

A summated rating scale for measuring city image

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ABSTRACT

The literature about cities' marketing is replete with articles on the subject of city branding. Included in this literature are articles dealing with the subject of measuring city image, which is a precursor to the development of a city brand. However, many of the image studies lack validity or generalization. This paper presents a methodology for measuring city image, grounded on the development of a scale for this purpose. Based on convergent and discriminant reliability and validity analyses, factors were identified that comprise a city's image among residents and tourists in three cities: Jerusalem, Rome and Trieste. Four factors identified by residents are Municipal Facilities, Leisure, Security and Public Services. Among tourists five factors were identified: Caring, Tourism and Recreation, Security, Public Services and Leisure and Entertainment. Three corresponding factors were identified in both tourists' and residents' replies. The scale validation process indicated that residents and tourists have similarities and differences in their perception of a city. As such, the current finding suggests that the scales developed in this paper may be used when surveying both groups.

Introduction

City branding has become a widespread phenomenon throughout the world. Not only have global cities like London, New York, Paris and Rome adopted a brand strategy, but also localized cities such as Dunwoody, Georgia and Buffalo City (not New York State, but East London, South Africa). Why do cities need to brand themselves? City branding can promote a city's tangible and intangible attributes in order to compete for share of the world's consumers, tourists, businesses, investment, skilled workers and share of mind. With city revenues and consumer spending declining, small businesses closing, cities must strategically reposition their approach to economic development. Cities can use branding as a way to unite their stakeholders around a new competitive identity and to communicate their message to target audiences.

The first step in a branding city campaign is the determination of its image. Image is the set of beliefs, ideas, and impressions that a person holds regarding an object (Kotler, 1997, 607). Therefore, image is the mental picture that people hold about that object, e.g. a city. Understanding these mental pictures is important

because "people's attitudes and actions toward [a city] are highly conditioned by that [city's] image (Kotler, 1997, 607; Jaffe & Nebenzahl, 2006, 15). Identity, on the other hand, comprises the way a city is experienced by its various stakeholders, e.g. residents, tourists, and investors. In other words, a city's identity may be different from its image as perceived by its audiences.

Many studies have attempted to conceptualize the construct of city image among tourists and residents through scale development (For example: Anholt, 2006; Ashworth & Voogd, 1991; Byon & Zhang, 2009; Echtner & Ritchie, 2003; Gallarza, Gil, & Calderon, 2002; Herstein & Jaffe, 2008; Kalandides, 2011; Kavartzis & Ashworth, 2007; Luque-Martinez, Del Barrio-Garcia, Ibanez-Zapata, & Rodriguez-Molina, 2007; Phillips & Schofield, 2007; Zenker, 2009, 2011; Zhang & Zhao, 2009). For example, Anholt (2006), identified six dimensions of city image: Presence, a city's international standing; Place, the perceptions of the physical aspects of cities; Potential, economic and educational opportunities; Pulse, urban lifestyle; People, the relation of residents to outsiders; and Prerequisites, the perception of the basic qualities of a city, i.e. what it would be like to live there. However, Anholt's (2006) study is about the image of well-known cities among a general sample of respondents from around the world. As such, it is unclear whether it is valid and applicable for less well-known cities. Zenker (2009) and Zenker, Petersen, and Aholt (2013) surveyed a large sample of residents in Germany. They

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found four perceived dimensions: Urbanity and Diversity, the size and range of services offered; Nature and Recreation, environmental aspects like low pollution, tranquility, and open spaces; Job Opportunities, the professional aspects of a city; and Cost Efficiency, the cost of living and availability of housing. [Byon and Zhang \(2009\)](#) studied tourists' destination image identified four dimensions: Infrastructure, the availability of tourist services, safety and cleanliness; Attraction, various aspects of the city such as shopping, view and climate that attracts tourists; Value for money, how expensive is the city for tourists; and Enjoyment, how enjoyable the city is perceived. [Merrilees, Miller, and Herington \(2012\)](#) sampled residents and business owners in the Gold Coast, Australia about their attitudes toward the city brand. They found that both groups had similar beliefs towards a city as a place to live, but different beliefs as a place to do business. These four studies demonstrate one of the main problems of this field of research; the multiplicity of city image conceptualizations, with each scale corresponding in some aspects to previous ones but differing in other aspects.

A review by the authors of the city image literature (see Appendix A) found three drawbacks. First, most surveyed only one rather than a comparison of several cities in order to determine whether there exist universal dimensions of city image ([Anholt, 2006](#); [Zenker, 2009, 2011](#); [Zenker, Eggers, & Farsky, 2013](#); [Zenker, Petersen, et al., 2013](#), are exceptions to this caveat). Second, most of the studies lacked statistical validation ([Zenker, 2011](#)). Only a few of the studies employed exploratory factor analyses (EFA), while most did not employ confirmatory factor analysis (CFA) to test the reliability and validity of the scales ([Byon & Zhang, 2009](#) are exception). Third, many of these studies used student samples, thus limiting the generalizability of the research. In light of these shortcomings, the purpose of the present study is to develop a theory-based, multidimensional summated rating scale for the measurement of city image among both tourists and residents that can be used across cities. The scale development was done in a three-stage process, using resident and tourist samples in three cities: Rome, Trieste and Jerusalem.

The importance of city branding

Half of the world's population lives in cities and employment opportunities are crucial to sustain growth. At a mayor's conference, President Obama stressed their economic importance: "cities are the building blocks of strong regions, and strong regions are essential for a strong America".¹ Like the merchant city-states of Renaissance Italy, cities are today's drivers of trade and industry in a globalized world. Cities that have a positive image and identity are better able to meet the demands of their stakeholders, whether they are residents, business people, or visitors. In order to gain competitive advantage, cities must attain a localized, regional or global awareness, recognition and identity.

In an era of globalization, the identity of nation states may become overshadowed economically and politically by regional entities such as the European Union and the Øresund area (Southern Sweden and Eastern Denmark). As a result, cities take on added importance in the identity of nations. Two cases in point are Strasbourg, which is the home of the European Parliament, and Copenhagen, which is the dominant city in the Øresund area. Copenhagen and Malmö are connected by a bridge that provides an overland link with Continental Europe. Given the role of Copenhagen as the dominant city in the Øresund area, and as the capital of Denmark, its leaders have to decide the extent to which the city

should take on a more regional, as opposed to its current local identity. This identity is crucial for attracting a city's target markets, such as tourists, investors and skilled workers.

Globalization compels cities to compete with one another for awareness, recognition and ultimately, money. [Harvey \(1989, 1996\)](#) claims that the identity of places today derives from this competition, that clashes between 'insiders' (people who belong to the place) and multiple 'outsiders' (foreign investors, tourists, immigrants). The uniqueness of places today becomes more important due to their competition for capital investments. As a result, cities brand themselves around events and traditions. Some cities are identified as hosts for mega-events, such as Beijing, Seoul, Athens and St. Moritz. Other cities are identified with international festivals, e.g. wine (Budapest, Mosel, Porto), films (Cannes, Las Vegas), music (Atlantic City, Prague), fashion (New York, Rome, Paris, Milan), or just fun (Rio de Janeiro, Fort Lauderdale, Mexico City). On the other hand, some cities are identified by their high crime rates (Gary, Indiana), pollution (Mexico City), and poverty (Cairo, Egypt).

However, cities have multiple identities depending upon the beholder ([Zukin, 2011](#)). A city may be perceived differently by the unemployed than by a business executive, by those who live in center-city versus those who live in the periphery. For example, [Merrilees et al. \(2012\)](#) found differences between residents and business owners regarding their perception of the city potential for businesses. [Zukin \(2011\)](#) claims that cities develop their culture through an ongoing process of discourse between residents, newcomers and local entrepreneurs. Place identity is being recreated constantly by the place producers and consumers ([Zukin, 2010](#)). One fact is common to all cities: they are "branded" by their identities. City image has been found to influence tourist traffic ([Aksu, Caber, & Albayrak, 2009](#); [Alcaniz, Sanchez, & Blas, 2009](#); [Byon & Zhang, 2009](#); [Phillips & Jang, 2008](#)) and attract residents ([Herstein & Jaffe, 2008](#); [Herstein, Jaffe, & Berger, 2014](#)).

Do images have an impact on growth or decline of cities and places? Apparently they do. [Zukin et al. \(1998\)](#) discussed the impact of image on the decline of Coney Island as an attractive place for leisure and entertainment, versus the growth of Las Vegas. [Herstein and Jaffe \(2008\)](#) provide a rebranding case study of Holon, a small city on the outskirts of Tel Aviv. The campaign succeeded in transforming a previous image of poverty and crime, to an image of a "children's city". This was made possible not only by the rebranding campaign, but also by large investment in an infrastructure such as playgrounds, schools and museums, which attracted a multitude of young, married couples. [Braun, Eshuis, and Klijn \(2014\)](#) surveyed 541 people in the Netherlands involved in municipal and tourism place marketing. The purpose of the survey was to elicit their opinion whether place marketing communication has a positive effect on attracting residents and visitors. They found that physical place brand communication, i.e. physical features of a city and word-of-mouth communication mediated by then place brand image have a positive effect on attracting residents and visitors.

Is a city's image related to the intention to leave a place? This question has been answered by [Zenker and Gollan \(2010\)](#) and [Zenker and Rütter \(2014\)](#). They found that citizen satisfaction with a place as measured by Citizen Satisfaction index ([Zenker, Eggers, et al., 2013](#); [Zenker, Petersen, et al., 2013](#), partially mediated by place attachment and place brand attitude decreases the intention to leave.

City image dimensions

The first step towards city branding for attracting both tourists and residents is the determination of city image. What are the

¹ <http://www.Whitehouse.gov/the-press-office/remarks-president-and-vice-president-us-conference-mayors>. January 21, 2010.

Table 1
Frequency analysis of descriptors used in 39 studies of city image.

Scale items	Frequency (%)
History and heritage	53
Culture	47
Economy	47
Entertainment and Night Life	47
Infrastructure (roads, communication, transportation, etc.)	35
Shopping centers	29
Environment (pollution, water, etc.)	29
Recreational activities	29
Housing	24
Safety	18
Sport facilities	18
Parks	18
Services	12
Access to highways	12
Medical facilities	8
Restaurants	8
Green spaces	8

components of these mental pictures? In order to answer this question, the authors of this paper examined thirty-nine academic studies published from 2001 to 2013 pertaining to city branding (see Appendix A).

The city image studies are composed of two-thirds tourists' and one-third of residents' surveys. After reviewing the implicit domain of city image and the composition of the rating scales of these studies, a common set of dimensions was not found. However, a frequency analysis of scales used in these studies shows some commonality consisting of seventeen categories composed of thirty-six items. Some of the items used were common to studies of both tourists and residents, such as Culture, Entertainment, Infrastructure, Shopping Centers, Safety, Sport Facilities and Services (municipal services in the case of residents). Items such as Heritage, Medical Facilities were more frequent in tourism studies. [Table 1](#) presents the descriptors found in the frequency analysis of those 39 studies.

While there have been a large number of studies about city image such as those surveyed above, many have been criticized for the use of inappropriate methodology ([Byon & Zhang, 2009](#); [Chalip, Green, & Hill, 2003](#)). Three major criticisms are that the majority of the studies surveyed only one city as a base to determine universal dimensions. In addition, only exploratory factor analyses (EFA) were used thus the studies lacked validation. Another criticism was the widespread use of student samples limiting the generalizability of the research. Accordingly, the purpose of the present study was to develop a theory-based, multidimensional summated rating scale for the measurement of city image among both tourists and residents for use in cross-country studies. We used a three-stage data collection and analysis model based on Spector's (1992, 8) methodology for the development of summated rating scales. The scale was developed based on samples of residents and tourists in three different cities: Rome, Trieste and Jerusalem.

Research methodology and findings

Overview and scale development (stage 1)

In the first stage of the scale development, 36 items describing dimensions of the city image concept were derived from those used in the thirty-nine studies mentioned above. In stage 2, questionnaires comprising the initial 36 items were administered in surveys conducted in three cities (quota samples of 341 residents and 317 tourists) in Jerusalem, Rome and Trieste. These three cities were chosen for the study as they are all tourist attractions,

although they differ in their population size and the nature of foreign visitors. In 2012, Jerusalem had a population of 815 thousand and 2.7 million tourists (both domestic and foreign)², Rome had a population of 2.7 and 15 million foreign tourists³, Trieste had a population of 232 thousand and 380 thousand tourists (many of whom arrive on business trips)⁴. The original questionnaire was written in English and then translated into Hebrew and Italian and then translated back to English. Inconsistencies between the two versions were corrected before the questionnaire was distributed to respondents.

Item analyses and screening were conducted on the sample data resulting in a multidimensional scale (residents) comprising eighteen items grouped into four factors. The result for the tourist samples was a multidimensional scale comprising nineteen items grouped into five factors. In the final stage (stage 3), the reliability and validity of the scales derived in stage 2 were tested by a second wave of surveys in the same cities (quota samples of 324 resident and 301 tourist respondents). These research stages are described in detail below.

Stage 2: item reduction

Data collection

To test the reliability of the research instrument, data were collected in the three cities among residents and tourists. Quota samples ([Table 2](#)) were taken both in residential areas representative of the urban population and in areas frequented by tourists such as hotels, recreational facilities, etc. Questionnaires were self-administered in the presence of a trained market researcher. In addition to the scale items, demographic data were collected including age, gender, and marital status, number of children in the household, income and years of residency in the city. Tourists were asked to state in addition to age, gender, marital status and income, the number of previous visits to the city, reasons for visiting and number of days spent in the city.

Item screening

Residents. The two screening methods suggested by [Spector \(1992\)](#), factor analysis and Cronbach's α , were used in reducing the number of scale items. The initial exploratory analysis (EFA) with Varimax rotation indicated eight factors with an Eigen value greater than 1.0 (variance of 62.4%). However, the last factor included only one item and was removed. Items with low variances were also omitted. Following this, a second EFA with Varimax rotation was performed on the remaining 27 items. The results showed six factors with Eigen values greater than 1.0 (variance of 63.13%). As two of the factors were composed of only two items each, an additional EFA with Varimax rotation with a five-factor solution was performed (variance of 60.45%).

Next, a confirmatory factor analysis was employed on the items of the EFA. Initial results were disappointing. In order to improve the model, only items with the highest loadings were left ([Bollen, 1989](#)). As a result, the model was reduced to four factors, as shown in [Table 3](#), Municipal Facilities, Leisure, Security and Public Services. The goodness of fit statistics shown at the bottom of [Table 3](#) indicates that the four-factor solution has satisfactory goodness of fit statistics. All Cronbach alphas are high demonstrating good internal reliability.

² *Statistical Abstract of Israel, 2013*, retrieved from: <http://www.cbs.gov.il/reader/shnaton/shnatonenew>.

³ <http://www.ebtlit.it/osservatorio-turistico-doc/osservatorio-di-roma-eprov/anno-2012/domanda-turistica-2012.html>.

⁴ http://www.regione.fvg.it/rafvig/export/sites/default/RAFVG/GEN/statistica/FOGLIA27/allegati/Regione_in_cif_re_2013_web.pdf.

Table 2
Sampling procedures.

City	Survey Stage	Sample Size	
		Residents	Tourists
Jerusalem	2	100	100
Rome	2	100	114
Trieste	2	141	103
Total Survey 2		341	317
Jerusalem	3	100	100
Rome	3	101	100
Trieste	3	123	101
Total Survey 3		324	301

Table 3
Final items of the city image's questionnaire among residents (Residents of three Cities).

Scale items	Standardized coefficients	t-value ¹
<i>Factor I – Municipal Facilities (Cronbach α = .80)</i>		
Low air pollution	.662	9.62**
Well lighted at night	.578	9.0**
Good public transportation	.725	10.73**
Caring for older people	.605	8.58**
Well maintained streets and sidewalks	.610	9.39**
Easy to communicate with municipality officials	.648	9.0**
<i>Factor II – Leisure (Cronbach α = .80)</i>		
Tourism facilities (restaurants, parks)	.763	10.7**
Near major city	.581	8.87**
Near major highways	.674	9.26**
Disco techs and night clubs	.663	9.71**
Youth clubs (scouts, etc.)	.627	9.26**
<i>Factor III- Security (Cronbach α = .88)</i>		
Quiet	.835	14.5**
Safe	.796	13.54**
A low crime rate	.839	14.31**
Not crowded	.733	14.31**
<i>Factor IV- Public Services (Cronbach α = .74)</i>		
Enough bank branches	.497	6.75**
Enough post-office branches	.601	9.10**
Enough medical facilities	.834	6.75**

Goodness of Fit statistics: chi square 326.4 df = 123, $p < .001$; NFI = .88 RFI = .85, IFI = .92, TLI = .90, CFI = .92, RMSEA = .07.

¹ ** $p < .001$.

Tourists. The same procedure as described above was done with the survey data of tourists. An EFA with Varimax rotation indicated ten factors, which were reduced in a second EFA resulting in five factors containing 27 items. Following this, a CFA was run to reduce the data. The first run produced a poor fit, so only high factor loadings were maintained. In this analysis, five factors remained as shown in Table 4, Caring, Tourism and Recreation, Security, Public Services and Leisure and Entertainment. As in the case of the analysis of residents, the goodness of fit statistics and the internal reliabilities are satisfactory.

Stage 3: scale reliability and validation

Data collection

The purpose of stage 3 was to test the convergent and discriminant validity and reliability of the resident 18 item and the tourist 19 item scales derived in stage 2, using the same object cities. In this study, a total quota sample of 324 respondents was drawn from the resident populations and 301 tourist respondents visiting these cities. The samples closely resembled those taken in the first wave. For example, respondents resided an average of 26.5 years in their respective city as compared to 26 years in the first sample.

Table 4
Final items of city image's questionnaire among tourists (Tourists of three Cities).

Scale items	Standardized coefficients	t-value ¹
<i>Factor I – Caring (Cronbach α = .71)</i>		
Green spaces	.612	5.6**
Clean	.547	6.63**
Well lighted at night	.804	7.57**
More than enough public parks	.482	6.21**
Well maintained streets and sidewalks	.414	5.6**
<i>Factor II – Tourism and Recreation (Cronbach α = .86)</i>		
Tourism facilities (restaurants, parks)	.685	10.26**
Historical sites	.690	13.87**
Heritage	.716	9.8**
Cultural activities	.755	10.26**
Recreational facilities	.864	11.43**
<i>Factor III- Security (Cronbach α = .74)</i>		
Quiet	.430	7.84**
Safe	.958	5.92**
A low crime rate	.661	7.84**
<i>Factor IV- Public Services (Cronbach α = .76)</i>		
Enough bank branches	.716	8.13**
Enough post-office branches	.789	8.13**
Enough medical facilities	.780	8.56**
<i>Factor V- Leisure and Entertainment (Cronbach α = .74)</i>		
Sport and country clubs.	.701	9.43**
Disco techs and night clubs	.773	9.9**
Youth clubs (scouts, etc.)	.634	9.43**

Goodness of Fit statistics: chi square 329.6 df = 134, $p < .001$; NFI = .86; RFI = .80, IFI = .91, TLI = .87, CFI = .91, RMSEA = .07.

¹ ** $p < .001$.

The proportion of males in the sample was 51 percent (52% in the first wave), average age was 35 years (33 years in the first wave) and 26% (compared to 28% in the first wave) reported above average income.

For tourists, the average age in the first sample was 33.6 years and in the second sample 33 years. Males comprised 45 percent of the first sample and 50 percent in the second. Thirty-seven percent of respondents had above average income in the first sample and 25 percent in the second. Forty-one percent of the tourists were on holiday in the first sample as against 50 percent in the second sample.

Convergent and discriminant validity and reliability

Residents. The city image items of the reduced questionnaire were entered into a confirmatory factor analysis. The fit measures indicated a good fit (Chi square = 245.85, df = 115, $p < .001$; NFI = .91; RFI = .88; IFI = .95; TLI = .93; CFI = .95; RMSEA = .059). Yet, we found a very high correlation between the factors of security and municipal services (standardized factor loading = .97) suggested that the two factors should be merged. Following this, a new confirmatory analysis was run, with the items of security loading on the municipal services factor. The fit measures remain good (Chi square = 277.02, df = 119, $p < .001$; NFI = .90; RFI = .87; IFI = .94; TLI = .92; CFI = .94; RMSEA = .064). Therefore, the validity and reliability tests were employed on the three factor solution (see Table 5).

Convergent validity was tested by calculating the average variance extracted (AVE) in the CFA (Fornell & Larcker, 1981). The AVE results for each city image dimension show that the lowest AVE is .65, thus suggesting that on average, the amount of variance explained by the items is higher than the unexplained error. Discriminant validity was examined by comparing the AVE values to the squared correlations between dimensions. The results show that all the AVE values exceeded the phi squared for each pair. In addition, discriminant validity was also tested by using a series

Table 5
Results of convergent and discriminant validity and reliability – Residents.

City image dimensions	AVE	CR	Cronbach's alpha	Squared correlations	
				2	3
1. Municipal services	.65	.88	.89	.21	.11
2. Services	.64	.68	.75		.09
3. Leisure	.68	.82	.80		

of chi-square difference tests (Anderson & Gerbing, 1988). The procedure is based on a sequence of iterations, where in each iteration one correlation is set equal to 1. The results suggest that the baseline model chi square was significantly lower in all iterations, thus confirming the model's discriminant validity.

Reliability of the constructs was estimated by calculating construct reliability (CR) and Cronbach's alphas. As can be seen in Table 5, two CR values exceed .70, while one (services) is fairly close to .70, thus indicating good reliability. The Cronbach's alphas range from .75 to .89 also indicating good reliability. Thus, it can be concluded that these 18 items can be considered a valid summated scale.

Tourists. The same procedure that was taken for residents was run on the tourist data. The lowest AVE is .55 (Table 6), thus suggesting that on average, the amount of variance explained by the items is higher than the unexplained error. Reliability of the constructs was estimated by calculating construct reliability and Cronbach alphas. As shown in Table 6, four out of five CR values exceed .70, while one (services) is .57, thus indicating good reliability for four of the city image factors. Cronbach alphas range from .67 to .82 also indicating good reliability. Therefore, we conclude that the 19 items comprise a summated valid rating scale.

Comparing the city image dimensions between city Residents

In order to compare the three cities, we calculated the three city image dimensions by multiplying each item with its factor score weight. Then we ran a one way Anova analysis with Scheffe post hoc (Fig. 1). The results show significant differences in all the city image dimensions. In the leisure dimension, Rome is perceived as offering its residents the most leisure opportunities followed by Jerusalem and Trieste ($F_{(2,321)} = 73.7, p < .001$). Jerusalem and Trieste are perceived by their residents as offering better services compared to Rome ($F_{(2,298)} = 5.9, p < .01$). Regarding municipal services, the residents of Trieste are the most satisfied, followed by Jerusalem and Rome ($F_{(2,298)} = 174.9, p < .001$). Years of residence has no impact on the perception of a city image.

Comparing the city image dimensions between tourists

The same procedure that was taken for residents was run on the tourist data (Fig. 2). The results show significant differences in

Table 6
Results of convergent and discriminant validity and reliability – Tourists.

City image dimensions	AVE	CR	Cronbach's alpha	Squared correlations			
				2	3	4	5
1. Security	.74	.79	.76	.05	.05	.008	.02
2. Caring	.70	.80	.67		.17	.19	.17
3. Services	.55	.57	.68			.37	.48
4. Tourism and recreation	.68	.82	.82				.30
5. Leisure and entertainment	.72	.77	.76				

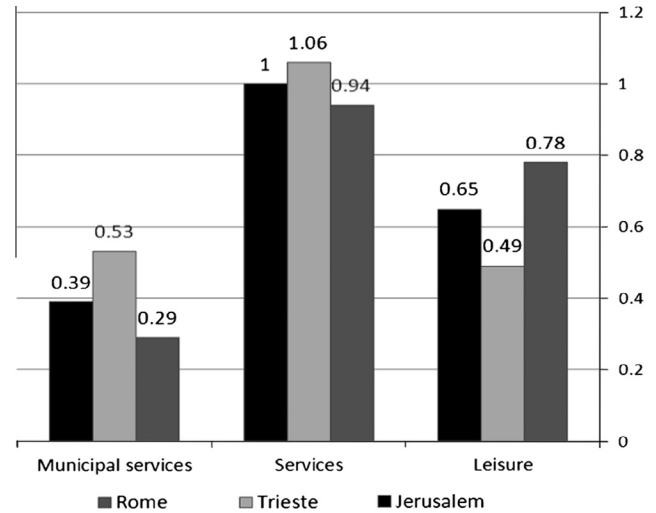


Fig. 1. Comparison between the city image dimensions of the three cities – Residents.

three out of five of the city image dimensions – security, tourism and recreation, and leisure and entertainment. In the security dimension, there is a significant difference between the three cities, with Jerusalem being regarded by tourists as the most secure city, followed by Trieste and Rome ($F_{(2,298)} = 45.1, p < .001$). In the aspect of tourism and recreation options ($F_{(2,298)} = 14.6, p < .001$), Rome is perceived as offering more options compared to Jerusalem and Trieste. Regarding leisure and entertainment ($F_{(2,298)} = 4.4, p < .05$), there is a significant difference between Rome, perceived as high in that dimension, compared to Jerusalem that is perceived as low in its leisure and entertainment options.

Comparing the city image dimensions between different categories of tourists

In addition to the comparison of city image dimensions among the three cities, we also divided our tourist sample along three characteristics: type of visit (business/holiday/visiting friends and family), length of stay (1–3 days/4–7 days/more than 7 days) and

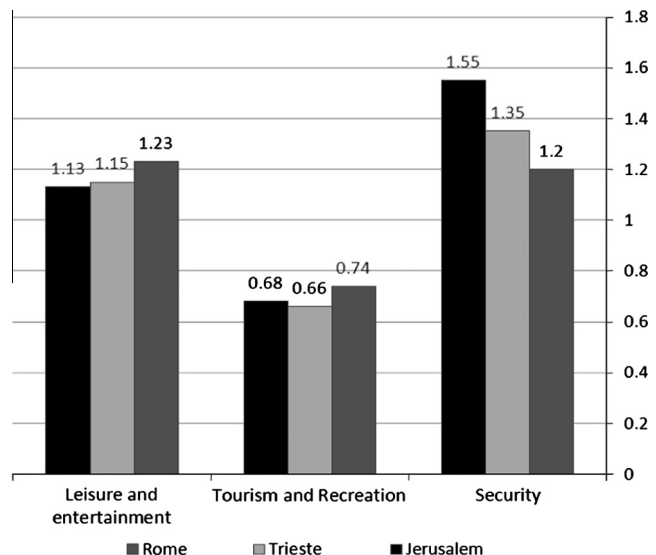


Fig. 2. Comparison between the city image dimensions of the three cities – Tourists.

number of visits to the city. A one way Anova analysis of all three city data with Scheffe post hoc was used to test for differences in the city image dimensions between different categories of tourists. Results show that for visitors on a business trip, the leisure and entertainment facilities provided by a city is much less important compared to those who arrive to visit family and friends ($F_{(2,298)} = 4.2, p < .05$). Tourists arriving in the city for a short vacation (1–3 days) perceive it as more secure ($F_{(2,298)} = 6.0, p < .01$) and caring ($F_{(2,298)} = 4.1, p < .05$) than those who stay in the city for 4–7 days and for those who stay for more than 7 days. Tourists who visit the city more than twice are more aware of services ($F_{(2,298)} = 9.5, p < .001$) compared to those who have visited the city only a few times (up to two visits). Thus, in these cases, a distinction can be made between tourists who stay less time in a city compared to those who stay longer. Marketing programs aimed at these different tourist segments have to be tailored to their specific needs as perceived by them. What is important to one segment may be less important to another.

Discussion and conclusions

The aim of the present research project was to develop a valid scale to measure city image among cities' residents and tourists. The development process yielded two different scales- one for residents and one for tourists. Therefore, this study provides further evidence that measures of place image are multi-dimensional. These results demonstrate that the city branding process must take into account the various stakeholders of the city, both internal (residents, office holders, business people) and external (tourists).

The confirmatory and exploratory factor analyses have resulted in a reliable interval scales. Accordingly, differences in scale values should be compared across countries and or cities over time. The scale validation process indicated that although the original scale was identical for populations, tourists and residents, both groups share most of the city image dimensions, but differ in some. Both groups share the dimensions of security, private services and municipal services. Yet, residents are more concerned with city location, while tourists are more concerned with attractions such as historical sites and cultural activities. Overall, the current finding suggests that the suggested scales may be used in studies of tourists and of residents. The validity of the questionnaire developed in this study may be attested by the fact that although three languages were used in two countries, apparently little bias was introduced into the responses.

The current findings partially correspond to previous studies of image measurement. [Zenker, Petersen, et al. \(2013\)](#) dimensions of urbanity and diversity, and nature and recreation partially correspond to all the dimensions in both our findings regarding residents' and tourists' responses. [Byon and Zhang's \(2009\)](#) infrastructure dimension partially corresponds to the "municipal facilities" dimension derived from the sample of residents in our study, while the dimensions of "infrastructure and attraction" partially correspond to the "caring", "security" and "tourism and recreation" derived from the tourist sample. These similarities between our suggested scale and previous ones ([Zenker, Petersen, et al., 2013](#) studied residents and [Byon and Zhang](#) studied tourists) show that there are some aspects of city image that are crucial for various stakeholders, while others differ depending on the specific stakeholder under investigation (resident, tourist, etc.).

The development of a multidimensional summated rating scale for the measurement of city image makes a theoretical contribution towards its use in cross-country studies. Managerial implications are also relevant. Through the use of the suggested

measurement scale, city management can benefit from detailed insights about tangible and intangible attributes that can be useful for branding or rebranding. Understanding how target audiences, such as residents and city stakeholders, future or returning tourists, perceive a city, communication can be significantly improved for the purpose of reinforcing positive identities, or implementing a repositioning strategy if needed.

The last step in scale development was to look at the data for each city separately. The comparison between the three cities along the city image dimensions demonstrates how the scale can be used for constructing city image. For example, Rome received the highest score in the leisure dimension among residents and tourists. In light of this, the aspect of leisure and entertainment can serve as a core in the city branding effort. In contrast, Rome received the lowest score in municipal services. This finding can serve as a warning sign for the city officials, as it can encourage current residents to leave the city and ward off potential newcomers. In the same line, Jerusalem was perceived by tourists as the most secure city among the three. As Jerusalem receiving much international media reports regarding terror attacks that impact its image, marketing campaigns aimed towards tourists should promote its level of security. Additional findings show that visitors of business trips are much less aware of the city leisure and entertainment; and that returning tourists are more aware of the availability of services such as banks, post office and medical facilities. As Trieste tourism is based mostly on business trips, a city campaign for that segment should stress the specific services the city can offer for working travelers.

Study limitations and future research

Our study has several limitations. First, the study reported above dealt mainly with the tangible aspects of a city. As [Zenker \(2011\)](#) and [Echtner and Ritchie \(1991, 2003\)](#) point out, intangible factors also comprise the perception of city image. Further research using the methodology suggested in this paper should consider incorporating both tangible and intangible aspects of place identity.

Second, the developed scale was composed of items derived from previous studies. It is possible that not all relevant items were included in the initial list. A qualitative study among residents and tourists can identify a more comprehensive list of relevant components of city image. In addition, our choice to focus only on two stakeholders- residents and tourists- raises the question of whether additional stakeholders such as firms, entrepreneurs, potential newcomers and others also relate to the same dimensions.

Third, the data collection took place in three large and major cities. There is a possibility that the developed scale is more valid and relevant for such cities. Future research should test the scale validity among residents of medium-small cities, which are less central in their countries.

Another aspect to be considered in future studies is the relationship between the perceived dimensions of a city and potential outcomes such as satisfaction, the intention to visit (tourists), place attachment and intention to remain in the city (residents) and intention to move to the city (potential residents). For example, [Zenker, Petersen, et al. \(2013\)](#) found that their four factors of citizen satisfaction explains only 50% of overall satisfaction, suggesting that there might be additional relevant dimensions of city image. It would be interesting to determine, say, whether current residents and potential residents perceive the city in the same way. This determination is important to city planners and those who subsequently will be charged with its promotion.

Appendix A

Researcher/s	City	Measurement technique/s	City image dimensions
Anholt (2006)	30 cities	N.A.	Six components: Presence, Place, Pulse, Prequisites, People and Potential
Murtagh (2001)	Derry/ Londonderry (Ireland)	Both Quantitative (household survey) and qualitative (task groups) studies	Community inclusion, culture, economy, community development and the environment
Richards and Wilson (2004)	Rotterdam (Netherlands)	Both Quantitative (survey) and qualitative (depth interviews) studies	Modern architecture, water, multicultural, working city, international, dynamic, culture and art, lots to discover, events, shopping, nightlife, cozy, and unsafe
Parkerson and Saunders (2005)	Birmingham (UK)	Both qualitative (case study, semi-structured interviews and secondary data) and quantitative research (survey)	Cultures, art, history, nightlife, shopping, hotels, airports and trains, safety, cleanliness, transportation, education, health, housing, employment, business, and infrastructure
Smith (2005)	Barcelona (Spain)	Qualitative study (case study)	Sporting theme (Olympic stadium, Camp Nou, individual sport events), modern theme (Park Guell, art and design, Sagrada Familia) and monumental theme (communications towers, cosmopolitanism)
Laaksonen, Laaksonen, Borisov, and Halkoaho (2006)	Vaasa (Finland)	Qualitative study (focus groups technique -visual collage)	Nature, built environment, culture and industry
Srinivasi (2006)	Osaka (Japan)	Qualitative study (case study)	Cultural center, friendly residents, infrastructure, manufacturing industries, health, urban service provision, housing and living support system
Young, Diep, and Drabble (2006)	Manchester (UK)	Qualitative study (semi-structured interviews and focus groups)	Residents profile, cosmopolitan city-center lifestyle, centrality, connectedness and quality of life, and 'trendy' city-center 'loft living'
Haven-Tang, Jones, and Webb (2007)	Cardiff (Wales)	Qualitative study (semi-structured interviews)	Conferences, meetings, exhibitions, trade fairs, events
Kavaratzis and Ashworth (2007)	Amsterdam (Netherlands)	Both qualitative (benchmark study, interviews and secondary data) and quantitative research (survey)	Culture, canals, meetings, knowledge, business and residential
Gotham (2007)	New Orleans (USA)	Both quantitative qualitative research	Rich history, delicious cuisine, and entertaining music
Phillips and Schofield (2007)	Stoke-on-Trent (UK)	Quantitative research	Primary tourism attractions, suitability for tourism, secondary tourism attractions and location and access
Puczko, Ratz, and Smith (2007)	Budapest (Hungary)	Case study	Panorama, heritage spas, architectural attractions, buildings, gastronomy, classical music and operetta, gypsy music, folk dancing, people/hospitality, language, currency, coffee houses, business and conferences, festivals and river attractions
Trueman, Cornelius, and Killingbeck-Widdup (2007)	Bradford (UK)	Quantitative research(e-mail survey)	Environment, location, architecture/heritage, people, attitudes and behaviors, and infrastructure
Havermans, Appel-Meulenbroek, and Smeets (2008)	Eindhoven (Netherlands)	Qualitative study (case study)	'Sports', 'technology', 'knowledge', 'laboratory', 'design', 'creative city', 'brain port of Netherlands'
Herstein and Jaffe (2008)	Holon (Israel)	Quantitative research (telephone survey)	Prestigious, clean, fine population, new city, well-kept, modern, proximity to center, developed, entertainment, good transportation, young. Academic, shopping center, hi-tech people, parks, children, activities, old, crowded, dull, grey, criminal, negligence, neglect
Lui (2008)	Hong Kong (China)	Qualitative study (case study)	'Signature architectures', iconic buildings, mega-events and mega-projects
Vanolo (2008)	Turin (Italy)	Qualitative study (case study)	Buzz, art, diversity, nightlife, public spaces, higher education
Brabazon (2009)	Wellington (New Zealand)	Qualitative research (case study)	Galleries, libraries, archives and museums
De Carlo, Canali,	Milan (Italy)	Both quantitative (questionnaire	Abbeys and churches, palaces, squares and streets,

Appendix A (continued)

Researcher/s	City	Measurement technique/s	City image dimensions
Pritchard, and Morgan (2009)		survey and web survey) and qualitative primary research (desk research and focus group research)	archeological sites, gates, statues, production implants, sports facilities, parks and gardens and channels and waterways, fashion/design, football, La Scala, shopping, arts and heritage, architecture, Duomo and cars, taste (pizza, pasta, cheese, wine, coffee), see (attractions, smell (smoke), tough (dresses, silk), and hear (classical music)
Fadare and Oduwaye (2009)	Lagos (Nigeria)	Qualitative study (case study)	Quality of the environment, security and transportation infrastructure
Lee and Jain (2009)	Dubai (United Arab Emirates)	Qualitative study (case study)	Quality, innovation, wealth, sophistication, dynamic economy and commercial hub.
Russell, Mort, and Hume (2009)	Logan (Australia)	Qualitative study (narrative analysis)	Shop', 'relax', 'culture'
Zhang and Zhao (2009)	Beijing (China)	Both quantitative (questionnaire survey) and qualitative research (study of official documents and interviews with officials)	Economy, population, infrastructure, liberal arts, heritage constructions, place-based culture, lifestyle, environmental aspects, provision of public facilities, standard of living, governance, economy promotion, local identity creation, image enhancement and attractiveness increase
Dumbrăveanu (2010)	Bucharest (Romania)	Qualitative study (interviews and experts opinion)	Symbolic buildings, infrastructure, housing
Kim (2010)	Songdo City (South Korea)	Case study	Open and green space, bicycle lanes, carbon-free transportation, vegetated green roofs, energy-efficient heating and cooling systems, and recycling
Northover (2010)	Belfast (Ireland)	Both quantitative (web survey) and qualitative research (interviews, workshops, focus groups, competitive benchmarking)	Communities and history
Hazime (2011)	Abu Dhabi (United Arab Emirates)	Case study	Sports mega projects, museums, beaches, hotels, transportation, sporting activities, exhibitions, events, and conferences
Kalandides (2011)	Bogota (Colombia)	Both quantitative (questionnaire survey) and qualitative research (systematic observation, content analysis, in-depth interviews)	Environment ('clean', 'green city', air, ground and water pollution'), and music
Karvelyte and Chiu (2011)	Taipei city (Taiwan)	Qualitative research (semi-structured interviews and qualitative content analysis)	Local events, distinctive buildings, and cuisine (food)
Mitki, Herstein, and Jaffe (2011)	Jerusalem (Israel)	Qualitative study (brainstorming technique)	Micro-trends (like historical sites), stakeholders (like young families), competitors (similar cities) and core competencies (like museums)
Hunter (2012)	Seoul (South Korea)	Qualitative study (visual research)	Shopping districts, the Han River, monuments, clean waterways, historic city gates, and festivals and cultural events
Wang et al. (2012)	Shanghai (China)	Both quantitative (questionnaire survey) and qualitative research (study of official documents and interviews with officials)	Same as Zhang and Zhao (2009)
Herstein et al. (2014)	Tel-Aviv (Israel)	Both quantitative and qualitative research (oral interviews and a collection of written data)	Atmosphere and aesthetics, human assets, daily facilities, assets that relate to location or history of the city and provide its reputation, urban services and leisure, culture and entertainment facilities and services
Johansson (2012)	Tapiola Garden City (Finland)	Qualitative study	Nature (woods, parks), workspace environment, housing area, and modern architecture
Khirfan and Momani (2013)	Amman (Jordan)	Both quantitative (on line questionnaire survey) and qualitative research (in-depth interviews and focus groups)	Exhibition halls, conference center, parks, national museum, art galleries, artists' kiosks, road infrastructure such as bridges and tunnels, ancient history, archaeological sites, markets, and people

(continued on next page)

Appendix A (continued)

Researcher/s	City	Measurement technique/s	City image dimensions
Wu, Funck, and Hayashi (2013)	Hiroshima (Japan)	Qualitative study (semi-structured interviews)	'Beautiful town', 'a city of green and river', 'a city with delicious food', 'a city famous for train town', 'a city with a good road maintenance', 'a city with friendly citizen', a city with comfortable climate', and ' a seaside city located in Seto Inland Sea'
Zenker, Eggers, et al. (2013)	Berlin and Hamburg	Network and Conjoint Analyses	Cost Efficiency
Zenker, Petersen, et al. (2013)		EFA, CFA, Multidimensional Scaling	Urbanity and Diversity, Nature and Recreation, Job Chances, Cost Efficiency

Appendix B

B.1. City image questionnaire- Residents version⁵

Please rate the city of {Name of City} on the basis of the statements below. If you highly agree with a statement, circle a “7”. If you highly disagree with a statement, circle a “1”. Of course, you may choose any number from 7 to 1 depending upon your opinion.

{Name of City} is/Has	HIGHLY DISAGREE	DO NOT AGREE OR DISAGREE	HIGHLY AGREE
<i>Municipal Services</i>			
Quiet	1 2 3 4 5 6 7		
Safe	1 2 3 4 5 6 7		
A low crime rate	1 2 3 4 5 6 7		
Not crowded	1 2 3 4 5 6 7		
Low air pollution	1 2 3 4 5 6 7		
Well lighted at night	1 2 3 4 5 6 7		
Good public transportation	1 2 3 4 5 6 7		
Well maintained streets and sidewalks	1 2 3 4 5 6 7		
Caring for older people	1 2 3 4 5 6 7		
<i>Services</i>			
Enough bank branches	1 2 3 4 5 6 7		
Enough post-office branches	1 2 3 4 5 6 7		
Enough medical facilities	1 2 3 4 5 6 7		
<i>Leisure</i>			
Tourism facilities (restaurants, parks)	1 2 3 4 5 6 7		
Near major city	1 2 3 4 5 6 7		
Near major highways	1 2 3 4 5 6 7		
Disco techs and night clubs	1 2 3 4 5 6 7		
Youth clubs (scouts, etc.)	1 2 3 4 5 6 7		

⁵ The names of the dimensions are for the researchers use, and not part of the questionnaire.

B.2. City image questionnaire- Tourists version

Please rate the city of {Name of City} on the basis of the statements below. If you highly agree with a statement, circle a “7”. If you highly disagree with a statement, circle a “1”. Of course, you may choose any number from 7 to 1 depending upon your opinion.

{Name of City} is/Has	HIGHLY DISAGREE	DO NOT AGREE OR DISAGREE	HIGHLY AGREE
<i>Security</i>			
Quiet	1 2 3 4 5 6 7		
Safe	1 2 3 4 5 6 7		
A low crime rate	1 2 3 4 5 6 7		
<i>Caring</i>			
Green spaces	1 2 3 4 5 6 7		
Clean	1 2 3 4 5 6 7		
Well lighted at night	1 2 3 4 5 6 7		
More than enough public parks	1 2 3 4 5 6 7		
Well maintained streets and sidewalks	1 2 3 4 5 6 7		
<i>Services</i>			
Enough bank branches	1 2 3 4 5 6 7		
Enough post-office branches	1 2 3 4 5 6 7		
Enough medical facilities	1 2 3 4 5 6 7		
<i>Tourism and recreation</i>			
Historical sites	1 2 3 4 5 6 7		
Tourism facilities (restaurants, parks)	1 2 3 4 5 6 7		
Heritage	1 2 3 4 5 6 7		
Cultural activities (concerts, museums, theaters)	1 2 3 4 5 6 7		
Pubs, restaurants, recreational facilities (e.g., movie theaters)	1 2 3 4 5 6 7		
<i>Leisure and entertainment</i>			
Sport and country clubs	1 2 3 4 5 6 7		
Disco techs and night clubs	1 2 3 4 5 6 7		
Youth clubs (scouts, etc.)	1 2 3 4 5 6 7		

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