

City Marketing: the transformation of small towns into smart cities in developing countries

The goal of the current research is studying the phenomenon of city marketing and identifying the role of the latter in economic and social development. The purpose of this project is to discover the prospective that city marketing may have for developing countries and also to come up with core features of the development trends, ways and models of city marketing in different countries, cultures and mentalities. Those draw up the city's DNA, stand for its unique nature and are essential for the past, present and future of it. The architectural and contiguous components beloved by the citizens, which commit sense to its identity, explicit the DNA of the city. The marketing of every city shows the key ideals, values and beliefs of the inhabitants; also it builds a vigorous identity and creates a name for keeping an enduring influence on social approach.

Method: The method of the current project is based on the basis of gathering and correlation of study materials, its purpose is to uncover the present state in developing countries and also show the immediate relations, contacts and connections between the speed of developments and the forthcoming trends. The character of the study, the theoretic and actual understanding to it, and also its specialties and demonstrations of the monitoring, is the fundament for the selection of the research methods. The below mentioned models and tools were used to carry out the research:

Autoregressive–moving-average model (ARIMAX, GARCH, ARDLN), Markov chains model, Fuzzy logic model, exponential smoothing and Delphi method and in-hall test.

City marketing is the unique form and evolution of a town or community. It is to constantly protect and enhance the life condition and quality for inhabitants, as well as the town's plea in competing for districts with regard to jobs, tourists and organizations.

Such aspects as life quality, image, plea and security are coming to an ever more important level throughout this lasting competitive stage.

Now shortly about the meaning of “city marketing”: city marketing is the city's or its district's promotion, with the purpose of boosting some actions and events to be realized there. This is a way of modifying the outer insights in the city aiming to encourage the tourism, interest inner migration of habitants, as well as assist business rearrangement. A very important characteristic of city marketing is the progress and the development of newly created landmark, or 'flagship', architecture and constructions (Smyth & Hedley, 1994, pp. 2-3). City marketing may be considered as one of the

outcomes of the overview of non-profit marketing, which countenances the characterization of marketing to be widened. Therefore, it is connected to a growing demand from civic segment for marketing perceptions. An alternative explanation by the American Marketing Association (AMA) is the synchronized usage of marketing instruments maintained by a common client-oriented viewpoint, for generating, collaborating, carrying, and exchanging city offerings that are valuable for the city's clients and the city's population at large (Braun, 2008, p.43). Both of these descriptions are appropriate to our vision of the conception of City Marketing and complete one another. The management of city marketing is the route of setting marketing objectives for a town, the scheduling and implementation of actions to encounter the goals, and assessing growth toward their attainment.

The image of a city is one of the most significant triumph aspects in tourism (Kampshulte, A., 1999, p. 235). A decent management and execution of this perception can make the town realize what the image that the tourists have about it actually is. With this awareness, the city can perform to save that line or try to alter its image.

Marketing of the city is a visiting card for the whole city. What makes the first impression of tourists? That's a very difficult question. For some, it is the architecture of the city, for others places of entertainment, tourist infrastructure, and for another one the ordinary inhabitants of the city. But everything is important in integrity for good marketing of the city. The biggest problem of small towns is to identify themselves among many other similar cities, show their uniqueness, conquer with their simplicity and be remembered. It is very difficult for small cities in developing countries to compete with famous tourist cities, which have their own city's image.

Here a little about the factors of marketing of small towns. Small cities and countryside populations are seeking ways to toughen their economies, to afford better life quality, and construct on local resources. Various countryside populations and small cities are meeting encounters, together with speedy progress at urban edges, decreasing rural communities, and loss of ranches and working properties. Slowly developing and shrinking countryside regions may find that their guidelines are not bringing the success they look for, while fast-growing countryside regions at the edge of urban areas meet metropolitan-style growth pressures. On one hand, small towns must develop, but on the other hand, the most prolific of them do not have the necessary economic preconditions for development. For such cases, urban tourism is becoming a salvation. But not all cities have those qualities with the help of which you can provide a flow of tourists. It is here that urban marketing comes to the rescue.

Many professionals see the evolution of a small town to a smart city as a key to this problem. In contradiction of the experience of financial and technological alterations caused in the result of the

globalization and the integration procedure, towns in various countries face the trial of joining competitiveness and maintainable metropolitan growth simultaneously. Very obviously, this trial is probable to have an influence on subjects of Urban Quality such as accommodation, economy, and culture, communal and environmental conditions.

The primary query is what is the meaning of a ‘smart city’? The response is that there is no generally recognized explanation of a smart city. It means diverse things to different persons. The conceptualization of Smart City, thus differs from town to town and nation to nation, based on the level of progress, readiness to change and improve, resources and ambitions of the town inhabitants.

However some definitional restrictions are essential to lead towns in the Mission. In the mind of any town, the image of a smart city holds a wish list of substructure and facilities that defines his or her level of ambition. To deliver the ambitions and requirements of the residents, metropolitan organizers preferably intend at evolving the whole city eco-system, which is represented by the four columns of all-inclusive development-institutional, physical, communal and economic substructure. This can be a long-term aim and towns can work towards evolving such full substructure incrementally, in addition on layers of ‘smartness’.

In the methodology of the Smart Cities Mission, the aim is to stimulate towns that deliver essential substructure and provide a decent life quality to its inhabitants, a clean and maintainable atmosphere and submission of ‘Smart’ Solutions. The concentration is on maintainable and comprehensive growth and the idea is to aspect the compacted zones, generate a replicable model that will perform as a light community to other ambitious towns. The Smart Cities Mission of the Government is a daring, innovative initiative. It intends to set samples which may be simulated both inside and outside the Smart City, catalyzing the formation of parallel Smart Cities in numerous parts and districts of the country.

In case if we theorize the town as a product, it has to be suitable to its customers’ anticipations: the city investors. From their requirements and desires arise the crucial points for developing the town and fulfilling the society that wills to see this town, to be a part of it perhaps for a short period of time. The triumph of the branding tactic lies in the selection of probable clients in the town. As stated above, disregarding what the client desires, what are his or her demands and requirements represent a trained issue for the corporation or in this circumstance the town. This is what Levitt (1960) named, marketing myopia. It arises when clients’ predilections are indefinite and that therefore, any tactic may be incorrect. Stimulating somewhat that we contemplate clients might consent cannot lead the strategy of the image of the town. We have to be certain of what they will. That is the reason why, in city

marketing, being aware who is your possible client and what he or she desires has to be one of the primary queries that marketing manager is to response.

The product's or object's image is something very significant in the growing of attention amongst the clients. Undeniably, image performs as stimuli in the emotional route of clients and is occasionally considered as one of the most vital stimuli of the list below:

- ✓ Vision
- ✓ Sound
- ✓ Scent
- ✓ Taste
- ✓ Touch

So let's concentrate on the vision stimulus as it is the one that towns can truly practice in their tactics. Effectually sound, scent, taste and touch are not applicable here. We may conclude that the better the motivation is, the better the insight of the product will be, now the town, and this, as far as the clarification of the customer resembles to what the inventors of the image willed to (as the understanding carries sense). This is the way that the town can perform on its inhabitants' awareness by improving its corporal image. It can practice any sort of media as well, in order to promote and spread its image amongst non-residents of the town, flaring off awareness and hence insight.

It is not possible to visualize the study of city marketing deprived of learning the idea of the DNA of a town. As in case of an organism, the DNA holds commands on such features as the color of eyes, or hair: in case of a town on such features as construction materials, building colors, rooftop forms, and dimensions of windows.

These conducted features differ in minor ways, within a restricted variety, from individual to individual, as well as from generation to generation, without any damage to the individual or to the society. Undeniably, these differences are crucial to our sense of personality and uniqueness as individuals.

In the same way, the corporal features of the town should diverge within a narrow variety, from building to building, and from town to town. It is these minor and delicate differences on architectural themes that convey a meaning of uniqueness to the street or the city.

The towns that are aware of their inimitable character are able to grow strong strategy plans for forthcoming growth, stating what construction supplies, palette of colors, architectural scopes and detailing will be recognized as proper.

The strong point of design strategies differs from county to country, town to town and even neighborhood to neighborhood. Almost total absence of any strategies in the economic “enterprise sectors” of London’s Docklands reinvigorated overbuilding and shortage of a comprehensible municipal material. Strong design strategies conveyed for such North American towns as Santa Fe, New Mexico, Santa Barbara, California, Nantucket, Massachusetts, and Victoria, BC defend the distinct charisma of those cities.

Towns that attempt to grow design strategies occasionally meet unpleasant antagonism from architects and constructors who wish to claim that the rights of the separate individual should line with communal interests.

Afterward the above mentioned, let’s start the study of the perception of the product of the town that causes the structure of city marketing.

In modern world, competition is a continuous and nonstop feature of the universal atmosphere in which separate towns work, function, develop and grow.

Dynamic processes of informatisation and conjunction of skills and technologies define the growth in the assessment of insubstantial possessions (mostly information and statistics) in the politics and economy, and also the action and dynamism of the alteration in the front-runner of the world competition and antagonism. It gets exceedingly tough to uphold the formerly attained competitive advantage - and consequently, the state and the position of the frontrunner and leader - for the reason that somewhat accomplishment can be copied and imitated.

What do towns strive for?

Towns can contest for the customary possessions necessary to certify their complete progress (industry and labor, investment and stocks, skills and technology, TNC headquarters, principal positions in worldwide rankings), and also for unique and exclusive ones. Consequently, the level of their attractiveness and competitiveness is resolute either by the more competent usage of means that they accomplished to appeal, or by the handiness of unique and sole means that altogether form a good-looking proposal of the country or state, district, town for the inhabitants and business.

In assembly with the escalation and strengthening of competition and antagonism amongst separate towns, it gets vital to design the town’s brand and grow and implement a tactic for its upgrade and promotion to the epicenter of the worldwide information and statistics space. Branding of the town includes the building of its confident and positive image and appearance, and also the related associative sequence in the minds and observances of persons who have not even visited the town yet.

The brand is a capacious focus of the city's unique competitive advantages among competitors. In other words, the brand of the city serves to form an idea of the purpose of the city and its specifics.

The brand is an image of the place, alleged as a set of beliefs, perceptions and impressions of people about a specific city. Image is a simplified synthesis of pieces of information and associations related to the city, which is a product of people's cognitive activities related to obtaining information about the city and attempting to analyze it, systematize and form their own interpretation.

On the other hand, the way a city is recorded in people's perception is not necessarily equivalent to how people treat it. For example, different people can share a certain image of the city, but have different attitudes towards it. Thus, the concept of the image of the city does not include the affective component of human perception. The last conclusion is valuable for this study in the sense that a set of methods for promoting the brand of the city should be focused on the impact on the person's individual stratum and the formation of positive emotional support for the perception of the city. Moreover, the brand must include a set of images of the city in order to cause a positive perception of the territory of a larger number of people (city residents, potential visitors, investors and entrepreneurs, etc.). In particular, positioning Glasgow as solely the capital of painting in Europe, a significant part of potential tourists, who are not interested in painting, is cut off, so in order to achieve greater coverage, it would be advisable to emphasize, on an equal basis with the uniqueness of the city, the availability of other opportunities presented on its territory that can be of interest to a larger number of visitors.

Image stereotype

The stereotype is a deeply rooted image in the mass consciousness, somewhat distorted and simplified by mass consciousness and assuming a pronounced positive or negative emotional coloring. Image implies a more personal perception of the place and varies considerably from one person to another. In the minds and perceptions of different people, different images of one place can be formed, for undoubtedly one and the same people can define differently¹.

Any brand assumes uniqueness, the presence of competitive advantages, and the brand of the territory is no exception. At the same time, the city should have a set of characteristics that are typical for most of the territories and necessary to ensure their normal life, as well as a set of unique features that separate the city from other similar territories in the mind of a person. The brand only captures its uniqueness.

Strategic management of the image

¹ http://archvuz.ru/magazine/Numbers/2004_02/template_article?ar=K01-20/k03

Strategic image management is a permanent process of studying the image of the city, emerging from different audiences, segmenting and identifying target audiences, positioning unique characteristics of the site in such a way that they support the desired image, as well as promoting information in relation to the target groups. In the natural course of events, the image of the place takes root in the public consciousness, in which there is still a long time after it ceases to correspond to reality.

Brand promotion tools

City development strategy

The development strategy is a document that defines the long-term direction of the development of the city, setting priorities and guiding its development. The strategic orientation of the city allows you to direct efforts and resources at any particular time in the direction of the general vector of development-to solve numerous small current tasks. Moreover, the existence of a strategic document is a key mechanism for constructing a brand of the city and its positioning in the information space, because the strategy determines how the authorities themselves see their city - and how it represents it outside, and identifies target audiences in the establishment of communication with which the territory is most interested. Moreover, strategic documents allow you to structure information flows, highlighting exactly those events, events and facts that confirm the validity of the selected areas of development and ensure a real adherence to the specified areas.

The strategy defines the vision of the city in the future, which is the basis for the formation (or actualization) of the image, image - and brand of the city.

Thus, the strategy creates a detailed justification for the brand, which is the first stage of branding. The next step in this process is the decomposition and operationalization of the strategy to a set of goals and objectives that are designed to determine the position of the city in specific areas recognized by the city authorities as relevant for its development. Reducing a single holistic image and vision of the city to a set of small images, goals and objectives of its development is significant for bringing them to the understanding of a particular person, which is most effective through actualization of many indirect associations and their emotional design.

Events

The image of the city can also be formed and promoted through the organization of certain events, events and the construction of information reasons on this basis. A successfully organized event that went beyond the scale of the city, provided with appropriate methods of PR communication, can create a strong brand of the city.

Some additional tools

I would like to emphasize that many world famous cities with heavily sounding brands are actively engaged in promoting their image in the information space. In particular, in New York and Montreal at the level of the city Administration, brand promotion programs have been designed, which are being implemented systematically - through a variety of thematic events. For example, the authorities of New York initiated the production of T-shirts with the New York logo, which were handed to all visitors with the aim of introducing them to the spirit, atmosphere and values of the city. Another interesting branding tool is the issuance of discount cards by the City Administration that provide visitors with the opportunity to enjoy a discount at a regular visit to the institutions of the culture and entertainment industry: museums, theaters, cinemas, exhibitions, restaurants, Internet cafes and others. If at the moment the system of discounts was practiced only in business, now it becomes an instrument of strategic management of the image of the territory. In particular, such cards were issued by Frankfurt Administration and are as follows.

Close emotive and sensitive bonds occur between people and the places they inhabit, visit and work. This carries an extra measurement to deliberate when it comes to presenting trainings like location branding and marketing to a public. This is a truth that proprietors and vendors of customer properties face once in a while. Whether as inhabitants or guests, we have very superior ties to places and this can bring to a very complicated development process.

Cities have to continually regulate to altering conditions, all the while preserving a stability with the morals, values and idea of their inhabitants. Those aspiring places wanting to escalate their comfort and status through tourism and economic growth should initially reply some simple enquiries:

- ✓ What do we wish to be recognized for?
- ✓ How can we leap out from the crowd and be more competitive?
- ✓ What viewpoints, moods and feelings do we desire to arise to mind when persons reveal our name?
- ✓ How can we progress better outcomes from our possessions?

These questions are at the core of branding. To effectively answer them the town needs to be client-focused, tactical, open-minded, creative and inventive in order to disclose the brand in a way that will make positive emotional state, admiration, and devotion. It has to be crystal clear

what it is about, what it does, why it is fascinating and interesting, and why it should matter to definite audiences².

Places are not similar. Branding these compound units takes much more than a cookie cutter tactic or an after lunch thinking session. What may work in tightfitting and constructing the brand for one place, may not inevitably work in another. The practices defined here deliver tools that can be modified to a diversity of conditions.

Although branding has been pragmatic to customer products for years, the idea of purposes and places expressing brand tactics solitary started to perform during the 1990s. A tactical attitude to destination branding was originally introduced at a national level. The nations of Australia, Hong Kong, and Spain were amongst the first to really embrace the exercise. It was then accepted by major cities such as Seattle, Las Vegas, and Pittsburgh who were among the timely American adopters. These modernizers presented branding to contest more efficiently in a progressively competitive world, generate a tactical decision-making outline, and to address the appeals on behalf of investors for improved responsibility in the marketing of places.

According to Jeremy Hildreth, head of place branding at London agency Saffron, “We have a tendency to think of a city’s star as permanently fixed, in reality the fortunes of places rise and fall over time. Our perceptions shift too, but they are imperfectly correlated with reality. We continue to think positively of a place even if it no longer deserves it. It seems we’ll forgive a place anything provided it’s sexy and going there gives us something to talk about when we get home. A city’s brand is an overall image and set of associations that resides in people’s heads and branding means the deliberate actions taken to alter or improve an image.”

Most frontward thinking places now respect branding as a vital section of their tourism and communal growth toolkits. It has been raised in significance to the point where Destination Marketing Association International (DMAI), the world’s major authorized destination marketing organization, has elected the growth of a brand strategy as one of the serious matters required for authorization in the Association’s “Destination Marketing Accreditation Program”.

² Destination Branding for Small Cities — Second Edition / © 2012 Creative Leap Books.

Though place branding is being effectively accepted around the world, there are some who incorrectly concern it as a fashion. In investigating their review, I often find that they don't actually comprehend the idea and frequently can't get much outside the logo and tagline. They don't contemplate its welfares in providing a tactical framework. Malcolm Allan at Colliers International in London has a thought-provoking viewpoint on this, "Place branding is a relatively new discipline and its small but growing band of adherents and practitioners have often been received with disdain and disbelief by people from established professions in town planning, economic development and tourism, numbers of whom regard it as a passing fad, just a new way of sexing-up traditional approaches to city planning, marketing and place making. As a qualified practicing town planner and economic development professional for over thirty years, I see it very differently. For me the key word is strategy as in place, city or development brand strategy. I have often been struck by the power of major lasting brands to meet the changing needs of their customers whilst remaining true to their purpose and values – they provide a much needed (and proven) strategic guidance system."

Appreciating the influence of a brand strategy to make their towns more competitive, prosperous and successful, front-runners are implementing the branding methods that were formerly the field of commercial products, facilities and services. Even so, not all place brands are effective. Moreover, too many decrease of their objectives and purposes. In the following paragraphs, I will report about the common drawbacks and how to evade them.

The ideas and relations that come to thoughts when a city's name is overheard or read can have enormous economic, financial, political, and social significance. Too rare town leaders contemplate the amount of occupations, businesses, industries and other organizations that straightly advantage from their city's image, status and reputation. The level of honor that a city's name recaps has a straight influence on the wellbeing of its tourism, economic and financial development, status and prestige, as well as respect. Unluckily, a city's image and status frequently go mostly unrecognized, unrewarded and unmanaged. They hardly ever get measured and at no time perform on a balance sheet or the work assessment of a Mayor, City Manager or voted

authority. Along with that much equine on its image and standing, it makes sense to have a tactic to value, accomplish, and keep these most valued of city possessions.

Choosing striking area features and outlining strong promotion strategies are part of marketing a small city.

Outdoor Focus

Out-of-doors enthusiasts seek for diverse features in visiting minor towns, nonetheless a multidimensional marketing attitude concentrating on a diversity of open-air and ordinary elements casts an extensive net to appeal voyagers and possible new inhabitants. All-encompassing marketing campaigns assimilating print and online resources displaying the outdoor attractions, in-town and neighboring eating opportunities, overnight housing options and instructions from a famous geographic center assistance bring guests to the small town. Marketing materials showing annual outdoor events and activities appeal new inhabitants.

Feature the Arts

Small cities with a rich art inheritance or those counterfeiting a new path in the arts charm visitors. Marketing strategies for the arts contain a promotion effort on a diversity of art sorts, together with architecture, style and construction, communal art and fine arts. Presenting the renewed work of native performers and the work of former entertainers with nationwide or local disrepute can appeal tourists and art collectors. Present and former inhabitants of a small town who were intricate in movie and TV arts interest visitors to movie festivals and yearly festivities on the prominent artists' anniversaries. Overall film festivals related to the city or area can also bring film enthusiasts to a small town.

Business-Friendly Towns

Marketing a small town as a business-friendly area for new or repositioning corporations means providing with the things businesses look for accomplishment. Appeal attention by integrating marketing information about small tax tariffs, building partnerships and trusts and new substructure for transporting goods. Businesses also wish to identify how the native labor force will encounter its employment requirements. If the town is short on a labor base, make a marketing set presenting existing homes and the low rate of living in the region as an striking alternative to big-city living. Small corporations seek for local administrations that will work with them to encourage the business as part of the communal. Incorporating high-class organization stores or yearly sales of locally fashioned and produced goods will appeal businesses and travelers to a small town.

Family-Friendly Qualities

One crucial marketing approach for small towns contains an importance on the family. Family-friendly towns have excellence schools and colleges representing high accomplishment on state-mandated examinations and classrooms with contemporary technology, skills and effective educators. Families search towns with greens and parks that have play areas, walking areas and bicycle lines. Also, family-friendly living means little pollution and toxic waste, as well as crime and law-breaking levels, and places, occasions and events in the town to keep the family interested through the year. Marketing your city by means of the mentioned basics appeals families concerned about visiting and those making a more long-lasting travel.

Conclusion: Throughout the process of research we came up to a conclusion that as an sovereign aspect city marketing is straightly and indirectly related to the political, communal and social, as well as economic progressions in the country. And, what's most essential, city marketing is one of the crucial parts of the above mentioned processes. City marketing directly interrelates with the tourism and travel substructure and has an important role in its growth and development. City marketing has to return the legitimacy of the town being branded, supporting to reveal its temperament and heart, depth and soul, and also what makes it emerge and be valued and appreciated. Nevertheless, the best way to stimulate city's brand is to reserve its unique and exclusive attractiveness, character and charm and save the old town untouched during transformation and modernization, keeping the balance and harmony of its historic conservation and contemporary inventions.