

Investigating the role of urban branding in realizing the creative city (A case study of Urmia)

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Abstract

The famous cities are constantly trying to establish themselves as one of the new ideas for consolidating their place. One of these ideas is a creative city. By joining the Creative Cities Network, cities are struggling to boost their economic potential, and in pursuit of this growth, they have developed policies and strategies, one of which is city branding, since the city's main city branding mission is to contribute to the city's economic growth. The present research seeks to examine the role and effect of city branding on the realization of the concept of a creative city. The research is applied in terms of purpose, application and method of doing descriptive-analytical research. The results show a significant correlation between branding components and indicators of the creative city and adds and reinforces each other. Also, the results of urban areas ranking from the perspective of these components show that regions 5 and 1 are better than other regions, and given the fact that the title of the city is creative and not creative urban areas, therefore, the recommendation Urban management, in line with the balance of urban areas and the proper and equitable distribution of services, infrastructure, and ... to adopt appropriate policies and strategies.

Introduction

The formation of a globalized network of cities and the incentive to compete with it have, in recent years, led all cities from large to small to re-evaluate and redefine their role from the global, national, and regional perspective. Cities are rethinking and reflecting on their opportunities and threats, seeking to increase the power of attracting and raising themselves among the crowds of famous cities, and in the meanwhile trying to link themselves with one of the new ideas that one of these ideas, the city is creative. Considering the paradigm and the idea of the creative city as a strategic way of thinking and planning since the late 1980s, it is emphasized on exploitation of cultural

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resources and encouraging the acceptance of different ideas and the minimum use of natural resources. The philosophy of the creative city is that there are always more potential possibilities in the city than we think at first glance. And it is based on the assumption that if given the opportunity to ordinary people they can make it impossible. The idea of a creative city supports the need for a culture of creativity that fits in the way urban stakeholders operate. Creativity is the most important factor for innovation and prosperity in a creative city, but creativity in cities depends on the environment in which creativity occurs, and in fact, it can be said that a favorable urban environment is a driving force for citizens and indeed a provocative cause. But the urban environment's desirability in joining the creative cities network involves the use of specific strategies where city branding is one of the most common ones, because branding as a strategic tool can quickly transfer the city's core value to living qualities. In the city, through the establishment of an environment favorable to attracting the creative class, it is influenced by many, and by identifying and strengthening the identity of cities, brought economic sustainability to them. In fact, city branding has been transformed into a conventional action to promote the competitive advantage of a city through which history, quality of place, lifestyle and culture are promoted, and the opportunity, power or influence of a city in a competitive environment will increase, as well as the status of a city as a local To stay, the business or tourist destination is strengthened. The purpose of the present research is to investigate the role and effect of city branding on the realization of the concept of a creative city.

Resrech Method

The research is applied in terms of purpose, application and method of doing descriptive-analytical research. The case study of this research is Urmia, which, due to its ethnic and cultural diversity, has historical, geographical, cultural, political, physical and natural infrastructure with potentials that are capable of being branded in order to achieve economic sustainability and Ultimately, getting the status of a creative city.

In order to achieve the research goal, firstly, the indices and components to be extracted from the theoretical foundations are confirmed using the Delphi method, and then using the fuzzy network analysis to prioritize the components and indices. Finally, the effect of city branding components on the index the creative city is measured using Structural Equation Modeling and using Lisrel software.

Results

The results of prioritizing city branding components showed that the reputation and reputation of the city with a weight of 0/028 in the first priority, and unique buildings and architectures in the second priority and the ease of travel from Urmia with a weight of 0/009 have the least priority. Therefore, it was discovered that the reputation and reputation of the city

played a major role in portraying the city in public associations and as a result of transforming the city of Urmia into a destination brand. Also, the historical and natural potential of the city of Urmia is considered to be its intrinsic property, and cities that lack such potentials should take other strategies. The results of prioritizing the indicators of the creative city also showed that the relative tolerance index of each other with a weight of 0/109 in the first priority and an index of area with a weight of 0/079 in the second priority and accessibility and distance to work index with weights of 0/008 and 0/009 have the least priority. So, with a review of the research background, social diversity, city size, and population size are among the prerequisites for the realization of a creative city, as is Florida, apart from the knowledge base, social contexts such as social diversity, social equity and desirability of the place Life and ... as the cornerstone of the realization of the creative city. On the other hand, the coefficient of the path of the city branding on the creative city is 0/65 and the value of t is 16/61. The value of t for this parameter is greater than 1/96. Therefore, there is a significant relationship between city branding and creative city and city branding affects the creative city. Finally, the results of urban ranking (through Friedman test) showed that regions 1 and 5 are in the first priority and in better condition than the 2, 4 and 3 areas in terms of indicators of the city of creative.

Conclusion

Regarding the ranking of urban areas, the relative situation of the first and fifth areas is mainly due to the housing of prosperous classes, high quality of life, suitable infrastructure, per capita of urban services, and so on. While the second region, although Urmia University and some research units and knowledge-based companies are based there, due to more informal settlements, lack of proper urban infrastructure, social maladministration and poor quality of life, and It does not have a favorable situation. Therefore, urban management should be in line with the realization of the principle of social justice and the reduction of regional inequalities in the equitable distribution of services and facilities and facilities.

Keywords: City branding, Creative city, Economic sustainability, Fuzzy ANP, Urmia

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