

“THE CITY ATTRACTIVENESS AND THE IMPORTANCE FOR A SUCCESSFUL URBAN DEVELOPMENT”

Mr. Yacine BENZIDANE, Maitre Assistant ‘‘A’’, Université de Mostaganem

Mr. Abdenour MEDJEDDED, Maitre de conférences ‘‘B’’, Université de Mostaganem

Abstract:

Cities find themselves increasingly in competition with one another, particularly on account of globalization. For this reason, they are constantly attempting to attract more residents, tourism, investment and activities. In this context, cities are facing new challenges, forcing them to actively take on new, more effective methods and tools of socio-economic development of their territories, which could help to enhance the attractiveness of the city.

Key words:

City attractiveness, Urban Development, Residents, Tourism, Investment

Résumé :

Les villes se trouvent de plus en plus en concurrence avec l'autre, notamment en raison de la mondialisation. Pour cette raison, ils sont constamment tenté d'attirer plus d'habitants, le tourisme, les investissements et les activités. Dans ce contexte, les villes sont confrontées à de nouveaux défis, les forçant à prendre activement sur de nouvelles méthodes, plus efficaces et des outils de développement socio-économique de leurs territoires, ce qui pourrait contribuer à renforcer l'attractivité de la ville.

Mots

clés:

Ville attractivité, développement urbain, résidents, tourisme, investissement

الملخص:

المدن يجدون أنفسهم على نحو متزايد في منافسة مع بعضها البعض، وخاصة بسبب العولمة . لهذا السبب، فإنها تحاول باستمرار جذب المزيد من

السكان، والسياحة والاستثمار والأنشطة. في هذا السياق، تواجه المدن تحديات جديدة، تجبره ا على المشاركة بنشاط في طرق جديدة أكثر فعالية وأدوات التنمية الاقتصادية والاجتماعية من أراضيها، والتي يمكن أن تساعد على تعزيز جاذبية المدينة .

الكلمات المفتاحية :

جاذبية المدينة، التنمية البيئية، السكان، السياحة، الاستثمار

Introduction

In the era of global competition, cities are facing new challenges to maintain and improve their competitiveness in order to create a flexible, adaptable and diverse local economic structure, which would allow the city to be in a better competitive position. To achieve this aim, cities are constantly competing for many different - both internal as well as external - factors that stimulate their economies and are the engines of knowledge economy.

In this context, cities are facing new challenges, forcing them to actively take on new, more effective methods and tools of socio-economic development of their territories, which could help to enhance the attractiveness of the city to society groups, which can guarantee its long-term economic stability. So what is meant by “city attractiveness”? What are its dimensions and determinants?

Three tasks have been set within the framework of the research:

- to investigate the theoretical aspects of city (territorial) attractiveness;
- to identify the city attractiveness factors which are the most important for the residents;
- to set up the priorities for spatial strategies regarding the cities to enhance their attractiveness.

1- Attractiveness in the new era of territorial competitiveness:

Cities play a crucial role as motors of the economy, as places of connectivity, creativity and innovation, and as service centers for their surrounding areas⁴⁷.

City governments face a need to understand the new importance of attractiveness of a location, to understand the individual needs of the city’s target groups, the characteristics of their performance and also the factors, which determine⁴⁸ decisions

⁴⁷. European Union, Regional Policy, *Cities of Tomorrow, challenges, visions, ways forward*, October 2011, p13, http://ec.europa.eu/regional_policy/index_en.htm.

⁴⁸. Making our cities attractive and sustainable, how the EU contributes to improving the urban environment European Union, 2010, p9, in <http://www.ecolabel.eu/>

of each target group to settle in a specific location. On the basis of this knowledge a city government should initiate and implement complex strategies to enhance the attractiveness of the city.

People choose to live in urban areas so they can have a better quality of life. They want to beat the heart of economic activity, and to have more job opportunities and other social and economic advantages. However, city living brings arrange of challenges⁴⁹.

In this context, this paper aims to discuss the concept of an attractive city and its importance for a successful urban development with regard to the main needs of major city target groups. The theoretical analysis is supplemented by the results of empirical research, which aimed to analyze most recent efforts of some cities to increase their attractiveness.

City attractiveness (considered also as territorial attractiveness, regional attractiveness and place attractiveness) is a nowadays created concept the aim of which is to solve long-term regional development problems by new means. Its importance in academic studies and work of national, regional and local governments has grown during the recent years⁵⁰.

2- Concept of attractive city and theoretical aspects of city attractiveness

The European Urban Charter⁵¹ describes an ideal city as “... one which succeeds in reconciling the various sectors and activities that take place (traffic, living working and leisure requirements), which safeguards civic rights, which ensures the best possible living conditions, which reflects and is responsive to the lifestyles and

⁴⁹. Sandra Ezmale, *Strategies For Enhancing Attractiveness of the Cities in Latgale Region*, Higher Education Institution, Latvia ISSN 1822–8402, European Integrated Studies, N° 6, 2012, p122 in <http://dx.doi.org/10.5755/j01.eis.0.6.1601>

⁵⁰. *European Urban Charter*. [Europe. www.lrs.lt/pls/proj/dokpaieska.show](http://www.lrs.lt/pls/proj/dokpaieska.show)

⁵¹. Servillo L, Atkinson R. Paolo Russo, (2011), *Territorial attractiveness in EU Urban and spatial policy: a critical review and future research agenda*. In European Urban and Regional Studies, 21 December, 2011, <http://eur.sagepub.com/content/early/>

attitudes of its inhabitants; where full account is taken of all those who use it, who work or trade there, who visit it, who seek entertainment, culture, information, knowledge, who study there”.

In the recent academic and the European Union (EU) debates on regional economic development and territorial policy place assets and spatial qualities have increasingly been understood as factors for attracting economic agents and, consequently, as important features for local development strategies⁵².

Neminei gives a definition of an attractive city, emphasizing such city characteristics as: strong economy, successful business and housing policy, supply of essential public services, pleasant environment, efficient transport and traffic system⁵³.

European Commission⁵⁴ emphasizes the following important features of attractive city: an effective structure of economic activities, accessibility and mobility, access to public services and institutions, knowledge-based society, information tools and resources, attractive natural and physical environment; strong and diverse cultural and tourism sector.

UK Government analyzing possibilities to strengthen the attractiveness of national cities focuses on the following factors: environmental quality, the quality of public spaces, city's vitality, liveability, viability and the city's image⁵⁵.

⁵². Neminei, I. *The Attractive City – Urban Quality and Social Responsibility* in *Salo*.http://www.mecibs.dk/Artikler/Conf3_presentations/Konference_presentations/Irma%20N

⁵³. European Commission in http://www.europarl.europa.eu/meetdocs/2004_2009/documents/com

⁵⁴. Department for Transport, Government of the United Kingdom *Transport Investment and Urban Attractiveness*, http://www.dft.gov.uk/pgr/scienceresearch/social/coll_transport

⁵⁵. Berg, L. Van der Meer J. and Otgaar A. H. J. (2007), *The attractive city: catalyst of sustainable urban development*. In European Urban and Metropolitan Planning, Centre for urban and Regional studies Publication, Pp 48 – 63, <http://www.euskomedia.org/>

Berg L., Van der Meer J. and Otgaar A. H. J. (2007)⁵⁶ list criteria which reveal city attractiveness from the point of view of inhabitants (housing in a clean and safe environment, employment and its various opportunities, provision of high-level education, cultural, health care, shopping and other services), entrepreneurs/investors (the quality, availability and cost of real estate, tax environment, conforming offer of labour force, the presence of a supplier and customer, qualitative living environment and services provided) and tourists (accommodation facilities, access to entertainment and restaurants, public transport and other amenities attractive to visitors)⁵⁷.

Before the development of a strategy to enhance the attractiveness of a city it is very important to understand that urban attractiveness for different society groups (target groups) differs and consists of many different characteristics. The major target groups of a city: visitors, residents/employees, business/industry and export markets (see Table 1).

⁵⁶. Berg, L. Van der Meer J. and Otgaar A. H. J. (2007), *The attractive city: catalyst of sustainable urban development*, Op Cit p63

⁵⁷. Berg, L. van den, Meer, J. van der, Otgar, A. H. J. *The Attractive City*, European Institute for Comparative Urban Research (EURICUR), Erasmus University of Rotterdam, 1999.

Table 01: The four main target markets

Target group	Sub-groups
Visitors	Business visitors (attending a business meeting or checking out a site, coming to buy or sell something), Non-business visitors
Residents and employees	Professionals (scientists, physicians, etc.) Skilled workers, Wealthy individuals, Investors, Entrepreneurs Unskilled workers (domestic, migrants, etc.)
Business, industry and investment	Heavy industry/ Entrepreneurs Clean industry (assembly, high-tech, service companies, etc.)
Export markets	Other localities within domestic markets /

Reference: Jolita Sinkienė, Saulius Kromalca. *Concept, Directions and Practice of City Attractiveness Improvement*, Kaunas University of Technology, N31, 2010, p151

2-1- City characteristics important to business and investment:

2-1-1 City characteristics important to business:

As analysis of academic and empirical literature shows, most cities strive to attract new business or industry, which could provide new employment opportunities for the city's population and to generate income of the city's budget.

According to Berg⁵⁸, a city attractive for business should have good accessibility, acceptable land prices, local taxes and legal requirements, sufficient quantity and quality of labour force supply. Other factors such as the market size, city status, living environment and quality of public services are important as well. Entrepreneurs and investors look for the following most important

⁵⁸. Alice Soini, *The Asian Boom and Australia's proximity. Attractiveness of a territory*, Comparison between South Australia and Autonomous Province of Trento, Trento University intern, 2010, p11

city's characteristics: location, built environment, labour force, existing and new customers, suppliers, finance; partners.

2-1-2- City characteristics important to investment:

Attractiveness is the quality of being attracting or engaging with globalization the competitiveness of a city is acquiring a very important role. When a particular city is competitive it is also attractive. In particular external factors will try and benefit from those assets and competencies that make it competitive. Therefore attractiveness is an essential component of a city's competitiveness.

An attractive city can attract capital, knowledge and competitiveness and this implies a strong comparison of local enterprises with other external realities. Consequently this comparison stimulates local enterprises to improve and enhance their competitiveness. There are many different key factors to improve investment attraction, and these are⁵⁹:

1. Natural endowment:

Pro business culture/ Infrastructure/ Advanced technological infrastructure /

Wealth / Human capital / Innovative technological capital.

2. Image and reputation;

3. Institutions and practice:

Public administration / Education and training /Law/Judiciary / Finance / Industry.

4. Policies;

Tax and fiscal policies

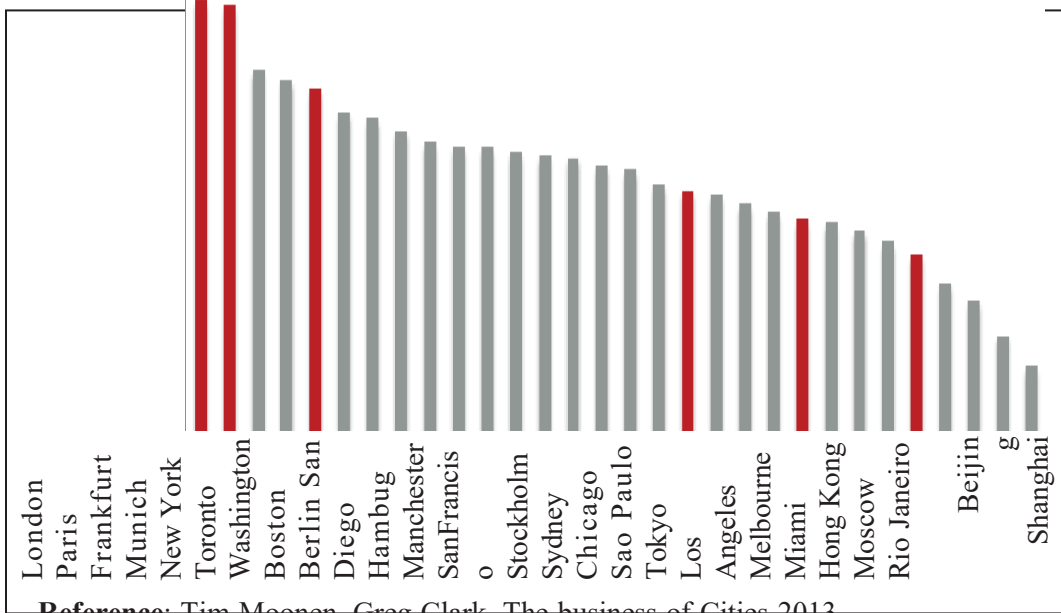
In addition, image and reputation of a territorial system depends on different factors:

- Past information /current information

⁵⁹. Braun, E. *City Marketing: Towards to an Integrated Approach*. Erasmus School of Economics, Erasmus University Rotterdam, 2008,<http://repub.eur.nl/res/pub/13694/>

- Direct contacts that include tourism, work, social life.
- Specific messages delivered by relevant territorial agencies

Figure 01: Proportion of urban economy derived from financial and business services among top cities for investment



Reference: Tim Moonen, Greg Clark, The business of Cities 2013, What do 150 indexes and benchmarking tell us about the urban world in 2013? November 2013, P19 in <http://www.jll.com/Research/jll-city-indices-november-2013.pdf>

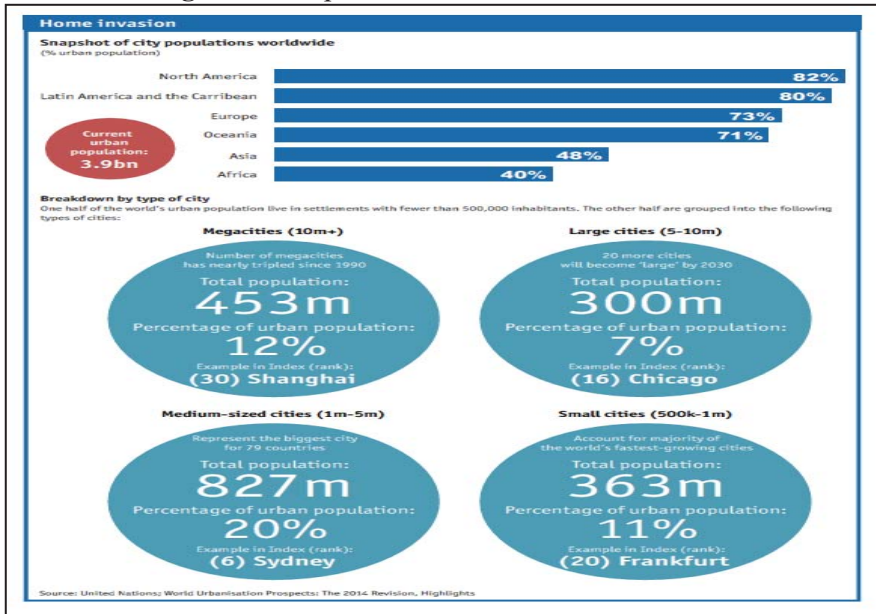
A region could be considered a competitive territory if it improves different things. It is important that it is considered a cost competitive city for business and its economy is growing (see figure 01). Furthermore, it is important that it is considered as an international livable city, considering factors like education and job opportunities.

Investment from Europe, North America and the Middle East continues to flow heavily into the two cities London and Paris, supporting further development. Paris in particular continues to be perceived as highly important and uniquely vibrant by residents in developing nations.

2-2- City characteristics important to residents:

In general, the attractiveness of a city to residents (see figure 02) means all city characteristics, which meet needs of all their family members. According to Braun these are jobs, education institutions, leisure facilities, other institutions and services. According to Berg a city attractive to residents should have good, accessible, clean, safe environment; good access to employment, high quality educational and health care services; high quality city culture, attention to public safety, religion, and arts.

Figure 02: Importance of cities to resident



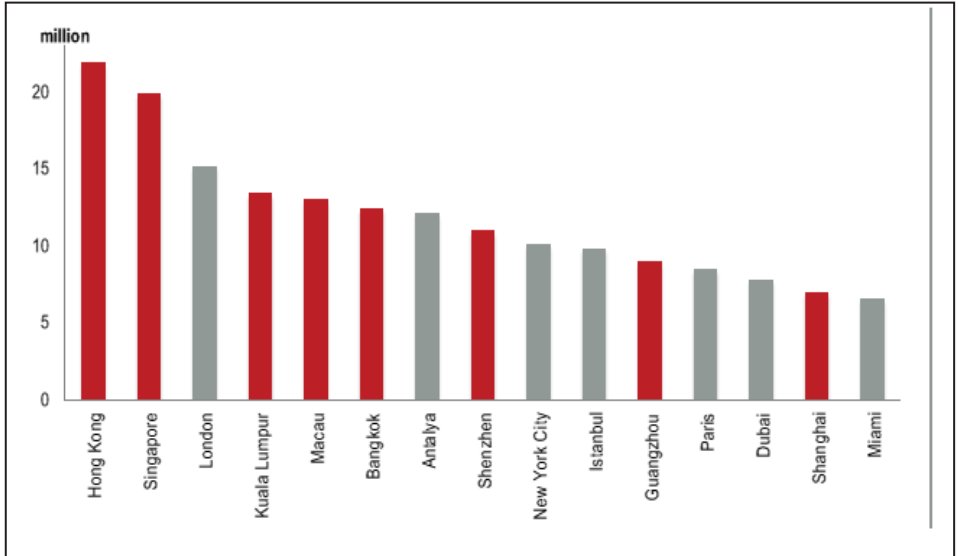
Reference: The Safe Cities Index: Assessing urban security in the digital age, A report by The Economist Intelligence Unit, p 7 In http://safecities.economist.com/wp-content/uploads/2015/01/EIU_Safe_Cities_Index_2015_white_paper-r-1.pdf

2-3- City characteristics important to visitors:

This group of society, contrary to the previously discussed two other city target groups, does not aim to settle in the city for a long time. Therefore visitors look for a temporary accommodation

(hotel, apartment, camping, family’s house, etc.) plus the accessibility to relevant attractions or other amenities⁶⁰.

Figure 03: Number of international visitors



Reference: Tim Moonen, Greg Clark, Op Cit, P26.

As such, the major insight offered by recent benchmarks on Asian cities is the process of differentiation and specialization in the second tier of Chinese and also Indian cities.

Table 02: Global Top 20 Top Destination Cities by International Visitors (2014)

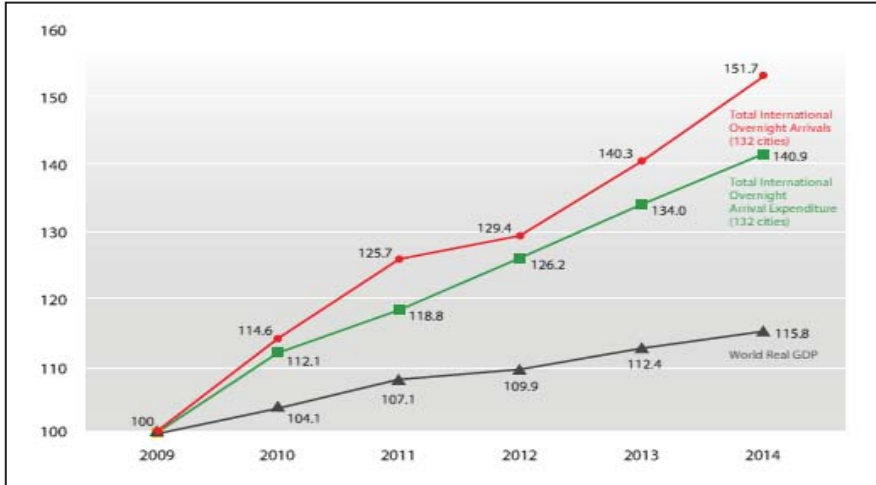
⁶⁰. Ratcliffe, J. *Competitive Cities: Five Keys to Success*
http://www.chforum.org/library/compet_cities.html

	Destination City	Country	Visitors (millions)						2014 Visitor Spend (US\$ bn)
			2010	2011	2012	2013	2014	%Δ 2013 & 2014	
1	London	United Kingdom	14.71	15.29	15.46	17.30	18.69	8.0%	\$19.3
2	Bangkok	Thailand	10.44	13.80	15.82	18.46	16.42	-11.0%	\$13.0
3	Paris	France	13.27	13.88	14.33	15.29	15.57	1.8%	\$17.0
4	Singapore	Singapore	8.80	10.14	11.11	12.10	12.47	3.1%	\$14.3
5	Dubai	UAE	8.41	9.20	10.16	11.12	11.95	7.5%	\$10.9
6	New York	USA	9.43	10.27	10.60	11.08	11.81	6.6%	\$18.6
7	Istanbul	Turkey	6.45	7.51	8.82	9.87	11.60	17.5%	\$9.4
8	Kuala Lumpur	Malaysia	8.90	8.99	9.26	9.56	10.81	13.1%	\$8.1
9	Hong Kong	China	8.13	8.43	8.37	8.26	8.84	7.0%	\$8.3
10	Seoul	South Korea	6.06	6.56	7.51	8.24	8.63	4.7%	\$11.5
11	Barcelona	Spain	6.18	6.89	6.91	7.18	7.37	2.7%	\$11.2
12	Amsterdam	Netherlands	5.86	6.07	6.10	6.74	7.23	7.2%	\$4.4
13	Milan	Italy	5.83	6.59	6.88	6.85	6.82	-0.4%	\$5.3
14	Rome	Italy	6.65	6.66	6.82	6.63	6.79	2.5%	\$5.6
15	Taipei	Chinese Taipei	3.52	3.96	4.70	5.80	6.29	8.4%	\$10.8
16	Shanghai	China	6.67	6.18	6.04	5.66	6.09	7.6%	\$5.3
17	Vienna	Austria	4.64	5.08	5.38	5.67	6.05	6.8%	\$5.6
18	Riyadh	Saudi Arabia	1.82	4.16	4.83	5.52	5.59	1.3%	\$4.1
19	Tokyo	Japan	4.47	2.94	4.07	5.05	5.38	6.5%	\$7.4
20	Lima	Peru	2.07	2.94	3.94	4.91	5.11	4.1%	\$1.8

Reference: Yuwa Hedrick-Wong and Desmond Chong, MasterCard, 2014 Global Destination Cities Index, p6 in http://newsroom.mastercard.com/wpcontent/uploads/2014/07/Mastercard_GDCI_2014_Letter_Final_70814.pdf

London is in the top rank in terms of visitor spending, which is estimated to be US\$19.27 billion in 2014. New York and Paris followed in second and third respectively. Singapore moves above Bangkok to claim fourth. Madrid moved up from 16th, displacing Sydney, while San Francisco moved up to 19th, displacing Munich.

Figure 03: World GDP Growth versus the growth of International visitor arrivals and spend by the 132 destinations



Reference: Yuwa Hedrick-Wong and Desmond Chong, Op Cit, P4

The impacts of travel on destination cities that receive visitors are very significant from the business, social, and cultural perspectives. International visitors' spending constitute an increasingly important source of business revenue in a destination city, encompassing the hospitality, retail, transport, sports, and cultural industries, among many others. In many instances, it is a major economic engine for employment and income generation for the city in question.

3. The city attractiveness evaluation criteria:

The evaluation criteria of the city attractiveness are important for a urban development (see table 03)

Table 03: The city attractiveness evaluation criteria and their characteristic indicators for urban development

Criterions	Objective indicators	Subjective indicators
Availability and mobility	Information on public (routes, frequency) and private (the	The evaluation of the public transportation quality and availability
Economic development, employment and material welfare of inhabitants	Statistic information about inhabitants (the number, demographic and educational indicators et al.), employment and	Satisfaction with the living conditions in a city, willing to change the place of residence, the assessment of the
The quality and availability of health care services	Out-patient and stationary medical institutions (the number of institutions, medical	Satisfaction with the quality of medical services, their availability
The quality and availability of social	Information about the modes and the number of recipients of	Satisfaction with the quality and availability of
The quality and availability of educational services	Information about the number of education institutions, teaching staff and children/	Satisfaction with the quality and availability of education and
The quality and availability of culture, sport and recreation	Information about the number of cultural and recreation places, amateur groups, museums, libraries, sports institutions	Satisfaction with the quality and availability of culture, recreation and sports, the opportunities of
Ecological quality	Information about the air quality, potential polluted areas, the	Satisfaction with the ecological conditions in the city, the quality
Participation in diversifying the	Information about non-governmental organizations and	Inhabitants' participation and willing to get
The quality and availability of administrative services provided	Information on the types and costs of administrative services	Satisfaction with the quality and availability of administrative

The quality and availability of shopping services	Information about the number and types of shopping	Satisfaction with the quality and availability
The quality and availability of housing	Information about the dwelling space, accommodations	Satisfaction with the quality and
The quality and availability of physical safety	Information about the number of crimes, fire and car accidents	Satisfaction with safety and security (on the street, at

Reference: Sandra Ezmale, *Strategies for Enhancing Attractiveness of the Cities in Latgale Region*, Op Cit, p124.

4. Importance of attractiveness for the city development

Cities are the most important forces of national and regional socio-economic development. They are spaces, which create an economic surplus that further helps to develop the less developed areas of the region or a state⁶¹. Cities are regarded as "cities-entrepreneurs", complex enterprises, actively using their resources to achieve higher competitiveness in the economic, social or environmental fields, to keep current and attract new economic activities, urban functions, residents and visitors⁶².

Serrano A. (2003) defines "attractiveness" as a local authorities' competence for direct investment. Attractiveness represents an effort to reinvent or redesign cities in terms of their resources and institutions to obtain better economic conditions for their citizens.

Attractiveness is now linked to economic growth to provide a broader framework for the analysis of the process during which cities will reach higher standards of their inhabitants' life quality. Therefore it is important to understand what creates the attractiveness of cities and regions for residents.

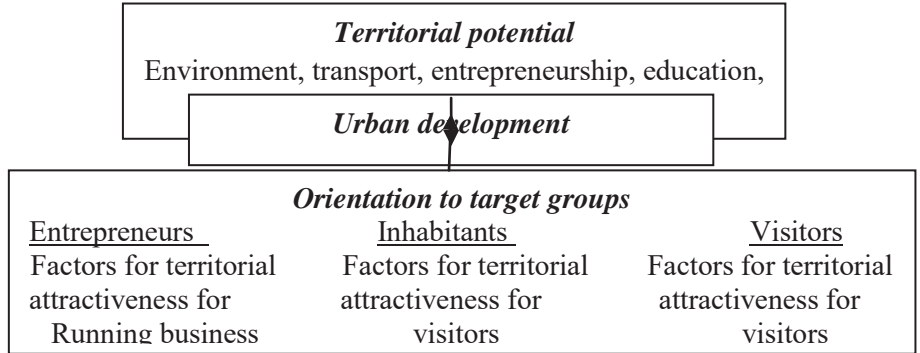
Serrano A argued, that it is not just a matter of marketing the place in a different way, but it also represents a new mentality among the individuals in the place, and how social, political, economic and

⁶¹. Jolita Sinkienė, Saulius Kromalca. Op Cit, p149.

⁶². Serrano, A. (2003). *City Competitiveness and attractiveness: a New Approach to Evaluate Economic Development in Mexican Cities*, Doctoral Thesis, Department of Urban Studies, University of Glasgow.

environmental factors are linked together to enhance the competitiveness of cities within the development context⁶³.

Figure 04: Strategies for Territorial Attractiveness/Urban Development



Reference: Sandra Ezmale, *Strategies For Enhancing Attractiveness of the Cities in Latgale Region*, p126.

5. Cities invent their own marketing

Braun E. provided a more complete definition of city attractiveness: “Cities aspire to become and remain attractive places for potential residents, business and visitors. In this process, *cities invent their own marketing strategies, discovering that the marketing of a city or region is not as straightforward as many people think*”⁶⁴.

Territorial marketing (city marketing) is the study of strategies to attract investments (companies) and people (tourists, visitors, new residents) in order to guarantee the satisfaction mainly external, but also the satisfaction for those who live in the area. Territorial marketing is a network of relations between the

⁶³. Braun, E. (2008) *City marketing: Towards an Integrated Approach*. ERIM PhD Series in Research Management. Online paper: <http://repub.eur.nl/res/pub/13694/>

⁶⁴. Alice Soini, *Attractiveness of a territory. Comparison between South Australia and the Autonomous Province of Trento*, The Asian Boom and Australia’s proximity, Government of South Australia, P12. <http://dpc.sa.gov.au/sites/default/files/pubimages/documents/office-for-international-coordination/7%20-%20Soini.pdf>

person who has the task to manage the supply of all the components that make up the territory and potential investors.

Developing policies about local marketing means: to connect the world of business and tourism opportunities in the area effectively, to contribute to the creation and enhancement of the territory. Territorial marketing is aimed at promoting the establishment of enterprises in a certain geographical area as this action has positive effects on the entire social system and of that area.

Urban economic development also implies establishing a long-term marketing strategy oriented towards preserving and developing the natural, economic, human and potential of the local collectivity.

In the 90's, cities pass to the third stage, characterized by the vision of developing the product and the competitor's sector. They try to define themselves as distinct places, with some competitive advantages and goods that create value for the target-clients; invest into a diversified portfolio of economic sectors, attending at the same time to keep homogenous a group of related activities⁶⁵.

The success factors of urban marketing (see table 4: a total presentation of the prerequisites /criteria) explain the motives for which some municipalities succeed to implement economic development strategies, using the instrument specific to this marketing specialization.

⁶⁵. Global Report on City Tourism (2012), Volume six, World Tourism Organization UNWTO, Madrid, Spain, P6, in http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights14_en_hr_0.pdf

Table04 : City marketing criteria

	PREREQUISITES/ CRITERIA
1	Place/city marketing adoption by the city's community
2	City's vision identification
3	Partnerships between Public Local authorities, enterprises and residents
4	The existence of a particular public city's promotion office
5	The existence of a public budget that concerns exclusively the operational costs the 'City's promotion office' and the
6	Financial support deriving from the city's business
7	A City's distinctive characteristics identification
8	Setting up the primary goals
9	SWOT – PEST analyses
10	Creating and managing a city's image (based on the city's vision and distinctive characteristics)
11	Ranking primary actions (per development sector) based on
12	Feasibility study of each action separately
13	Market research (city's external environment)
14	Market research (city's internal environment)
15	Segmentation of the internal target markets
16	Segmentation of the external target markets
17	Using methodologies per action (Cost-benefit analysis, brainstorming, Critical path model, Delphic method (CPM))
18	Creation of city's promotional package (main strategies, selection of promotional techniques based on the city's
19	Strategic planning per action – flexible action plans
20	Feedback procedure, measurement and evaluation of place/city's marketing policies and their impacts on the city's development

Reference: Metaxas Theodoros, *Place / city marketing as a tool for*

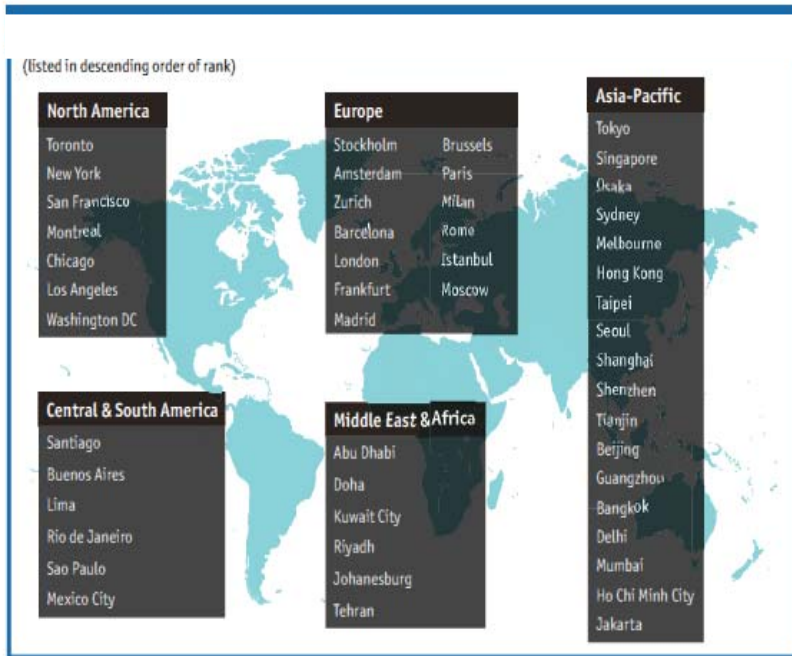
Local Economic Development and City's Competitiveness: a comparative evaluation of place marketing of European cities, the EURA Conference Urban and Spatial European Policies: Levels of Territorial Government Turin 18-20 April 2002, p17.

The long term solution implies the improvement of four marketing essential factor, present in any community:

- (1) ensuring supplying of basic services and maintaining infrastructure in the benefit of citizens, firms and visitors;
- (2) creating new attraction elements to lead to an improvement of quality of life to justify the support granted by the state and existing firms to attract new investments, firms and inhabitants;
- (3) promoting improved life characteristics and conditions, by an accurate image and communication program;
- (4) obtaining support by its citizens, leaders, existent institutions, to become an attractive place for new firms, investments and visitors.

The four marketing factors influence the success of the city in attracting (see figure 05) and satisfying the five potential target markets: producers of goods and services, headquarters of regional firms and offices, foreign investments and export markets, the hotel and accommodation industry and new inhabitants.

Figure 05: Cities more attracting



Reference: The Safe Cities Index: Assessing urban security in the digital age, A report by The Economist Intelligence Unit, p 3-4 In http://safecities.economist.com/wpcontent/uploads/2015/01/EIU_Safe_Cities_Index_2015_white_paper-1.pdf

Cities are already home to a majority of people on the planet. The current level of urbanization ranges from 82% of the population in North America to 40% in Africa. But all regions are expected to follow this trend towards greater urbanization over the next three decades. Lagos, the most populous city Nigeria, is predicted to double in size in the next 15 years.

6- City attractiveness policy:

The policy of city attractiveness is developed in order to understand dynamics to enhance city attractiveness by a set of factors associated to the concepts of urban heritage, culture, tourism development and role of Municipality linked to supporting regional policies. The issue is related to strategic planning for cities and economy growth on the base of available assets.

Conclusion

“A city is not only a geographical concept, a spatial determination, an agglomeration of buildings and offices. A city breathes the urban atmosphere. Traditionally, cities are centres of trade, activities, art, and culture, past and future. The urban atmosphere is determined by a labyrinth of dynamic changes between all these functions, between work and leisure, individuality and collectivity, public and private services”⁶⁶

Cities find themselves increasingly in competition with one another, particularly on account of globalization. For this reason, they are constantly attempting to attract more residents, tourism, investment and activities, and to position themselves at the top of the various league tables that have emerged in recent years to indicate the attractiveness of the great metropolises.

To stay competitive, local governments are developing ambitious city planning policies, putting attractiveness at the heart of their strategy and drawing on the new discipline of urban marketing, so a great priority has the urban development become. Cities possess unique cultural and architectural qualities, strong forces of social inclusion and exceptional possibilities for economic development. They are centers of knowledge and sources of growth and innovation.

The city is part of our culture, our history; it's the epicenter for many of our traditions. We all live and work in cities and yet we visit other cities during our free time. As society is in constant change so are cities, trying to adapt and meet the needs of residents and visitors as well as making it an attractive destination for future visitors. This is a unique economic and social opportunity; it brings dynamism and vitality, growth and development, and becomes an important element in people's lives.

Attractiveness is a very important element in all policies related to urban development, it is not just a strategy to provide a competitive product to meet visitors' expectations but a way to

⁶⁶. RADUC C Barna (2013), *Urban Attractiveness. Why put people's money into cycling facilities?* Romanian Revue of Regional Studies, Volume IX, Number 2, P100 in http://euro.ubbcluj.ro/csdt/index_htm_files/urban%20attractiveness.pdf

develop the city itself and provide more and better infrastructures and bring conditions to residents.

References:

- 1- Alice Soini (2010), *Attractiveness of a territory*, The Asian Boom and Australia's proximity, Comparison between South Australia and Autonomous Province of Trento, Trento University intern. In <http://dpc.sa.gov.au/sites/default/files/pubimages/documents/office-for-international-coordination/7%20-%20Soini.pdf>
- 2- Berg, L. Van der Meer J. and Otgaar A. H. J. (2007), *The attractive city: catalyst of sustainable urban development*. In European Urban and Metropolitan Planning, Centre for urban and Regional studies Publication, in <http://www.euskomedia.org/>
- 3- Berg, L. van den, Meer, J. van der, Otgar, A. H. J.(1999), *The Attractive City*, European Institute for Comparative Urban Research (EURICUR), Erasmus University of Rotterdam.
- 4- Braun, E. (2008), *City Marketing: Towards to an Integrated Approach*. Erasmus School of Economics, Erasmus University Rotterdam, in <http://repub.eur.nl/res/pub/13694/>
- 5- Braun, E. (2008) *City marketing: Towards an Integrated Approach*. ERIM PhD Series in Research Management. Online paper: <http://repub.eur.nl/res/pub/13694/>
- 6- Jolita Sinkienė, Saulius Kromalca. *Concept, Directions and Practice of City Attractiveness Improvement*. Kaunas University of Technology, N31, 2010
- 7- Mario Antonio Alberti (2011), Strategic Planning for City Attractiveness in Sicily Regional Government Policies and Role of Municipalities, Ph in Model Based Public Planning and Policy Design, in <https://iris.unipa.it/retrieve/handle/10447/94641/119534/Mario%20A.%20ALBERTI%20PhD%20DISSERTATION.pdf>
- 8- Metaxas Theodoros (2002), *Place / city marketing as a tool for Local Economic Development and City's Competitiveness: a comparative evaluation of place marketing of European cities*, the EURA Conference Urban and Spatial European Policies: Levels of Territorial Government Turin 18-20 April

- 9- Neminei, I. *The Attractive City – Urban Quality and Social Responsibility* in Salo.http://www.mecibs.dk/Artikler/Conf3_presentations/Konference_presentations/Irma%20N
- 10- RADUC C Barna (2013), *Urban Attractiveness. Why put people's money into cycling facilities?* Romanian Revue of Regional Studies, Volume IX, Number 2, in http://euro.ubbcluj.ro/csdt/index_htm_files/urban%20attractiveness.pdf
- 11- Ratcliffe, J. *Competitive Cities: Five Keys to Success* http://www.chforum.org/library/compet_cities.html
- 12- Sandra Ezmale (2012), *Strategies For Enhancing Attractiveness of the Cities in Latgale Region*, Higher Education Institution, Latvia ISSN 1822–8402, European Integrated Studies, N° 6, in <http://dx.doi.org/10.5755/j01.eis.0.6.1601>
- 13- Servillo L, Atkinson R. Paolo Russo, (2011), *Territorial attractiveness in EU Urban and spatial policy: a critical review and future research agenda*. In European Urban and Regional Studies, 21 December, 2011, <http://eur.sagepub.com/content/early/>
- 14- Serrano, A. (2003). *City Competitiveness and attractiveness: a New Approach to Evaluate Economic Development in Mexican Cities*, Doctoral Thesis, Department of Urban Studies, University of Glasgow.
- 15- Tim Moonen, Greg Clark, The business of Cities 2013, What do 150 indexes and benchmarking tell us about the urban world in 2013? November 2013, in <http://www.jll.com/Research/jll-city-indices-november-2013.pdf>
- 16- Yuwa Hedrick-Wong and Desmond Chong, MasterCard, (2014), Global Destination Cities Index, p4 in http://newsroom.mastercard.com/wpcontent/uploads/2014/07/Mastercard_GDCI_2014_Letter_Final_70814.pdf

See more:

- 17- Department for Transport, Government of the United Kingdom *Transport Investment and Urban Attractiveness*, in

- http://www.dft.gov.uk/pgr/scienceresearch/social/coll_transport
- 18- *European Urban Charter. Europe.*
www.lrs.lt/pls/proj/dokpaieska.show
 - 19- European Union, Regional Policy (2011), *Cities of Tomorrow, challenges, visions, ways forward*, October 2011,
http://ec.europa.eu/regional_policy/index_en.htm.
 - 20- European Commission in
http://www.europarl.europa.eu/meetdocs/2004_2009/documents/com
 - 21- Global Report on City Tourism (2012), Volume six, World Tourism Organization UNWTO, Madrid, Spain, in
http://dtxtg4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights14_en_hr_0.pdf
 - 22- Making our cities attractive and sustainable, how the EU contributes to improving the urban environment European Union, 2010, in
<http://www.ecolabel.eu/>
 - 23- The Safe Cities Index: Assessing urban security in the digital age, A report by The Economist Intelligence Unit, In
http://safecities.economist.com/wpcontent/uploads/2015/01/EIU_Safe_Cities_Index_2015_white_paper-1.pdf