CITY BRANDING AS A FACTOR ENCOURAGING SCIENTIFIC AND TECHINCAL COOPERATION

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Global development of tourism as an industry is encouraging place governments and other responsible parties to search for the modern ways of communication with stakeholders and presentation of the place to a wide society. Scientific insights into a topic enable the delineation between the terms of 'location' and 'destination'; the main difference between the two is being caused by marketing. The scientific research in place marketing is forming a new but substantial body of knowledge. Considering destination as branded location, further theories are being developed analyzing destinations as countries, cities, regions, or even districts. Each of those groups has its own peculiarities, however.

As a result, the application of principles of marketing for places, cities, regions, or even countries is becoming a common practice used by practitioners and scientists. Recently, successful marketing practices are being transferred from good- and service-based industries to a tourism industry creating new concepts and research areas; the emergence of place marketing in terms of place branding, destination branding or city branding despite its novelty was relatively rapid either for destination management or scientific society. Moreover, as branding is often considered as one of the most widely applied marketing measures for consumer attraction, the interest in its application in a context of destination, country or city branding is demonstrating a constant growth during the last decade [3].

As a branch of destination marketing, city marketing is mainly being applied to affect one the three target groups: tourists, citizens or enterprises. All the three groups are very distinct; therefore, marketing to each of them has to emphasize different areas of interest to be attractive. As scholarly research in the area tourist attraction and retention is already widely developed, marketing a destination to enterprises is still under-researched. Meanwhile, attracting enterprises as consumers of a country, city or other kind of destination is a way of encouraging scientific and / or technical development of the destination; moreover, a field for cooperation is also being created. In the field of latter considerations, rises a scientific research problem: what main principles of city branding might be applied to encourage scientific and technical cooperation? This research aims to determine the principles of city branding that might be applied achieving to encourage scientific and technical cooperation.

Considering the peculiarities of place marketing, there might be assumed that city branding has its own patterns and specifics. Two contradicting insights into destination branding exist: one stipulates that destination marketing has to emphasize more functional attributes of the place: e.g. environmental superiority and advantages, maintained and convenient infrastructures [4], other tangible elements of the place; on the other hand, another branch of research emphasizes the benefits of destination branding based on emotional and experiential elements, demonstrating values and benefits that characterize its personality [1]. However, based on theoretical considerations it can be observed, that both points of view can be envisioned as applicable depending on the circumstances. First, the contradicting opinions can be found considering city and country branding. The researchers emphasize that while country branding by its very nature should be based on non-tangible (representational) aspects, in region and city branding main attention has to be paid on distinguishing tangible aspects of a place [2]. Therefore, while branding cities more functional aspects of have to be emphasized. Secondly, the target audience also designates the path for branding strategy. If branding is provided for tourists or citizens, naturally, the emotional string becomes important. However, the opposite situation is with enterprises: in this case functional aspects have to dominate.

One of the core principles of marketing is customer satisfaction. During the decades of the development of marketing thought many benefits brought by satisfied consumers were proved and established: satisfied consumers purchase and consume more, satisfied consumers demonstrate a tendency to become loyal, they spread positive word-of-mouth and become advocates and ambassadors of a brand. The same antecedents of consumer satisfaction can be envisioned in case of destination, place, country or city branding.

The theory of citizen satisfaction provides several drivers or factors that affect it. Different scientific research analyze various factors that might be found as crucially important in order to establish consumer attachment to a city, to form consumer attitudes towards the city, to encourage positive word-of-mouth, or to stimulate intentions to stay permanently in the city. Moreover, undermanaging those factors might result in consumer attention to leave. Mostly analyzed drivers of customer satisfaction with a city might be divided into eleven factor groups having their own determinants. All these attributes might be considered as attributes for city branding (Table 1).

Table 1

Attributes of a city to be considered for branding

Attribute		Attributes' determinants
Urbanity and diversity		Openness and tolerance of a city
		Existing different cultures and subcultures
		The energy and atmosphere of a city
		The urban image of a city
		Variety of shopping opportunities
		A range of cultural activities (theatre, nightlife)
		Availability of different services
Nature and recreation		A number of parks and open spaces
		Tranquility of the place
		Access to water
		Low pollution /environmental quality
		A range of outdoor-activities
		Cleanness of the city
Infrastructure	Pedestrian environment	Illumination
		Benches
		Waste bins
		Bicycle paths
		Side-walks
		"Verge"
	Street layout	Road infrastructure (street layout)
		Connectivity/ access
		Traffic flow-through
		Car parking possibilities
Job opportunities		Professional networks in the city
		General economic growth of the particular region
		Good job and promotion opportunities
		The general level of wages
Cost-efficiency		The general price level in the city
		Costs of living in the city
		Cost of hiring
		Availability of apartments and houses
Neighbouhood		Distance to city centre
		Neighbourhood density
		Perceived safety
		Perceived noise
		Perceived cleanliness
		Neighbourhood connectivity
Subjective well-being determinants		Personal relationships
		Leisure activities
		Health
		Emotional wellbeing
Parenting/ Education		Availability of children's playgrounds/ options for play
		Quality of high schools
		After-school training possibilities
Public transport		Good access to public transport
		Performance of public transport (schedules, speed, variety, routes)
		Quality of public vehicles (tidiness, seating capacity, ease of boarding, equipment)
Necessary services		Health care services
		Sport facilities
		Cultural facilities
		Police
		Public administration/ government
Dwelling type structure		Own / hired
		Apartment / Cottage (semi-detached) / Detached house

) Compiled by: 5, 6, 7.

As it can be noticed, the established factors possess either functional, either emotional, either both characteristics. Therefore, both previously mentioned points-of-view can be applied while branding a city. Naturally, different audiences or target groups will find their benefits in different attributes or factors. For example, if daily neighborhood for a citizen might be of crucial importance to establish his / her life, the same factor might absolutely affect the attitude of a tourist who comes to meet a real face of the place.

Despite all the above mentioned, considering an intensifying global competition, it becomes an obligatory for a city to create its own face and personality. The most common way for becoming exceptional

and easy recognizable is branding. Achieving city branding to be successful, it is necessary to find the attributes which have to be emphasized while branding the city.

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