding as a powerful image-building strategy, with significant relevance to the contemporary city. Second, it will define city branding, as it is being currently understood by city administrators and critically examine its contemporary use so that a framework for an effective place branding strategy can be constructed. |
| Place marketing | 2007 | Urban geography | Choon-Piew Pow and Lily Kong | Marketing the Chinese Dream Home: Gated Communities and Representations of the Good Life in (Post-)Socialist Shanghai | 1.355 | Shanghai China | National University of Singapore | This paper examines the advertising themes and rhetoric that have been assembled in the place-marketing of Shanghai's newly built gated communities. |
| Place marketing | 2007 | Urban policy and research | Benno Engels | City makers: The place marketing of Melbourne during the kennett years, 1992- 99 | 0.574 | Melbourne Australia | RMIT University Melbourne Australia | This paper examines why Intercity competition has intensified, outlining the main features of place promotion and marketing |
| City marketing | 2007 | Cities | Mihalis Kavaratzi, G.J. Ashworth | Partners in coffeeshops, canals and commerce: Marketing the city of Amsterdam | 1.728 | Amsterdam (Holland) | University of Groningen, The Netherlands | This article discusses this new approach towards marketing in the city, critically evaluating the marketing effort of Amsterdam in an attempt to further understanding of the application of marketing to cities |
| Place marketing | 2008 | Urban policy and research | Susan Oakley | Public Consultation and Place-Marketing in the Revitalisation of the | 0.574 | the Port Adelaide Waterfront Adelaide Australia | School of Social Sciences, The University of | The study reveals that local participation and influence in planning decisions of this public – private venture is |

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|------------------|------|--------------------------------|-------------------------------|---|-------|-----------------|--|---|-------------------------------|--|
| | | | | Port Adelaide Waterfront | | | | | Adelaide, Adelaide, Australia | somewhat marginal to economic considerations |
| Place Branding | 2008 | Cities | Alberto Vanolo | The image of the creative city: Some reflections on urban branding in Turin | 1.728 | Turin (Italy) | University of Turin-Italy | The aim of this paper is to empirically analyze how the creative city is celebrated and displayed in the case of Turin (Torino), Italy. | | |
| City Branding | 2009 | Cities | Li Zhang, Simon Xiaobin Zhao | City branding and the Olympic effect: A case study of Beijing | 1.728 | Beijing (China) | Fudan University, China University of Hong Kong, China | This paper examines the effectiveness of efforts to brand Beijing, the capital city of China. Based on an analysis of official branding strategies through the Olympics, and an attitudinal survey of peoples' understanding of Beijing, the paper investigates to what extent the current campaign has caught the city's good attributes | | |
| Marketing places | 2009 | Cities | Eli Avraham, Daniel Daugherty | "We're known for oil. But we also have watercolors, acrylics & pastels"; Media strategies for marketing small cities and towns in Texas | 1.728 | Texas (USA) | University of Haifa Israel; University of North Texas United States | The study is based on the careful analysis of dozens of Texas places' official web sites and advertisements, which were published in Texas magazines, brochures and newspapers during 2008. | | |
| Place marketing | 2009 | Journal of planning literature | Gary Warnaby | Towards a service-dominant place marketing logic | 1.842 | | University of Liverpool Management School, UK | The paper concludes that, viewed through the lens of S-D logic, issues which have in the past been argued to create a degree of distinctiveness in place marketing theory and practice could actually have much resonance with more mainstream marketing | | |

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|-------------------------|------|--------------------------------|--|--|-------|---|---|--|
| Place marketing | 2010 | Journal of planning literature | Jeamok (Jane) Kwon ; Christine A. Vogt | Identifying the Role of Cognitive, Affective, and Behavioral Components in Understanding Residents' Attitudes toward Place Marketing | 1.842 | | University, East Lansing USA | This study examines attitudes and opinions of local residents regarding place marketing and identifies the role of cognitive, affective, and behavioral components in residents' positive or negative attitudes toward place marketing |
| Place promotion | 2010 | Cities | Chigon Kim | Place promotion and symbolic characterization of New Songdo City, South Korea | 1.728 | New Songdo City (South Korea) | Wright State University Dayton, USA | This paper examines the symbolic characterization of urban space in the publicity and marketing of New Songdo City – a new city under construction in South Korea. Competing with other places, the real estate sector and government actors construct the symbolic characterization of Songdo using various themes and cultural appeals. Songdo has been promoted as a node in the multicentered metropolitan region, a gateway to Northeast Asia and a living space of U-life since the groundbreaking ceremony in 2004. |
| Cultural Urban Branding | 2010 | Cities | Hiroshi Okano , Danny Samson | Cultural urban branding and creative cities: A theoretical framework for promoting creativity in the public spaces | 1.728 | Munich (Germany) and Oxford (England) Montreal (Canada) and Osaka (Japan) | Osaka City University – Japan University of Melbourne, Australia | This paper points out a direction for the building of an urban strategic management system that will expand the city's capabilities. For creative cities, it is important to motivate people for implementing cultural urban branding by inserting balance into the process of expanding the four public spaces |
| Place Marketing | 2010 | Cities | Fulong Wu | Gated and packaged suburbia: Packaging and | 1.728 | Shanghai. Beijing. (China) | Cardiff University U.K | Various packaging and branding practices are discussed, including creating magnificent |

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|----------------|------|--|--|---|-------|----------------------|--|---|
| City marketing | 2010 | Urban geography | Gert-Jan Hospers | Lynch's The Image of the City after 50 Years: City Marketing Lessons from an Urban Planning Classic | 1.355 | Lynch Netherlands | University of Twente Radboud University Netherlands | <p>gates, using foreign place names, borrowing western architectural motifs, and inventing a discourse of community.</p> <p>The Image of the City has become a classic among urban planners. Fifty years after its publication the study is still highly topical and relevant. In this contribution, we argue that not only urban planners, but also city marketers can learn from Lynch's most cited book.</p> |
| City branding | 2011 | Journal of planning literature | Ram Herstein | Thin line between country, city, and region branding | 1.842 | | The Lander Institute— Jerusalem Academic Center, Israel | <p>The purpose of this conceptual paper is to describe a new approach of re-branding countries strategy in accordance to two dimensions: the geo- graphy of the country vs. the range of ethnic groups in the country</p> |
| City marketing | 2011 | Urban Geography | Juan Gabriel Cegarra Navarro and Aurora Martinez-Martinez | Improving competitiveness through city marketing in Spanish hotels | 1.355 | | Universidad Politecnica de Cartagena, Cartagena, Spain | <p>This study is to analyse and present how a city marketing procedure could become an effective tool for knowledge development and the competitiveness of Spanish hospitality hotels</p> |
| City marketing | 2011 | Journal of housing and the built environment | Jia-peng Dong and Yun-long Ding | Study on the Mechanism of Value Increment During City Marketing | 0.657 | | University, Dalian Liaoning China | <p>This research defines and classifies the concept of city value from the viewpoint of subject utility, involving three high homogeneity factors and six low homogeneity factors. In ideal conditions, city value increment is spontaneous.</p> |

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|-----------------|------|--|--|--|-------|---|---|---|
| City branding | 2011 | Journal of housing the built environment | Sheng Ye and Xi Li | A Practical Approach of Hier archy Process Analysis in Modeling MICE City Br and Attributes System | 0.657 | Mice China | University of Science and Tec hnology, Taipa, Macao China | In this research, a system model is proposed to assist the formation of MICE city brand from all-around sustained attributes, and this can be a crucial contribution to future related studies |
| City Marketing | 2012 | Journal of Urban Affairs | Claire Colomb | Pushing the urban frontier : temporary uses of space, city marketing and the creative city discourse in 2000s Berlin | 0.909 | Berlin (Germany) | University College London UK | This paper analyzes how, and why, such temporary uses of space have been harnessed in recent economic and urban development policies and in the official city marketing discourse in Berlin post-2000, in the context of the discursive and policy shift toward the promotion of Berlin as a "creative city." |
| Place marketing | 2013 | Journal of planning literature | Gary Warmaby ; Dominic Medway | What about the 'place' in place marketing? | 1.842 | 'I love MCR' « I love Manchester » case. UK | University of Manchester, UK | The article concludes by arguing that the place product should be regarded as a dynamic concept, composed as much from changing and competing narratives in and over time, as it is from its tangible and material elements. |
| Place marketing | 2013 | Cities | Sebastian Zenker, Felix Eggers, Mario Farsky | Putting a price tag on cities: Insights into the competitive environment of places | 1.728 | Berlin and Hamburg (Germany) | Erasmus University Rotterdam, The Netherlands Zeppelin University, Friedrichshafen , Germany Institute of Marketing and Media | this article reports a large-scale empirical study with German talents for the competitive environment of the 15 largest German cities and explores for the first time the use of city image dimensions in monetary terms. |

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|-----------------|------|--------------------------------|--|---|-------|--|--|--|
| Place Marketing | 2013 | City Community | Jasper Eshuis Erik Braun Erik-Hans Klijn | Place Marketing as Governance Strategy: An Assessment of Obstacles in Place Marketing and Their Effects on Attracting Target Groups | 1.00 | | Hamburg, Germany | this article analyzes the main obstacles as perceived by public managers. It also analyzes the effects of place marketing in terms of attracting target groups |
| City Branding | 2013 | Cities | Gill Lawson | A rhetorical study of in-flight real estate advertisements as a potential site of ethical transformation in Chinese cities | 1.728 | Shanghai Beijing Hong Kong ... (China) | Queensland University of Technology Brisbane, Australia | This paper investigates real estate marketing as a site of potential ethical transformation of values related to new urban development |
| City marketing | 2013 | Journal of planning literature | | Urban scaling-up and endogenous development promoted by continuous city marketing: A case study of Xuyi County, China | 1.842 | Xuyi County China | Nanjing University, China ; Shenzhen Urban Planning and Land Development Research Center, China | This article examines the mechanism of city marketing and urban scaling-up in Xuyi County, which is marketed as "Lobster Capital" for its lobster production and festival, from urban awareness, economy, and governance. It argues that the effective combination of city marketing and local resource endowment is a very important tactic for the development of small- and medium-sized cities |
| City branding | 2013 | Journal of planning literature | Mihalis Kavaratzis Mary Jo Hatch | The dynamics of place brands: An identity-based approach to place branding theory | 1.842 | | University of Leicester, UK University of Virginia, USA | This article introduces a novel approach towards place branding theory, adopting a view based on the relationship between the place brand and place identity. |
| Place marketing | 2013 | European urban and | Marco Eimermann | Promoting Swedish countryside | 1.673 | Swedish countryside | Örebro University, | this article explores international rural place-marketing efforts by Swedish |

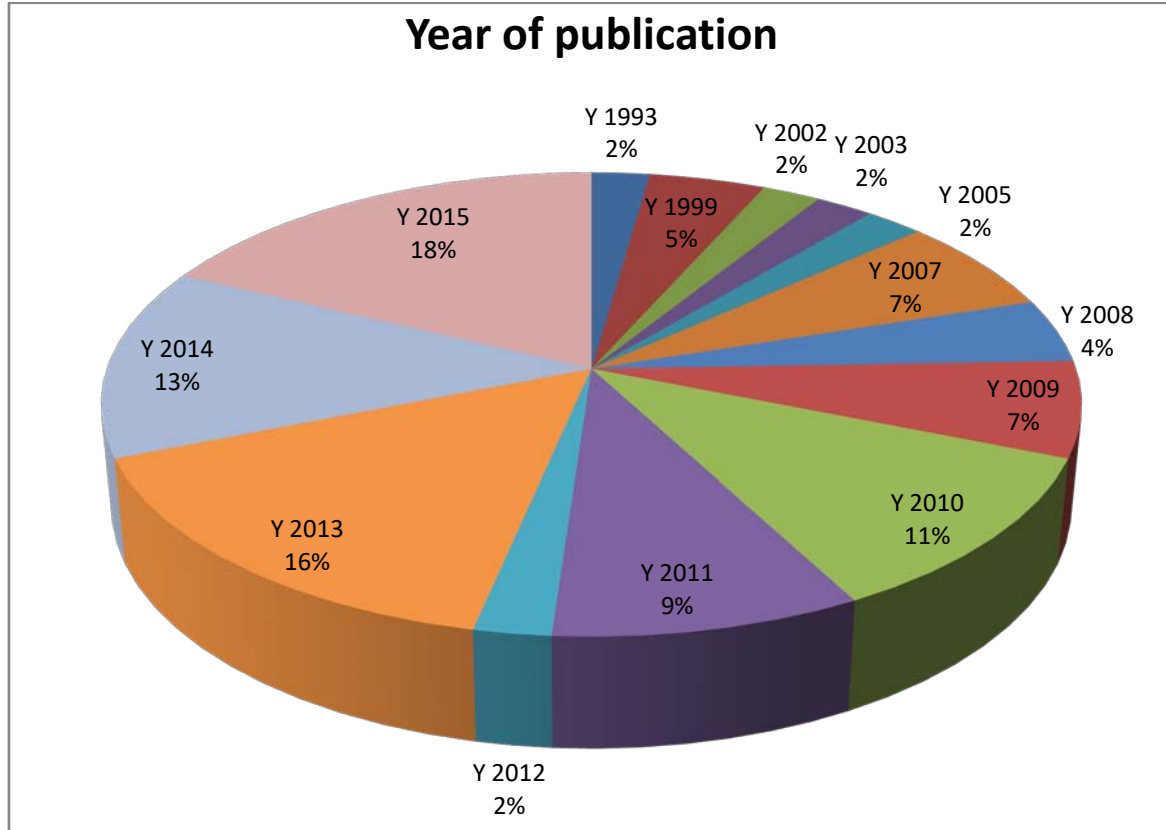
| | | | | | | | | | | | |
|-----------------|------|--------------------------------|--|--|-------|--|--|--|--------------------|---|---|
| | | | | | | | in the Netherlands: International rural place marketing to attract new residents | | in the Netherlands | Sweden | municipalities towards affluent western European migrants, exemplified by campaigns in the Netherlands |
| Place marketing | 2014 | Journal of planning literature | | | 1.842 | | Place marketing and citizen participation: branding as strategy to address the emotional dimension of policy making? | | | University Rotterdam, The Netherlands | The article shows with a case study that citizen involvement in place branding can be used to enhance the quality of the brand and include citizens' emotions in governance processes |
| City branding | 2014 | Cities | Efe Sevin | | 1.728 | | Understanding cities through city brands: City branding as a social and semantic network | | | American University, School of International Service Washington USA | This research aims to present a place branding measurement model that is capable of capturing the complexity of cities, regions, and nations, ¹ and of their brands, with the ultimate objective of a better understanding of how places are perceived by different audiences |
| Place Branding | 2014 | Cities | Erik Braun, Jasper Eshuis, Erik-Hans Klijn | | | | The effectiveness of place brand communication | | | Erasmus University Rotterdam, The Netherlands | The study presented in this paper is one of the first quantitative, empirical studies addressing the effectiveness of place branding. This paper assesses whether three different strategies for place brand communication have a positive effect on attracting residents and visitors. |
| Place marketing | 2014 | Journal of planning literature | Stephen Brown and Adriana Campelo | | 1.842 | | Do Cities Have Broad Shoulders? Does Motown Need a Haircut? On Urban Branding and the Personification of Place | | | University of Ulster, Northern Ireland, UK Cardiff University, Wales, UK | This essay reflects on the proliferation of place marketing publications and draws marketers' attention to a hitherto overlooked aspect of the literature. Namely, our propensity to personify places, to treat them as living things, as organic entities – as people, in effect – that grow, flourish and finally pass away |

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|----------------|------|--|--|---|-------|-------------------|--|---|
| Place branding | 2014 | Urban studies | Joaquim Rius Uldemolins | Culture and authenticity in urban regeneration processes: Place branding in central Barcelona | 1.592 | Barcelona Spain | Universitat de Barcelona, Spain | ace and create authenticity, which are necessary elements if a city is to be globally competitive. The case of central Barcelona and, specifically, the Raval district is exemplary and singular: the joint action of the cultural institutions and representatives of the cultural sector based in the neighbourhood have turned the Raval into an brand space of 'authentic Barcelona' that makes the official, tourist-frequented Barcelona more rich and complex. |
| City branding | 2014 | Journal of housing the built environment | Roberto Grandi and Federico Neri | Sentiment Analysis and City Branding | 0.657 | Bologna Italy | Università di Bologna, Italy Semantic Intelligence, Pisa, Italy | This study partially confirms and partially rejects what many sectors of the city would have expected from the perception of Bologna on the Web |
| City marketing | 2015 | Urban forestry & urban greening | Chung-Shing Chan; Mike Peters; Lawal M. Marafa | Public parks in city branding: Perceptions of visitors vis- à-vis residents in Hong Kong | 2.109 | Hong Kong (China) | University of Hong Kong- (China) ; University of Innsbruck- (Austria) ; | This paper reveals the weak familiarity and favourability of the city brand especially expressed by locals and potential visitors. In Hong Kong, Marine Parks and the Geo-Park have a strong level of uniqueness, which indicates their potential to be distinctive attractions for green branding though perceptual divergence causes obstacles in realizing that potential. |
| Urban Branding | 2015 | Cities | Chiara Rabbiosi | Renewing a historical legacy: Tourism, leisure shopping and | 1.728 | Paris (France) | University of Bologna Center for Advanced | This article discusses a form of urban tourism branding based on the archetypical form of consumerism: leisure shopping. Commodity |

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|----------------|------|---------------|--|---|-------|-------------------------|--|--|---------------------------|---|
| | | | | urban branding in Paris | | | | | Studies in Tourism, Italy | fetishism is instrumental not only to increasing mainstream fashion sales but also to rejuvenating and multiplying city images on the global competitive market |
| City Branding | 2015 | Cities | Yawei Zhao | China's leading historical and cultural city: Branding Dali City through public-private partnerships in Bai architecture revitalization | 1.728 | Dali (China) | | McGill University Montreal Canada | | This paper aims to reveal how partnerships between the public and private sectors in heritage management have functioned as an approach to city branding, and how local people perceive and are influenced by these partnerships |
| Urban branding | 2015 | Cities | Alberto Vanolo | The image of the creative city, eight years later: Turin, urban branding and the economic crisis taboo | 1.728 | Turin (Italy) | | Universita` di Torino- Italy | | This article looks at the same city eight years later: both Turin and the general socio-economic situation have changed, primarily because of the ongoing economic crisis. |
| City Branding | 2015 | Cities | Antonella Maiello , Cecilia Pasquinelli | Destruction or construction? A (counter) branding analysis of sport mega-events in Rio de Janeiro | 1.728 | Rio de Janeiro (Brazil) | | Universit ria, Rio de Janeiro, Brazil Gran Sasso Science Institute, L'Aquila, Italy | | This paper presents an analysis of the dialectic construction of city representation in Rio de Janeiro during the phase of preparing for global sport mega-events, such as the 2014 FIFA World Cup and the 2016 Olympics |
| City branding | 2015 | Urban studies | Cecilia Dinard | Cities for sale: Contesting city branding and cultural policies in Buenos Aires | 1.592 | Buenos Aires Argentina | | City University London, UK | | This paper examines the role of culture in shaping and contesting city branding strategies The paper concludes by showing how a particular entanglement between politics, businesses and urban marketing in the Latin American city gives way to ongoing contestations over the city brand and configures the possibilities and distribution of potential benefits |

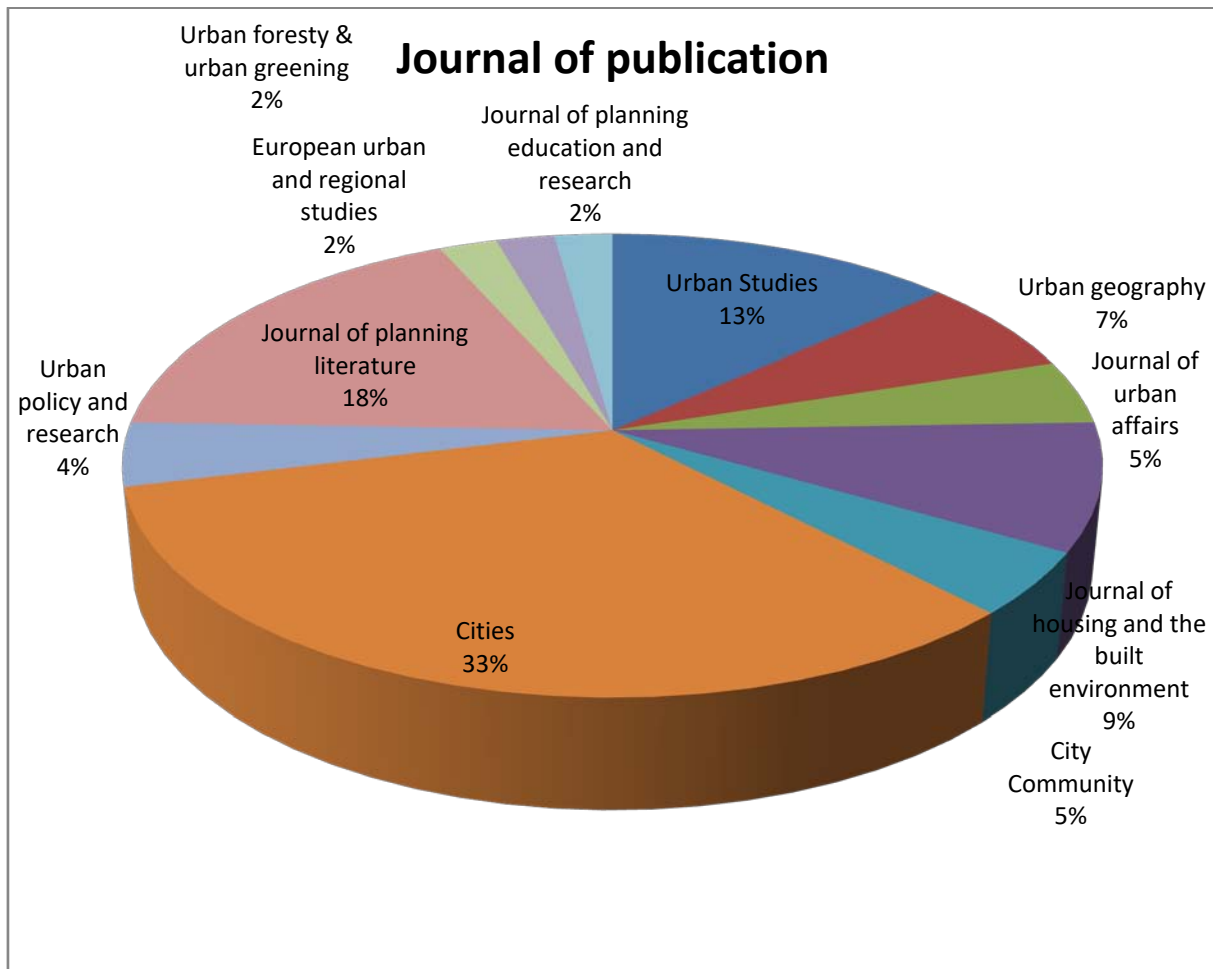
| | | | | | | | | |
|-----------------|------|--|------------------------------------|---|-------|-----------------------|---|---|
| Place branding | 2015 | Urban studies | Staci M Zavattaro Frank G Adams | Bridging the gap: An exploration of how DMO managers use education to overcome challenges | 1.592 | | Mississippi State University, USA | this study contributes to the literature by reporting results of interviews with DMO managers throughout a Southern state, and finds that managers face four major challenges: personnel, technological, political, and educational. |
| Place marketing | 2015 | Journal of planning education and research | Nara Iwata & Vicente del Rio | The Image of the Waterfront in Rio de Janeiro Urbanism and Social Representation of Reality | 1.196 | Rio de Janeiro Brazil | Universidade Federal do Rio de Janeiro Brazil | This article discusses how the evolution of the city's image has had a strong relationship with the beaches and the natural landscape and how, by continuously perceiving them as a natural asset, the city managers have failed to understand their role in the construction of the beachfront as a social reality |

IV. RESULTS



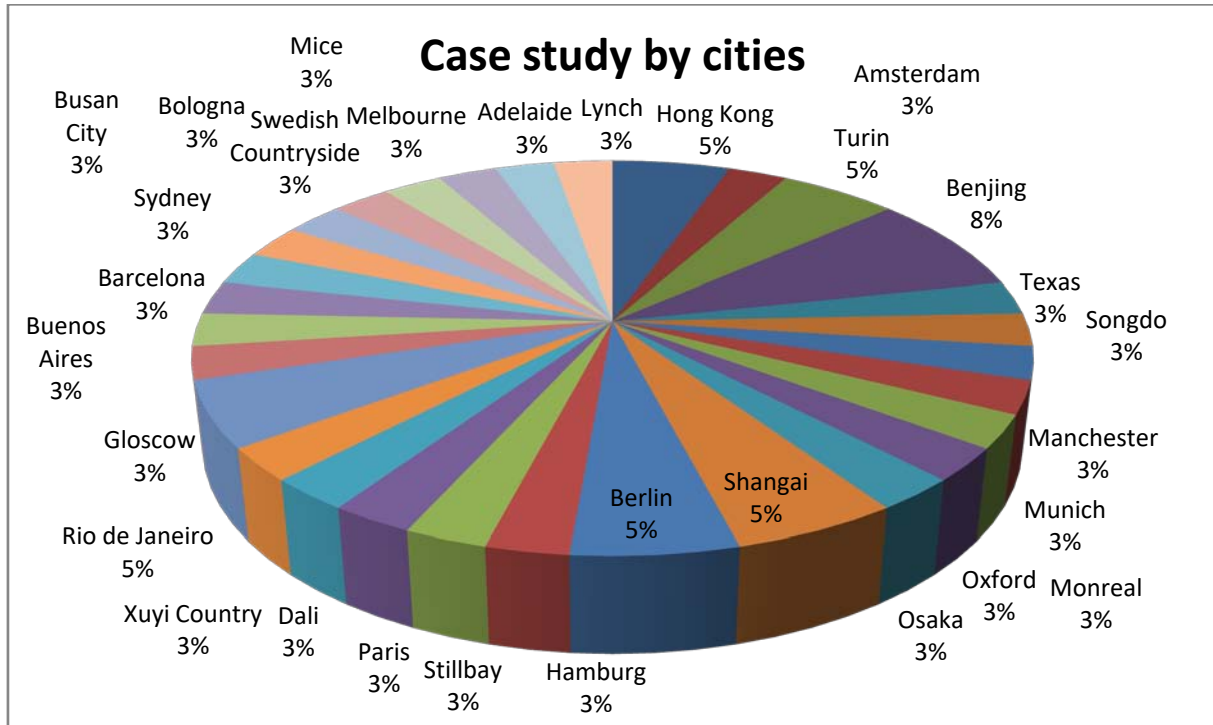
According to the statistics that we have realized, we notice that the beginning of the research of place marketing and similar concepts began in 1993, under the Journal Citations Reports in social sciences of 2015. The first journals published some articles and papers about city marketing with 2%, this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



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".

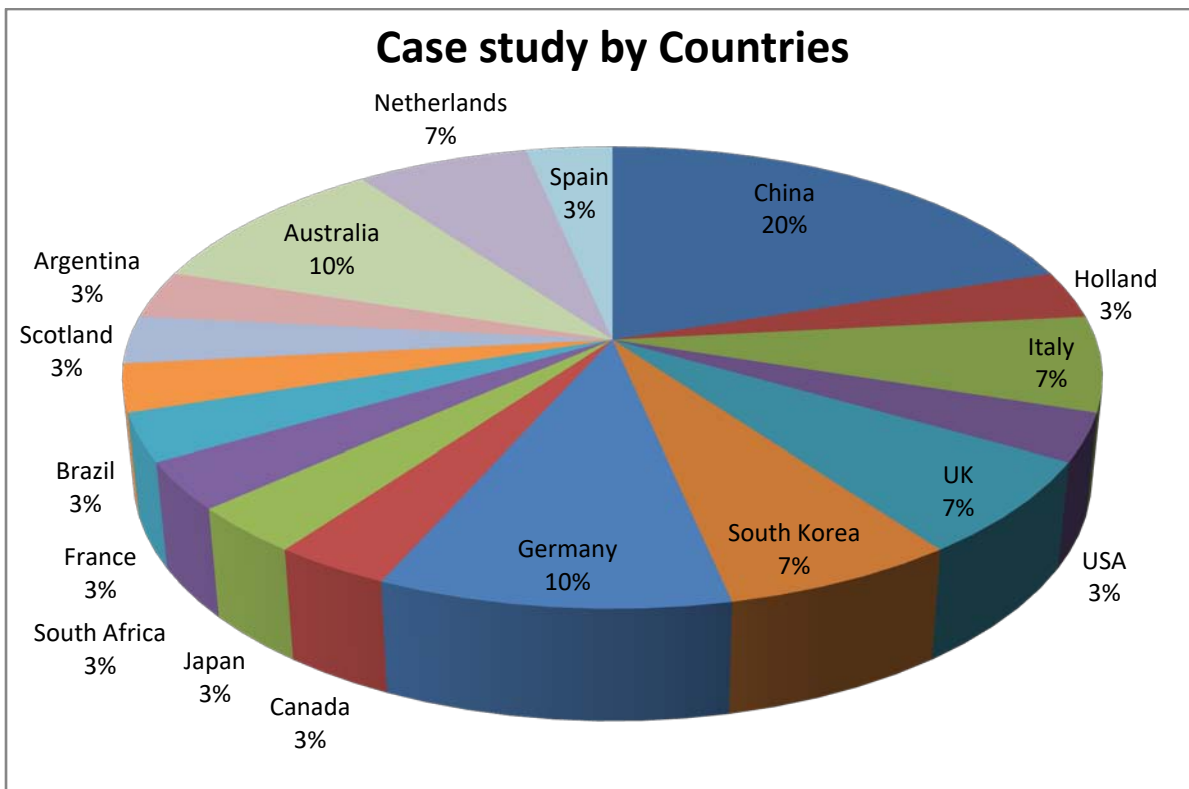
This means that impact factor of the journals of publication has a great and a very important role at the acceptance of the papers of quality.



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%.

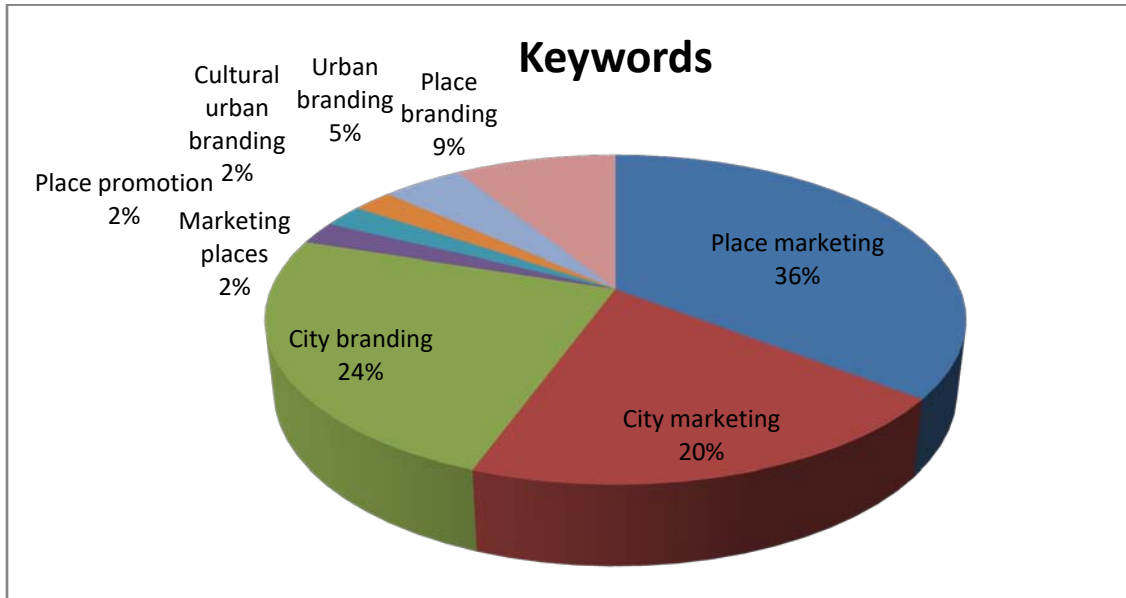
In second place, there were many cities that were chosen in the empiric part of the articles such as: Hong Kong, Turin, Shanghai, Berlin, and Rio de Janeiro.

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.



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%.

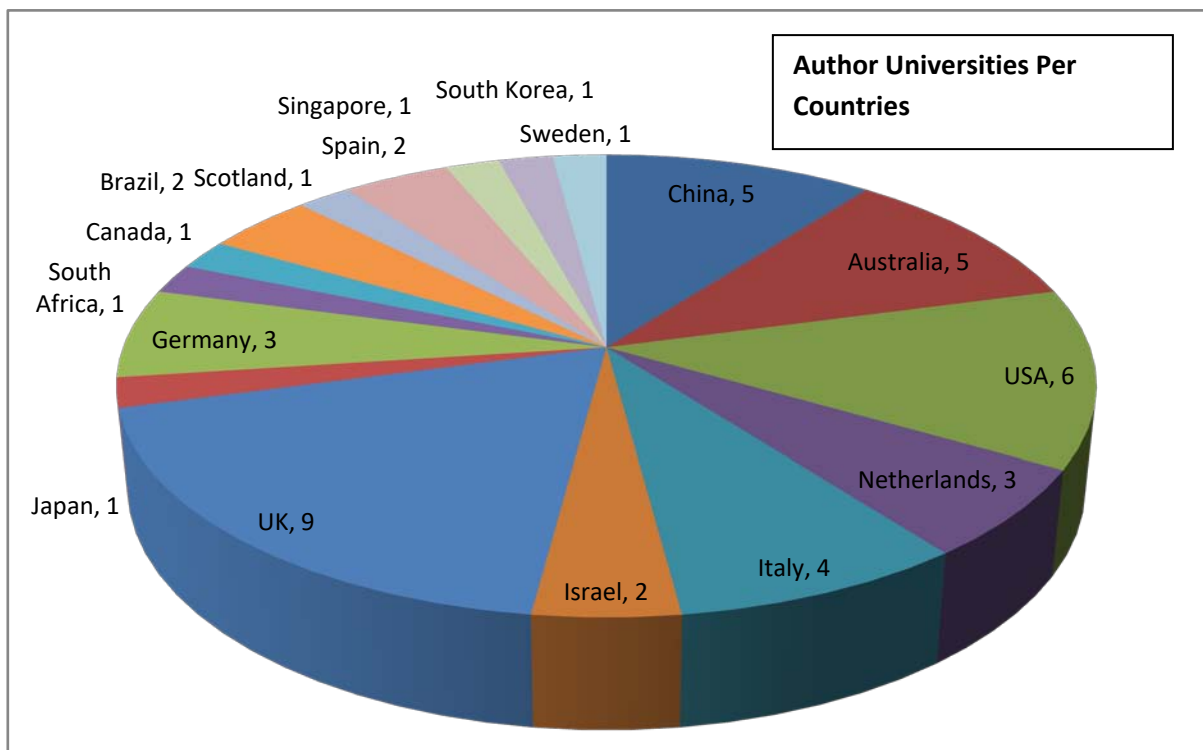
As we have seen, China is one of the most important countries found at the empiric part of the papers that we have studied, in the second place we find Germany, as a strong country in different areas and especially.



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".

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 main useful keyword is Place marketing referring to the place that has know a strategy of



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. CONCLUSION

This study has explored the articles that were published in JCR journals and revues. In this sense, the articles published between 1996 ans 2015 were analyzed, even tough, the study is not definitive. It only helps to summarize and interpret, analyzing the item that was choosen 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, 2007) and brand management (Kavaratzis & Ashworth, 2009).

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.

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 b practionners. Through the entire article, the study has explored different articles mostly in English that was published in many revues of impact: "JCR" that talked 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".

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