A new tool for city decision makers: the new "Expériences Touristiques Company" branding tool approach

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A new tool for city decision makers: the new "Expériences Touristiques Company" branding tool approach

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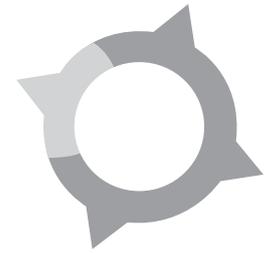
This paper explores the subjective components that make up the structure of a city's brand. Fieldwork was carried out to test a new way of assessing the public's image of a city based on the differences and similarities of perceptions between residents and tourists. The main objectives of this study were to gather sufficient information to construct a useful prototype tool for place branding analysis and city development.

The approach involved using a live touristic experience "sketch coffee event", enabling the development of a qualitative and quantitative approach to create a specific index of city brand image based on lived experiences - called the NHDI score index.

The findings and conclusions support the view that the approach offers a strategic way to overcome some branding problems in today's market place for cities. It provides tactical decision making frameworks for a city's spatial and urban development stakeholders.

Background

 'Few people are capable of expressing with equanimity opinions which differ from the prejudices of their social environment. Most people are even incapable of forming such opinions'.   Albert Einstein

Maintaining a sustainable and stable branding policy and development framework is a strategic key for aligning the relationship between a city, its residents and tourist visitors. Insch and Florek (2008, p.138) state that '*cities, by their very nature, depend on their stakeholders for economic, social, cultural and environmental vibrancy'*. Furthermore, the perceptions of a city's population is made up of philosophical, sociological and psychological aspects that provide a diversity of sensitive factors about a destination. Significant attempts at importing new concepts and techniques to help improve and analyse place branding, place marketing and destination image theories have been suggested by both academic and practitioner literature. However, until now, few theories have been realistically used as an accurate strategic tool to examine and evaluate the brand and image of a city or a specific area. The current study will emphasise that a place provides an array of distinctive features. From this perspective, it is critical for a destination to identify and differentiate the subjective opinions and views of its residents and/or tourists in order to further differentiate the destination's unique needs.

The authors will draw particular attention to how significant touristic experiences are important throughout the decision making process of understanding and evaluating the brand of a city. Accordingly, Ritchie et al. (2011, p.420) states that '*the emergence and ongoing evolution of the tourism experience owes its origins to the pioneering works of Csikszentmihalyi (1975, 1990), Csikszentmihalyi and Larson (1984), Abrahams (1986) and others who have formed part of a continually evolving process'*. Thus, a number of approaches to city branding have been conceptualised and practiced. However, fewer branding concept methods have realistically taken into consideration the very subjective factors that are involved in a specific environment as well as the precise subjective views and opinions that a person could provide in a city branding analysis.

Subsequently, a place's image needs to be regarded as an important asset of a brand and that the unique image correlated within a specific area, influences destination survival within the globally competitive market place. Hence, an image as well as a resident and/ or tourist view about a place is the essence of a potential touristic destination positioning within its spatial community and socio-economic environment. Evaluating and critically analysing the subjective, cognitive and affective components that identify an area (place), would allow a place to show its full ability to differentiate itself from its competitors as well as to continuously and proactively intervene into people's (resident/ tourist) minds, (Botha, Crompton and Kim, 1999; Buhalis, 2000; Calantone, Benedetto, Hakam and Bojanic, 1989; Chon, Weaver and Kim, 1991; Crompton, Fakeye and Lue, 1992; Fan, 2006; Go and Govers, 2000; Mihalic, 2000; Mykletun, Crotts and Mykletun, 2001; Uysal et al., 2000). Consequently, this study emphasises that destination branding is not an entity itself, in fact, it is made of a plethora of entities which exercise a power to differentiate it from its competitors. Therefore, the current study proposes that a place's image should not only be regarded but lived, experienced and artistically expressed by its stakeholders (residents and tourists) as a 'clash' of high quality, reliable and truthfully sincere views and perspectives of their city.

Literature review

The relationship between place marketing, experimental marketing and experiential marketing: Place marketing, a term used to define the marketing of a place designation such as place branding (Niedomysl, 2007) and giving a brand name to a territory, is a technique used for city branding (city marketing) for every city marketing plan (Zhang and Zhao 2009). In accordance with Morgan et al. (2004), Anholt (2005 and 2007) and Jaffe and Nebensahl (2006) there is a growing academic view and literature on place marketing. Morgan et al. (2004) observe that place marketing underpins the challenge of monitoring the external environment. In fact, it aims to understand the threats and opportunities within a place as well as its competitive strength. These are essential to strategically position itself in the market environment and to enhance a dynamic between its stakeholders and tourists.

The process of place marketing substantially involves elected officials and services who hold a monopoly on several elements related to local politics including taxes/budget, operational management of the territory, local economic development and urbanism. Besides, the powers in place must integrate variables that they have none or little say on, for example, their marketing strategy, governmental politics and private actions. Also important are the past heritage and natural characteristics of the area which are according to De Carlo, Canali, Pritchard and Morgan (2009, p.9) '*the key essentials in destination development and marketing, a brand strategy can work to fuse public and private sector interests, raise the economic value of produce and products, increase pride and confidence in places and change how they are seen internally and externally*'.

During the1920s, Chicago was a centre of criminal activities. This image continues to be attached to this city, despite Chicago's low crime record in comparison to the rest of the United States (Tal, 1993). Consequently, it is critical to understand how the image of a tourism destination or a place has been influenced and transformed through inclusion and exclusion marketing processes to build a sustainable place's image to thus provide the best representation of a visual cliché (Dann, 2002 cited in Marzano and Scott (2009)).

Moreover, Schmitt (1999, 2003) cited in Keller and Lehmann (2006, p. 742) '*consider that experimental marketing is an important trend in marketing thinking and therefore can provide strategic brand management that can help 'create five different types of experiences such as the Sense experiences involving sensory perception; Feel experiences involving affect and emotions; Think experiences which are creative and cognitive; Act experiences involving physical behaviour and incorporating individual actions and lifestyles; and Relate experiences that result from connecting with a reference group or culture*'. Furthermore, O'Sullivan and Spangler (1998) stress the point that experience is an integral part of a marketing process, juxtaposing a framework of the people's inner needs as well as the continual changes that interact within a place's environment.

Although Kavaratzis and Ashworth (2005) cited in Kavaratzis (2009) suggest that place marketing is about branding the whole entity of a place's product, in order to achieve consistency of interrelated views and concepts about place management and development, as well as brand equity's cohesion effects. Similarly, the marketing of cities reflects '*the dominant emphasis of place marketing research*' (Warnaby, 2009, p. 405) cited in Hospers (2010, p.182). From this point of view place marketing, experimental marketing and experiential marketing aims at newcomers, generating strategic development and management, interacting with holistic experiences that fuse and stimulate people senses, underpinning the rational and emotional eclectic methods that influence tourism and residential likability of a place or an area (Schmitt, 1999).

Place images; from shared diagnostic to decision making dynamics: Since the late 1980s there has been a plethora of work-based marketing focusing on the impact of brand knowledge on consumer behaviour. Keller (1993, p.1) suggests that customer-based brand equity can be defined as 'the differential effect of brand knowledge on consumer response to the marketing of the brand'. In general, authors establish the difference between evaluations linked to actual product characteristics and associations based on symbolic elements not linked to the product (Park and Srinivasan, 1994). Thus, a consumer's final decision is the result of a collection of associations such as mental images linked to the brand, which are influenced by the individual's experience with/ and of the marketing practices of the brand. Since the late 1990s research helped develop a strategic array of brand image concepts to take initially into consideration the augmentative character and the dynamics of the brand's image relating to the measurement instrument. According to Aaker (1991), Kapferer (1991), and Keller (1998) there is a distinction between the evaluated values realised by firm-based brand equity and customer-based brand equity that demonstrates the advantages a brand develops from human resource capital and brand value. From a territory viewpoint, the analogy of differential effects of knowledge about a place and the consumer response to the territorial offer defines territorial capital. This intangible capital is evaluated through individual cognitive associations gathered collectively within the city, indicating strength, number, specific identity and positive character (Czellar and Denis, 2002).

In addition, in terms of sharing diagnostic and decision making processes, it is significant and interesting to provide for this study a

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collaborative and distinctive outcome feature of a destination's brand conceptualisation. Foucault (1980, p.131) cited in Marzano and Scott (2009, p. 250) observed that '*while tourism literature has mainly focused on how the destination brand has been analysed as an expression of a general politics of truth*', less consideration has been given to the understanding of how residents and tourists exerted power to create those meanings, and therefore, providing a clear, sufficient and robust decision making and diagnostic attribute to the place's brand (Marzano and Scott, 2009).

City branding; its philosophy, human psychology and sociology: *'The human brain is marvellously adaptable, that with some experience one can learn to pick one's way through the most disordered or featureless surroundings'* (Lynch,1960, p.5). *'The image of the city concerns the general meaning and idea of a place. In this sense, it is worthwhile to examine the symbols embodied in the material components of the city (roads, monuments, buildings)'* Haddock (2010, p.31).

City branding (place marketing) has a logic and philosophy. This philosophy involves a psychological state of motivation (Jamrozy et al.,1996). Hence, as Crouch et al. (2001, p.287) states '*the importance and evaluative components of the consumer's attitude towards a destination can be identified then theoretically, the destination's strengths and weaknesses, from the consumer perspective, can be determined*'. Consequently, Kotler, Keller, Brady, Goodman and Hansen (2009), point out that, there is a synergy interacting and engaging consumers at a level of senses and emotions, allowing a constructive deep lasting, intimate connection to the brand that transcends consumer satisfaction. It involves creating holistic experience as well as a sustainable cohesive approach to emotional fulfillment, so that the consumer can develop special interests and bond to a unique trust within a place and a city. Psychologically and socially, Schmitt (1999) cited in Walls (2011, p. 11) suggest that *'experiences are private, personal events that occur in response to some stimulation and involve the entire being as a result of observing or participating in an event'*.

Additionally, Lynch (1960, p.4) argued that *'a good environmental image gives its possessor an important sense of emotional security; he can establish a harmonious relationship between himself and the outside world'*. As stated in Insch and Florek (2008, p.141), Rubinstein and Parmelee (1992) gain the idea that, *'personal experience and social interaction are crucial aspects of attaching people to particular places and, what is more to make a place one's identity; This suggests that experience is necessary to evaluate an individual's satisfaction, as a clash of expectations with a place's reality'*. In effect, every individual participates in its elaboration and design; sometimes there are even social ambassadors for a territory's image.

Hence, Wilson (1980) cited in Pile (1996, p.55-56) assumes that *'the whole of a person's lived experience involves to a certain extent the attempt to establish some degree of symmetry between self and external behavior in space'*. Pile (1996) psychoanalyses human behaviour, and in fact, finds that the most fundamental concern of human behaviour is the existence of a dynamic unconscious; therefore, by exploring, subjectively and understanding the different components that make up the brand or city's image it is essential to develop synergy and composure within a city's environment. Consequently, and following the foregoing discussion, Wing Sun Tung and Brent Ritchie (2011, p 1372) *'turn our attention to the link between memory and experiences'*, and therefore, connect to the concept provided within this paper.

Correlatively, Walsh et al. (2001) cited in MacCool and Moisey (2008, p.139) suggests '*using the sense of place of the resident instead of a perceived destination*'. Similarly, with Cai, Gartner and Munar (2009, p.9), the method discussed in this study aims to benefit from other quantitative/ qualitative methods, to observe *'tourism branding's continuing process to create affective experiences through building and sustaining a consistent destination identity and image that emotionally bonds with the host community and resonates with tourists'*.

Methodology

'To raise new questions, new possibilities, to regard old problems from a new angle, require creative imagination and marks real advance in science'.
Albert Einstein cited in Morgan (1993)

As a research methodology, approaches to build on coherent ideas and sufficient knowledge to analyse an entity is critical. Therefore, Morgan (1993, p.296) distinguished that '*it is possible for the research process to have a dual objective in (a) trying to produce useful research knowledge while (b) using a process that can help the people involved in the research gain a better understanding of their situations'*. The past several years have seen theories and literacy about research methods and concepts significantly come across particular situations and brought consciousness within their philosophy. Accordingly, Lather (1991, 1993) cited in Denzin and Lincoln (2005, p.324) observed and developed the view that *'the ideology of qualitative methodologies depict the degree to which research moves those it studies to understand the world, and the way it is shaped in order for them to transform it. Therefore, those aspects emphasis a phenomenon, termed 'catalytic validity' '*. Moreover, the challenges and criteria of using reliable and efficient research methods should reflect on the precondition of maintaining, to a certain extent, a practical relationship between the quantitative and qualitative method approaches. Consequently, this research paper, as previously stated in the introduction, proposes a new city branding qualitative/ quantitative method, based on lived experiences. Besides, compared to more common quantitative methods and practices (eg. interviews), this relatively simple method is effective in (a) providing objective and real opinions about an inquiry, (b) integrating quantitative and qualitative aspects for better and more efficient decision-making in the future analysis, and (c) gathering a large amount of valuable data.

Description of the 'sketch coffee' experience: The core activities of 'Experiences Touristiques' are to produce and analyse tourist experiences from both the tourist and resident viewpoint, with the objective of gathering sufficient information to construct the first step of a new valuable tool of in-place branding analysis and development for cities. This experience provides a new way for participants to further stimulate their imagination and provides personal expression of their location experiences, while giving the researcher core information about place branding.

The experience under the name 'sketch coffee' is an original and simple experience to be enjoyed alone or in groups. Thus, in order to have a visualised understanding about the sketch coffee event process and how it works, please see figureure 1 (sketch coffee event process.)

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Figure 1 - Sketch coffee event process

1. People are brought together in specific areas

2. Views are offered to the participants:

3. Experience Touristiques's (ET) team offer them all sketching materials needed to draw as well as cups of coffee in order to create a good atmosphere for everybody.

4. Participants (293 peoples, including 86 children, in this case) pick a scene they wish to draw and the scene they wish to remember.

5. When the "artists" have finished their drawing, they can leave a copy for other participants to see. Meanwhile, they can add comments and answer a few questions about themselves (eg. nationality, tourist vs. residents, etc…).

6. ET's Team scans all sketches which are put directly to Flickr.

The idea behind sketch coffee is to get the resident or tourist to really look at the 'view in front of them'. The person (tourist/ resident) expresses graphically (draws/ sketches) the ideas, sensations and features they perceive in the place chosen. Participants are free to draw whatever they have in mind as well as the actual view of the location they may have in front of them. This experience has no rules and allows participants to draw freely or combine subjective viewing perspectives.

Research method from a qualitative perspective: According to Decaudin and Moulins (1998) cited in Hetzel (1998), the purpose of the method is to understand the subjective aspect attached to a city through the analysis of sketches produced by residents and willing tourists, who are not aware of the real objective of the experiment. The method used by '*Expériences Touristiques'* does not utilise the usual qualitative methods, which are limited usually by time and the size of the sample (fewer than 30 interviews on average). Thus, the 'sketch coffee' experience held in Paris has allowed the present researchers to collect 110 sketches full of essential features in order to contribute to the city brand analysis. Furthermore, the sketch coffee event has been established to promote three emblematic recently refurbished monuments such as (figures 2, 3 and 4).

Figure 2 - "les colonnes du Trone" Nation area

Figure 3 - "Le parvis de l'eglise Saint-Suplice" Saint-Suplice area

Figure 4 - "La tour Saint- Jacques" Chatelet area

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The whole event has been co-organised and partly funded by the Mayor's (Paris) assistant, in charge of the city heritage, who thus facilitated the creation of the sketch coffee events. Subsequently the events have been sponsored by the 'Geant des beaux arts' (the leading French wholesaler of 'beaux-arts materials') who promoted the event in two of their Paris stores as well as on their website. In addition, press releases have also been published via various social media websites.

Research process assessment (place branding model: the new NHDI score index)
In order to fully comprehend the experience and city branding tool it is critical to recognize how the experiment has been conducted to build a quantitative tool capable of measuring place image. Moreover, it must be rationally and statistically robust to be utilizable in various contexts. The foundation is a methodology developed including qualitative and quantitative approaches by Chamard (2004) and Chamard and Liquet (2010) . In collaboration with the IFOP Institute, a major company specializing in online data collection, data were collected between January and February 2010. An online questionnaire was sent to 1610 representatives of the French population aged 15 and over. The characteristics of each group were exploited by quota sampling (eg. sex, age, head of family, profession) after implementation of region and peripheral environment categories.

A direct quotation method (Krech and Crutchfield 1948; Vernette 1994) was used to preserve respondent spontaneity. Two questions were asked of the interviewees:

1. Please indicate all the terms (words, verbs, expressions, etc.) that come to mind when you think about region X?

2. What is your opinion about these terms?

Scaled replies included 1=Very Negative, 2=Negative, 3=Neutral, 4=Positive, 5=Very Positive. Verbatim data (30,271) were collected in the 22 regions. Two steps were used to process these data. First, three researchers classified each word and drew up a cross table. Based on this table, each category was labeled to synthesize a sense of the words. Then, to build a useful tool for managers the number of dimensions was reduced. Findings are shown in the table 1.

Table 1 - Summary of NHDI score elements (Source: Chamard and Seel)

NHDI Score Elements (dimensions)	Category	Definition	Examples
Natural characteristics associated with the place	Landscape	All the place's physical aspects	Mountains, beauty of landscape, cliffs, pebbles, stone, rock, charm, picturesque, forest…
	Geographical proper nouns	All the proper nouns indicating a specific geographical location	Montpellier, Toulouse, The Cévennes, the Great Dune of Pila, Futuroscope…
	Flora and fauna	All the botanical and animal species associated with the place	Flora and local fruits, animals…
Hospitality of the place	Quality of life	The elements that make the place pleasant to live.	Gentle way of life, happiness, pleasant, pollution, isolation, lost, loneliness…
	Residents features	All personality features of the inhabitants associated with the place	Square, tacky, backward, friendly, welcoming, nice, lively atmosphere…
	Transport	All equipment and infrastructure connected to transport within the place	Underground, suburbs train, traffic jam, ring road…
	Demography	All the characteristics connected to the demography of the local population	Overpopulation, density, packed, retired people, cosmopolitan, social mix, diversity…
	Climate	All types of weather conditions associated with the place	Sun, beautiful weather, warmth, blue sky, humidity, rain, grayness…
Dynamism of place's cultural activities	Local culture and tradition	All the habits and local customs associated with the place	Patios, local language, heritage of history, tradition, history, folklore, traditional singing...
	Leisure	All the leisure activities associated with the place	Stroll, walk, hike, idleness, hydrotherapy, cure...
	Sport	All the sports activities associated with the place	Football, rugby, surfs, ski…
	Events	All the events associated with the place	Festivals, carnival, feria…
Influence of the place	Gastronomic	All the food products associated with the place	Bouillabaisse, olive oil / olives, Pancakes and buckwheat pancakes oysters, shellfish, foie gras, wine…
	Economic	All the economic activities associated with the place	Tourism, aeronautics, aviation, fishing, unemployment, poverty…
	Famous local personalities	All the personalities, current or past, associated with the place	Nicolas Sarkozy, Napoleon…

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Furthermore, once these four dimensions (as seen in table 2) were created, it was possible to calculate a global and comparative view of the 22 French regions (please see figureure 5).

Figure 5 - French regional NHDI scores
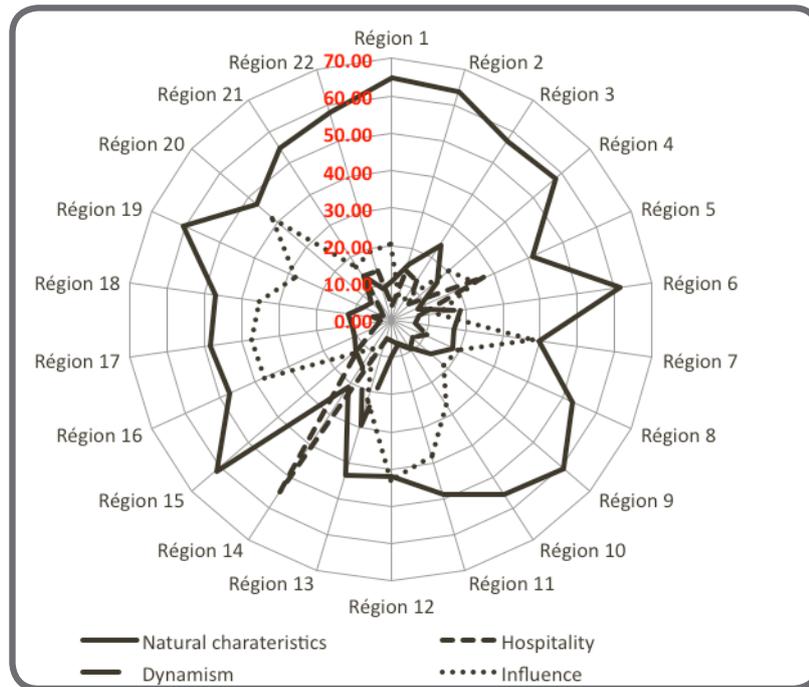
Figure 6 - NHDI score index for the Corsica region
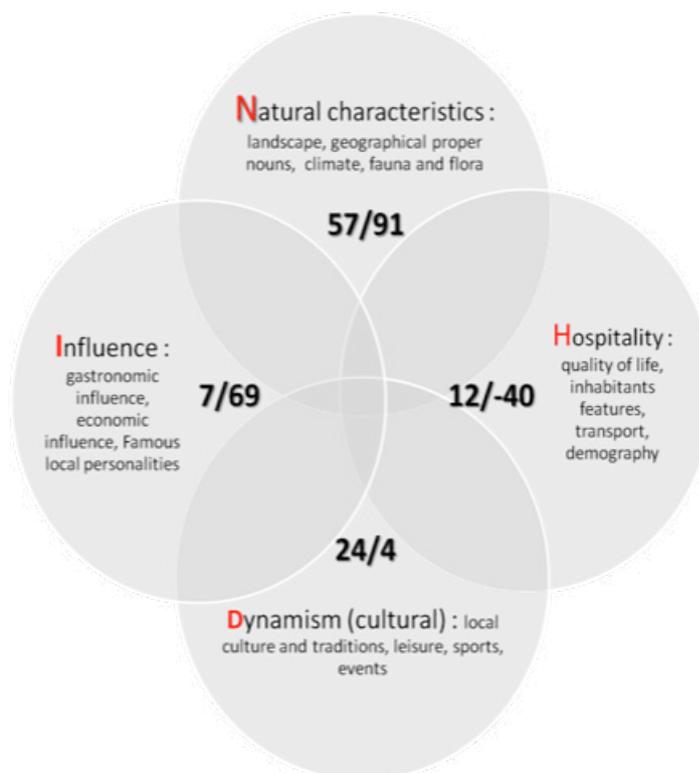
The second question deals with the valency conferred on every association. Respondents were invited to give their opinion about each term. This offers an affective evaluation by calculating a ratio between the judged positive citations and those that were evaluated negatively. The researchers created an index that is both qualitative and quantitative; it is useful for managers of a region who work for local authorities like cities, counties, districts, and so on.

The NHDI score index is interpreted in the following manner: according to the diagram in figureure 6, the image of the Corsica region (one of the 22 French regions) is composed of 57 % related identity factors including, 12 % hospitality factors, 24 % cultural dynamism factors, and 7 % influence factors. Moreover, the second indicative factor establishes the ratio between the positive valency and its negative influence. Thus, for the identity composure, there is 91 % more positive relation than negative. However, for the hospitality dimension, the reciprocity is reversed regarding the 40 % negative influences compared with positive influences. The cultural dynamism reciprocal aspect is close to 0, which signifies that the positive influences are proportional to the negatively judged equivalence. Finally, the influence factor primarily has positive authority.

The NHDI score index can be calculated as an absolute or relative value. These scores permit a user to compare rapidly the different constitutive elements of a territory's image and the influential valence of factors expressed by the participants. Consequently, a place's image brand can be demonstrated and its territorial capital evaluated. To sum up this process, it was broken down into four steps (figure 7).

In the case of a city, the protocol can be utilised under the same conditions. The experience undertaken in the city of Paris (France) was as follows. Firstly, the strategy was to utilise a simple and original method of data collection (sketch coffee events) that are rich in information. Secondly, the data was examined using the NHDI score and is effective for providing crucial information on decision-making elements.

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Figure 7 - Four step process for the NHDI score

Table 2 - NHDI score elements

NHDI Score Elements	Category	Presence	Precise elements
Natural characteristics of the territory	Landscape	0	
	Geographical features	0	
	Flora and Fauna	1	Cat
Hospitality of the territory	Quality of life	1	Idleness, outside a cafe
	Resident characteristics	1	Talking
	Transportation	0	
	Demography	1	A few people
	Climate	0	
Dynamism and culture of the territory	Local culture	1	Beret
	Leisure	1	Idleness, smoking
	Sports	0	
	Events	0	
	Gastronomic	1	Bistro, cafe
Influence of the territory	Economics	1	Tourists sat at a table having a drink
	Local figureures/ personalities	1	Sailors

Table 3 - Assesment grid

	Coder 1	Coder 2
Level of realism (View): Imaginary (3), mixed (2), real (1)	2	2
Valence: very negative (1), negative (2), neutral (3), positive (4), very positive (5)	3	4

Results/findings

The three steps of the method analysis scheme:

Step 1: Categorization of the sketch
This step allows the researcher to manage the sample of sketches in relation to where the sketch was created. Whether the sketch was imaginary or not did not matter because the location where the sketch was made was already known.

The idea of 'valency' was used to assess the attraction/repulsion of the sketches with the degree of liberty that participants authorised themselves, and the degree of reality captured in the sketch. An analysis that measured the experiences lived by the participants was also assessed. A combination of these criteria avoids the question of 'what does that mean?' and 'if I only drew perfectly the view in front of me?' Accordingly, a matrix was created:

- Valency: negative/ neutral/ positive
- Level of realism: real/mix of imaginary reality/totally imaginary

Once the matrix was created (table 3) categories were reunified in relation to their dispersion using the following questions:

1. Valency: Did the participant play with the view?
2. Reality: Is there a strong correlation between what participants viewed and the sketch they created?

If the answers to the questions are no, it was assumed that what the participants produced was what they observed.

Step 2: Description of the sketch in relation to the NHDI Categories

Counting category marks of 0 or 1 on all categories were tabulated for every sketch (table 2) including transportation, quality of life, demography, scenery, local economy, geographic features, local culture and tradition, resident characteristics, activities, climate, fauna and flora, sports, events, local figureures/personalities, and gastronomy. Further precise key elements such as tree, monument, sun, and statue were also assessed.

Step 3: Managerial angle of the branding:
Combinations of the Valency and NHDI index scores were analysed through a descriptive tool (*Excel for Microsoft, version 2010*) and statistical tool (*SPSS for Windows, version 18*).

Discussion analysis

In light of widespread acceptance by academics, these place/ city branding study findings support theoretical expectations and ideals concerning past researches. So, this research does provide additional controversy in term of place branding analysis and touristic experience initiatives. Hence, findings have demonstrated that in terms of place marketing, the 'sketch coffee experience' as well as the 'NHDI score' provided an elemental practice and tool for place 'image/ brand analysis. Thus, inextricably, this research and results agrees with the suggestion by Morgan et al. (2004) that the challenge of monitoring the external environment, aims to understand the threats and opportunities within a place as well as its competitive strength. These are essential to strategically position itself in the market environment and to enhance the dynamic between its stakeholders and tourists.

The research recognises Kotler et al. (1993) emphasis on place image and the need to include individuals' beliefs, ideas, and observations concerning a place. To support that statement the study has shown that (54%) of tourists in comparison to (46%) of residents came to the events (figure 8).

The majority of the participants were French (60%) and (40%) were foreigners (figure 9).

In this respect, (40%) of French against (29%) of foreigners liked the events (table 3). Interestingly, we can observe that regarding the need to strategically develop sufficient aspects of the city the beliefs, objectives views and opinions of its stakeholders are crucial. Accordingly, (figures 8, 9, 10 and table 5) connect to Schmitt's (1999) approach of place marketing, experimental marketing as well as experiential marketing which aims to generate newcomers strategic development and management, interacting holistic experience that fuse and stimulate people senses, underpinning the rational and emotional eclectic method that influence tourism and residential likeability of a place or an area.

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Figure 8 - Residents vs tourists attending the event

Residents vs Tourists

- Paris' Residents
- Secondary Home
- Family/Friends
- On Holiday
- Student

45%

16%

15%

16%

7%
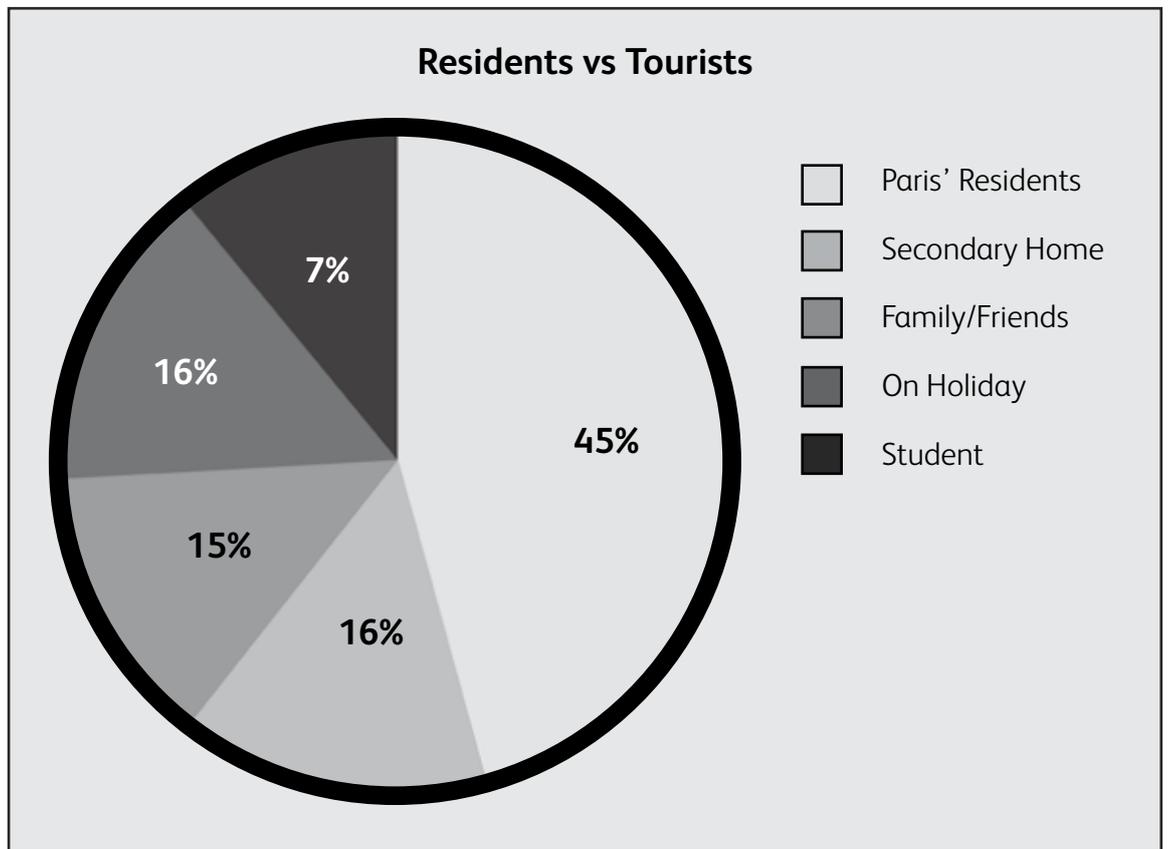
Figure 9 - French vs foreigners attending the event

French vs Foreigners

- Foreigners
- French

60%

40%
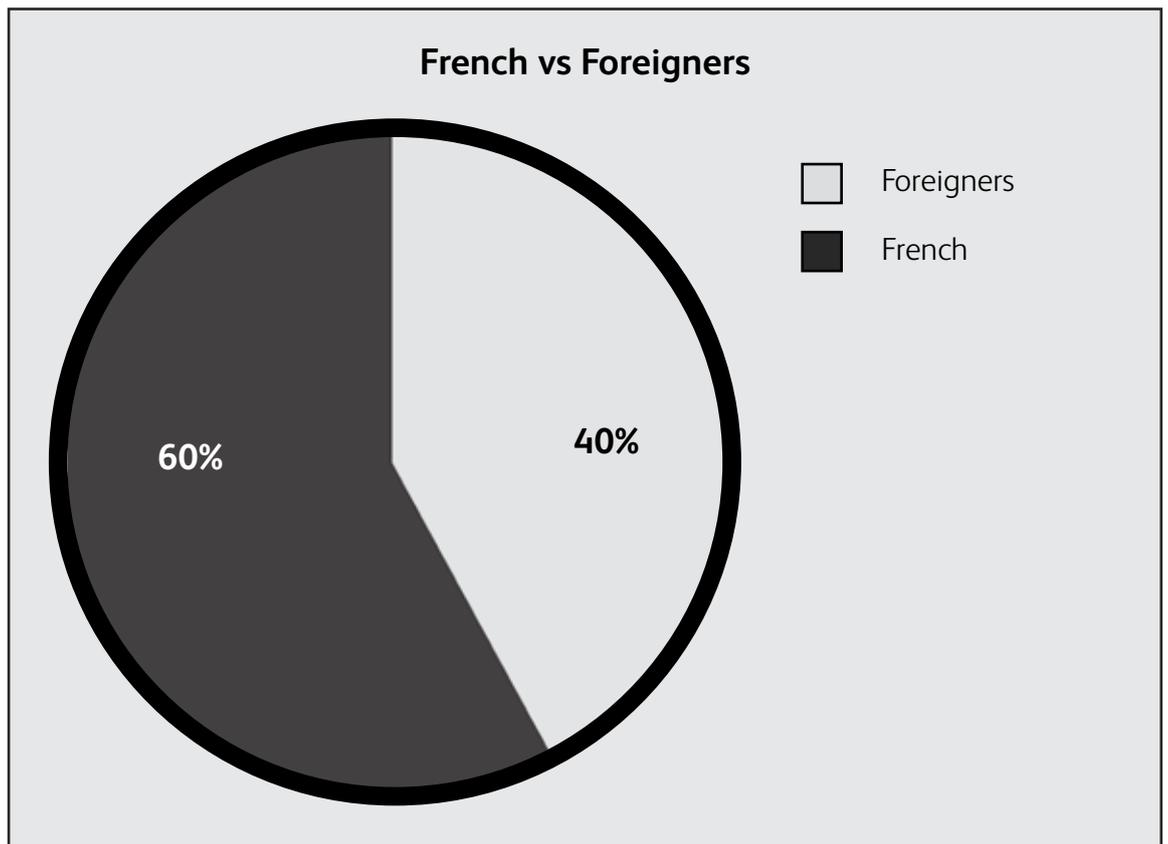
Table 4 - Comparative likeability by group attending event

	Did you like it?	N/A	% YES	% N/A
French	**44**	22	**40**	20
Foreigners	32	12	29	11
Residents	32	18	29	16
Tourists	**48**	12	**44**	11

Figure 10 - Residents vs tourists likeability scores

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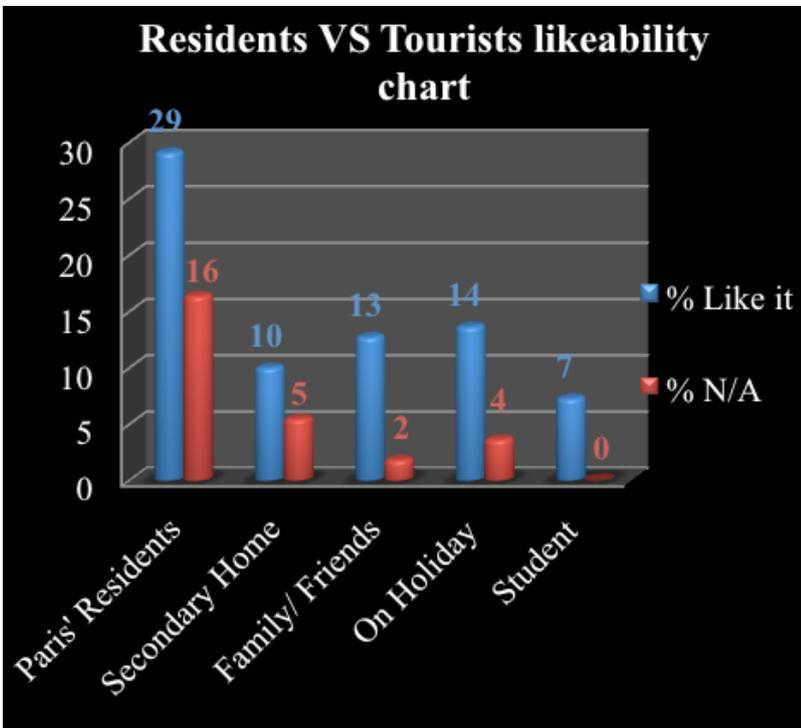
To enhance this research perspective, experimental marketing has been gradually exercised. 'Views' and 'valence' of the city, from its residents and tourist have had a predominant authority whilst considering the city's brand aspects. Furthermore, this intentional link to Schmitt (1999, 2003) is cited in Keller and Lehmann (2006, p. 742) who consider '*that experimental marketing is an important trend in marketing thinking*' and therefore can provide strategic brand management that can help '*create five different types of experiences such as the Sense experiences involving sensory perception; Feel experiences involving affect and emotions; Think experiences which are creative and cognitive; Act experiences involving physical behaviour and incorporating individual actions and lifestyles; and Relate experiences that result from connecting with a reference group or culture*'. Therefore, this critical image of the city's aspects strengthens the O'Sullivan and Spangler (1998, p. 47) standpoint that '*people are at the center of an experience. If there is no people, there is no experience*' to create a credible place analysis thus allowing an in depth research dimension.

Furthermore, statistical findings of the valency (figure 11) and the view (figure 12), have critically distinguished that residents and tourists have had a '*mixed view*' and '*neutral/ positive*' opinions of their city.This challenged and confirmed Cai (2002), Gartner (1993), Woodside and Lysonski (1989) cited in Qu et al. (2011, p. 467) claims, that '*cognitive and affective image components are hierarchically correlated to form a destination image*' and thus '*destination image is also viewed as an attitudinal construct consisted of cognitive and affective evaluations*' (Baloglu and McCleary (1999) cited in Qu et al. (2011, p. 467). The 'view and valence' analysis supports the Czellar and Denis (2002) argument, and makes the analogy of differential effects of knowledge about a place and the consumer response to the territorial offer as defining territorial capital. This intangible capital is evaluated through individual cognitive associations gathered collectively within the city, indicating strength, number, specific identity, and positive character of the city.

Henceforth, the NHDI score dimensions can be directly interrelated with (Lynch, 1960, p.5) assessment of human sociology and psychology; '*The human brain is marvelously adaptable, that with some experience one*

can learn to pick one's way through the most disordered or featureless surroundings' and puts into practice through Haddock (2010, p.31) a philosophy which considers that '*the image of the city concerns the general meaning and idea of a place. In this sense, it is worthwhile to examine the symbols embodied in the material components of the city (roads, monuments, buildings)*'. In correlation with Rubinstein and Parmelee (1992) cited in Insch and Florek (2008, p. 141) is the idea that, '*personal experience and social interaction are crucial aspects of attaching people to particular places and, what is more to make a place one's identity. This suggests that experience is necessary to evaluate an individual's satisfaction, as a clash of expectations with a place's reality*'. As a result, the global NHDI score within this research (figures 13, 14 as below) significantly raise the different characteristic dimensions that need (or do not need) improvement within the city. Judgmentally, the NHDI scores demonstrate a structured and relatively simple framework for potential managers to use. In fact, the NHDI score as a city branding tool can provide a strategic approach to destination branding from its residents and tourists responses to competitive needs and more effectively creates a strategic decision-making framework within the city (Baker 2007 cited in De Carlo, Canali, Pritchard and Morgan (2009)) meanwhile, integrating local politics including taxes/budget, operational management of the territory, local economic development and urbanism(Morgan et al., 2004).

Overall, the essences of this study and its findings gather an essential part of city/place branding analysis history using subjectivity within its process and objective criticality within its respondent's 'artistic' replies.

Figure 11. Average global valence chart
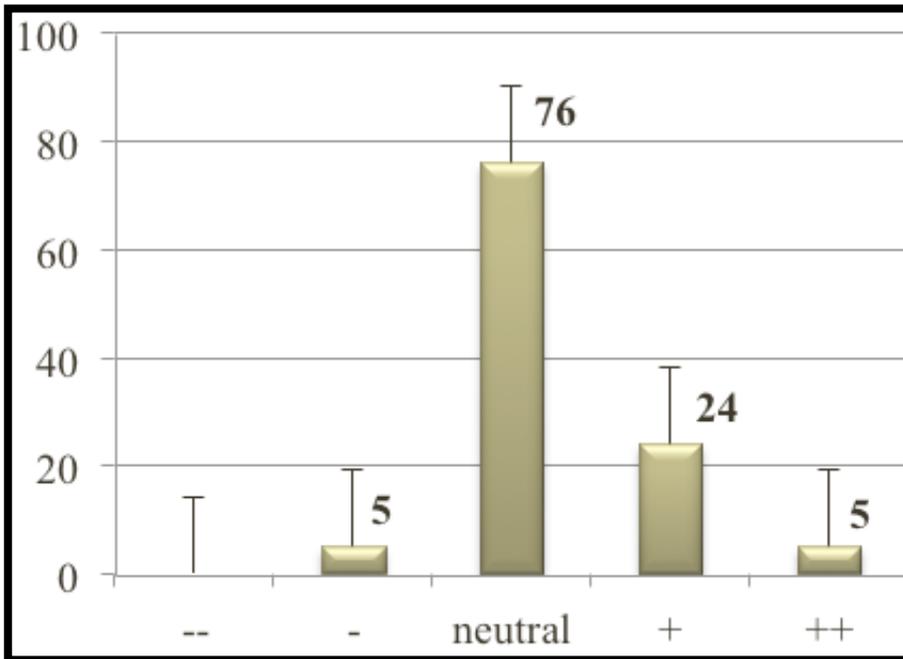
Figure 12. Average global valence chart: view

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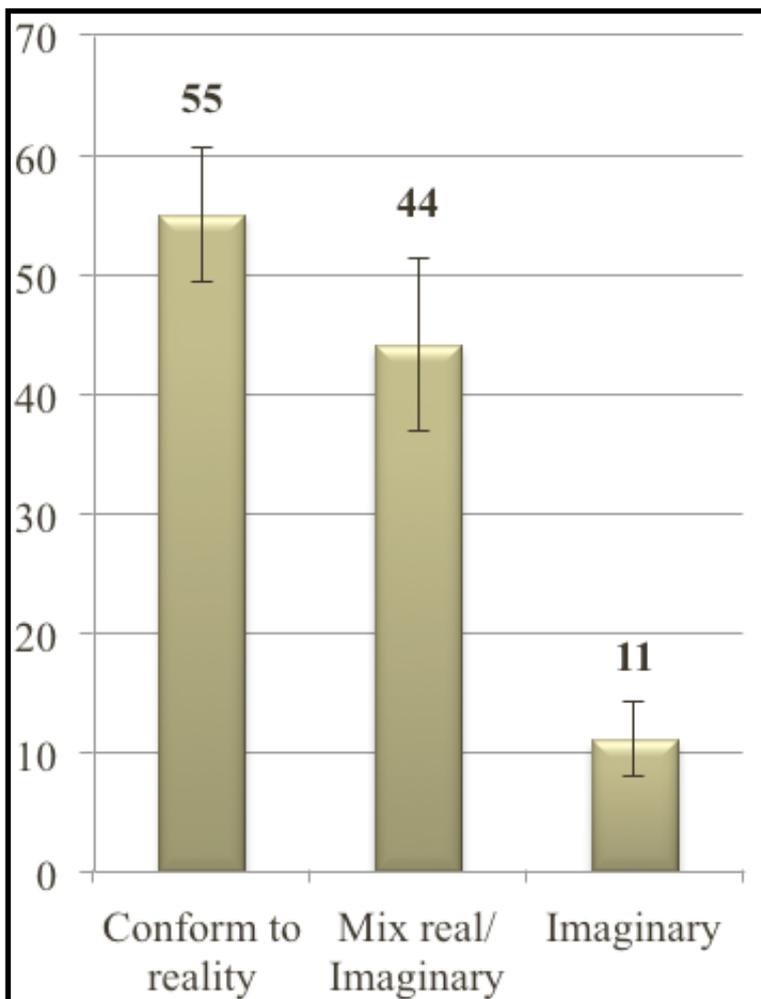
Figure 13 - Paris NHDI scores by item/category
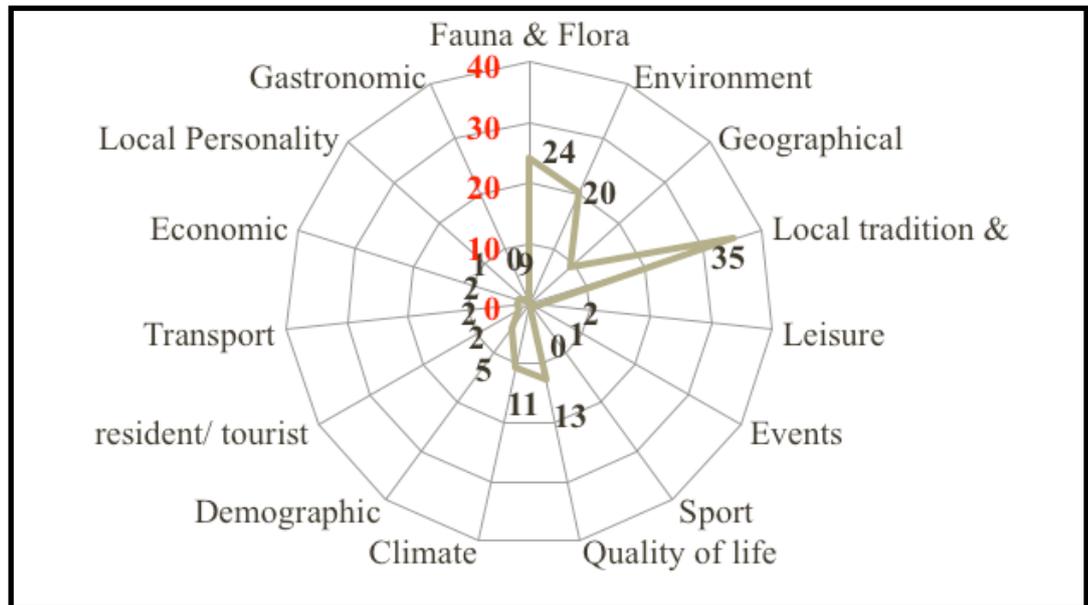
Figure 14 - Paris NHDI scores: overall results

Natural characteristics:

Environment
Geographical information

Fauna and Flora

129

150

100

50

0

5

Influence:

Gastronomic
Local personality
Economic

Hospitality:

Quality of life
Climate
Demographic
Characteristics
Residents/Tourists
Characteristics

Transport

Dynamism/Culture

Local tradition and culture
Leisure
Events
Sport

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Figure 15 - Residents vs tourists global NHDI score

Residents VS tourists Radar chart
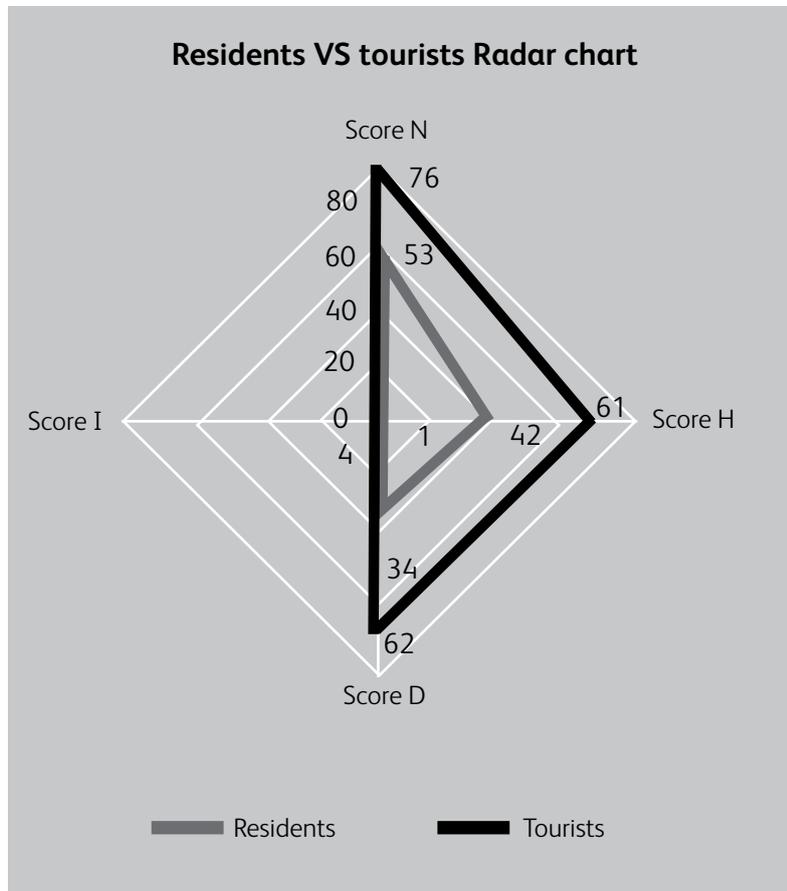
Evaluation/recommendations

Key findings:

- The **'sketch coffee experience'** as well as the **'NHDI score'** have delivered an elemental practice and tool for place image analysis, underpinning the need to include individuals' beliefs, ideas, and observations for potential place development.

- Residents and tourists involvement as well as their interest throughout a touristic experience (sketch coffee event) can be observed. Therefore, 'views' and 'valency' of the city from its residents and tourists could be objectively evaluated, whilst considering the city's territorial aspects (figure 15).

- The NHDI score dimensions can be directly interrelated with relevant literature. Consequently, the global NHDI score raises the different characteristic dimensions and key performance indicators that need (e.g. influential characteristics) or not need (e.g. Natural and hospitality characteristics) prioritised physical improvement within the city.

Recommendations for further research:

This study has provided the first step in understanding how, in involving residents and tourists in city branding throughout special event tourism such as 'sketch coffee' and an adequate analytic tool known as the 'NHDI score', it is possible to improve and recognise a city's physical characteristics. Although, the sample of respondents was adequate for general analytical examination of the city brand a more concise target group of sample would yield more specific results in order to respond and improve the city's assets with respect to particular community needs. Besides, the process of data collection could interestingly be implemented within other areas in Paris, in order to tackle and correlate as a whole the city's general improvement priorities and reach for a more mass market sample. Additionally, the data collection of this study was conducted during September, and was during the 'heritage days' in Paris. Consequently, this could have biased responses, since this event (heritage days) could have altered positive feelings in people's minds.

Therefore, to assess reliability of the NHDI score and the 'lived experience method', future study could be implemented all year round within the city. Accordingly, this would give responses, regarding the variations that could be found in residents'and tourist' responses. Henceforward, when implementing other sketch coffee events it would be stimulating to provide colour pencils to the participants, in order to supplement city's brand dichotomies in relation with the resident-tourist's colour sketches. As a result, it would allow more assertive qualitative evidences of the city's assets dichotomy.

Finally, from an academic perspective, it would be inspiring and instructive to identify and understand all the new research themes that are active in the world of city branding and to assess new ways of city tourism /branding resources and lived touristic applications.

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Conclusion

This research has strategically shed some light on the importance of involving a city's residents and tourists in place branding, and raised the point that perceptions and attitudes towards an entity's broad prospect and characteristics could influence the social and cultural, economic and environmental assets of a place.

This study also examined residents and tourists perceptions of a city's dimensions, and as the most fundamental need, has built a stimulating and enlightening framework of opinions about perceived physical impacts and the means of incorporating community life within a city's touristic experience. Thereby, the perceptions of resident and tourist about a place have been clearly distinguished and findings have shown that a city's subjective assets could be transcribed throughout objective and optimal responses (sketches) whilst analysed within a specific and visual NHDI tool.

In addition, the general influencing factors that are interacting within the Paris area were studied and could visually be identified throughout the NHDI score. In this regard, identification of interesting curtailed factors was found; influence characteristic dimension of the city' examined was the dominative finding, and the most unexpected.

Accordingly, this study has permitted to further secure the knowledge that there is a great value for local authority and local stakeholders to use the NHDI score and the lived touristic experience 'sketch coffee events' in order to gain and further develop strategic decision-making initiatives and front line competitive understanding of a city's market segmentation, destination image, branding and promotion, as well as the destination competitiveness. Finally, consumer opinions were used throughout qualitative (sketches) and quantitative (NHDI score) and brought efforts to an unknown evaluation on the tourism experience, and acknowledged that there was a great value in underpinning in greater depth, the characteristics of the city, its promotion or challenge, and any negative or positive perceptions that may exist.

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