Urban Branding Using the Five Phase of Branding Model

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ABSTRACT

The main purpose of the research is to accomplish a branding in urban territory of Khorram-Abad city. This research in the terms of purpose is applied and in the terms of compiling the information is a descriptive research. The research method to collect the information is based on the qualitative and quantitative data according to the semi-structured interview and expert questionnaire as well as coupled-comparative questionnaire. The population statistics of the present research include 30 persons of expert in Khorram-Abad city who have been chosen using stratified-random sampling. The present research is conducted based on three stages. Stage one determines the obvious identity of Khorram Abad for branding using Fuzzy AHP technique, stage two performs the branding using the five phase of branding and analysis of SWOT, the stage three introduces the identity, title and logo of branding in Khorram-Abad. The research results include providing an obvious identity of Khorram-Abad city in the form of a natural and historical identity which is the main basis for branding in this research. Moreover, the results indicate that the effect of total point of external factors is more than 2.5 representing the superiority of strength points to the weakness counterpart. This means that some strength points have been identified that can support branding in KhorramAbad. In addition, the aggressive, competitive, conservative and defensive strategies have been codified in proportion to the brand of the city. Finally, the title and logo of the city brand have been codified and presented.

Key words: Urban branding, tourism industry, five phase model, SWOT analysis
INTRODUCTION

Nowadays, cities according to their capacity, background and for-coming future have special image, identity and reputation which distinguish them from other cities. The desired image of the city in the resident minds and other people can attract more investors, tourist and immigrants. Among different places, cities have a special situation in the studies (Salman, 2008). Some cities in Iran have a positive image and some have negative or weak image in the people’s minds inside and outside of the city. In fact, modeling a desirable picture for a city includes not only the cities with a negative image but also many cities have done these processes to realize their present strong on weak points in order to improve it. Therefore, one of the appropriate approaches to make appositive image from a city in order to attract as many investors, tourists, and immigrants is the [urban branding]. Urban branding plays major role in developing and urban policies; because on the one hand it follows the economic progress on the other hand it acts as way for the city identity. Urban branding increases the competition for the resources and to develop the tourism investment. Thousands of visitors and investors coming for investing and entertainment not only they carry money with them but also they change the local life into a better situation (Rossana, 2007). That is why a question that is raised Important is that, how is the attraction of tourist, investors, and the competition in the field of tourism possible? That is clear in addition to proper facilities; positive and desirable image of the city along with urban branding is one of the most important elements to attract internal and external tourists and investors. Cities manager in order for attracting as many internal and external investors as well as tourists as possible and creating confidence and credit for investors and tourists inevitably they should do researches in the field of location branding specially urban branding (Hankinson, 2009). Hence, based on what was said above, the present research aims to develop the cultural, economic, and tourism aspects for Khorram-Abad by branding creating appositive and desirable image in the citizens, tourists, travelers, and investors minds.

Hypothetical Principle of the Research

Urban Branding

Urban branding is an important asset for urban development and an effective tool for cities distinguishing it from other cities and improving their success (Ashworth and Kavaratzies, 2007). The vision angle which so far has been conducted for branding has been different so that each research has considered the vision angle differently. Urban branding is crucial in city management applied in developed countries which includes multi-dimension concepts appearing from a mix of different sciences such as marketing, politics and diplomacy, tourism and economics. Urban branding means not only commercial logo or advertisement messages of a company but also it is an image making by the beneficiaries which contains obvious features of a city. One of the most important factors in urban branding is the city image (Tasci, 2007). Urban branding includes the historical, social, political, and international identity of every city regarding the quality of economical activities and recreational facilities. In brief, urban branding includes a short phrase being valuable for that city and creates a comparative advantage (Ashures & Kavaratzis, 2007).

Type of Urban Branding Methods

The number of researchers studying the urban branding dimension, their success reasons and executive frameworks are not remarkable (Baker, 2010). Each dimension considers a part of branding dimension. In table 1, a comparison between the urban branding frameworks is provided.