Urban marketing for smart cities

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Abstract
This article addresses the difference of *Place, Image and Branding* for urban marketing in Public Management of Ecuador. The government with the aim of planning and making decisions in real time should include the perspective of local governance and the construction of an image for its own country and the international arena to acelereate the local socio-economy development. This conceptual framework was designed to address the relationship between governance, and socio-economic development. The hypotheses proposed for this study were based on good governance and socio-economic development in Ecuador expected by the enforcement of urban marketing in Public Service Management moreover local governments are the key factors for translating investments revenues to sustainable economic development and, urban marketing as successful in terms of theory and practice when local governments are involved in the process as main actor to activate the economy of countries. The methodology used is secondary data sources including various types of books, journal articles, government reports and implementation plans.

Keywords: urban marketing, meta-governance, public management.

1. Introduction

The purpose of this research is to analyze the literature on urban marketing. In Public Management urban marketing should be seen as a new dimension that is not exclusively the advantage of private sector to attract Foreign Direct Investment. Following the trend, the implementation of urban marketing to local governance. This docuements is divided into two parts; the first part examines the literature on the concept of Branding and its solid theoretical connotations, including, the differences among place, image and branding.

The second part reviews the role of locality in Public Service Management. This part intends to broaden the understanding of how urban marketing has evolved as approach and what affects it to be pursued especially in the international arena.

The theoretical relevance of this research contributes to a better understanding of specific components and effects of branding in the socio-economy in the framework of Public Service Management.

2. Branding

2.1. What Is Branding?

Following a linear and logical phase. Branding provides a reference of systematic research methods to explain how these techniques aid in understanding traditional issues and reveals how they might be applied to answer emerging theoretical and practical questions.

Branding phase	1. Auditing phase of urban marketing
	• Auditing the local values (the city or the place). - This product is composed of natural, social, cultural, economic values and services.
	2. . Local government and the market segmentation to define the potential "buyers" as target groups in your city marketing
	3. Image audit
	• How do the local population see your city?
	• How do other people (other citizens in the country or tourists) see your city? or Corporate Identity.
	• How do the representatives of your Twin City local government see your city?

Source: Autor's figure

2.1.2. Place, Image and Branding

2.1.2.1. Place: "there is a product"

Territory, infrastructure, educated people and identical system of governance is considered as a product in terms of place branding. Thousands of places are driven business and global economics forces make developing a good brand more important than ever. Indeed, in the context of the 2030 Agenda for Sustainable Development [1], the Paris Agreement, and global development agreements and frameworks; place marketing should be the source of solution tool [2].

As city branding is about influencing and managing the way in which cities are admired and recognized by foreign, domestic, and internal audiences. There are indexes and resources but the most important are essential prerequisites for attracting and retaining tourists, traders, investors, students, residents and skilled migrants.

Table 1: Future Brand Country Index

1	Japan
2	Norway
3	Switzerland
4	Sweden
5	Finland
6	Germany
7	Denmark

8	Canada	
9	Austria	
10	Luxembourg	
11	New Zealand	
12	United States	

Source: www.futurebrand.com/futurebrand-country-index

There has been no movement in the top 10 2021 according to Brand Finance 2021, a British cabinet that evaluate national image on the brands measured both domestically and internationally and conclude nations brand across the globe are slowly recovering from the Covid-19 pandemic by 7% year on year. The nation brand strength methodology includes the results of the Global Soft Power Index.[1]

Highlights as Estonia is the world´s fastest-growing nation brand of 2021 because the government of Estonia had invested in digital infrastructure long before the Covid-19 pandemic hit the world. Not new news that Switzerland is world´s strongest nation brand. But breaking the Western monopoly the United Arab Emirates has been named the world´s 11th strongest nation brand. And Ecuador is New and slips to 80th.

Indeed, if we take a closer look, the relevance and impact of nation branding is impossible to ignore, and governments significantly should do assess to improve their brand strength to unlock its potential and seize opportunities otherwise missed.

Table 2: Top 10 Most Valuable Nation Brands

1	USA
2	China
3	Japan
4	Germany
5	United Kingdom
6	France
7	India
8	Canada
9	Italy
10	South Korea

Source: https://brandirectory.com/download-report/brand-finance-nation-brands-2021-preview.pdf

The literature on place tourism continued to grow in the 2000s. However, there is a necessity of a comprehensive city brand management [3]. To fathom the reputation of Japan place marketing requires an understanding and Strategic marketing is precisely how actors in civil society in the entire world make their place decisions. However, for business decisions it would be better if they would be allied with the government or even the local

government. There are features as rebuilding infrastructure, stimulating local business entrepreneurship and expansion, creating a skilled labour force, developing strong public/private partnerships, identifying, and attracting "place compatible" companies and industries creating distinctive local attractions, building a service friendly culture, and promoting these advantages effectively [4].

2.1.2.2. Image: an image is reputation

The very first impression delivers a Message about their value. Since nations or states today need to re-engage popular support. They should use the power of branding.

The government may promise a better world and it strives to deliver one and its constituents eagerly look forward to embarking on the road to development, peace, and social stability. In addition, it is considered that application of place marketing depends to a great extent on the construction, communication, and management of an image of city. This is the case of intermediate cities which can position themselves in the global city system as centers of attraction based on quality of urban life as their main competitive advantage.

There are two processes, image and branding, which are experiencing greater growth in place marketing for development of cities and countries. Consequently, in the case of local projects a valuation is taking place in intangible assets, this when new processes of political and social participation are putting out in place. In fact, place marketing, is an asset for the image construction to ensure the development of its entire concept, from the strengthening of the city image to that mainstream integrated quality in the country leading to good governance practices.

2.1.2.3. Branding: planning to manage reputation

Brand is a product or service, and branding is the process of planning and designing to build or manage reputation. Nations, regions, and cities do have brand images they usually be branded [5]. In that sense, identity logo, image reputation, purpose, shared values and external promises are shared values and equity or good will. Indeed, for branding it is important to emphasize that trademark is not the owner of one brand because the image resides in the mind of the consumer in a remote location.

The main target groups in place marketing are tourists, citizens, students, employees. The tourist board promotes the country to holidaymakers and business travellers [6]. Agencies, Fairs, and international scenarios promote the country to foreign companies and investors. In cultural perspective the cultural institute builds cultural relations with other countries and promotes the country's cultural and educational products and services (Levi, 2003). Furthermore, the Ministries present their policies to overseas publics in the best possible light, and sometimes attempts to manage the national reputation. There are other bodies and special interest groups, non-governmental organizations (NGOs) and companies all promoting their version of the country, too. The most important to emphasize is that they are working in isolation. However, working collectively would be desirable for the knowledge acquisition and development skills [7].

3. Building back best

Considering the psychological process of perception by audiences, define country image as 'the mental representation of a country and its people, including cognitive believes of the country's economic and technological development stages, as well as the affective evaluations of its social and political systems or standpoints. Indeed, these aspects have been the subject of numerous studies in the field of marketing, with some scholars comparing the impact of both cognitive and affective components in different circumstances, for example, product evaluation and purchase intention during rational and experien-tial purchases.

Country image for public management would see news channels as: (1) those regarding the overall image of a country, (2) those pertaining to countries as point of origin of cer-tain products and (3) those concerned exclusively on the image of products – with a focus away from the country they are produced in. This approach can be offered for sale your country around the world, to audiences that now become prospective consumers thanks to tourism. Nation branding aimed at reconstituting nationhood through market-ing and branding paradigms Kaneva in technical-economic, political and cultural issues.

4. Conclusion

There are several recent dimensions and theoretical contributions to the concept of urban marketing. These developed from the late 1980s, when Ashworth in Selling the city: marketing approaches in public sector urban planning, first analyzed the urban tourism phenomenon to begin to understand tourism in the city and adopt urban studies and its theoretical critiques.

There are many progressive investigations that conclude that branding in cities supports the meaning of development and evolution. Furthermore, it is considered that the application of urban marketing depends to a great extent on the construction, communication and management of the image of the city [3]. This is the case of intermediate cities of international rank, which can position themselves in the global city system as centers of attraction based on the quality of urban life as their main competitive advantage.

The relationship between local governments and urban marketing is understood as the opportunity and advantage of having an image of a country and a specific city, and the mechanisms by which that image can result in a favorable reputation for Ecuador. According to Prats "local governance must be understood, essentially, as urban governance." With this, in turn, as mentioned by Vásquez it should be possible to "identify and recognize the different needs of the locality and its translations in a city-brand, the result of a collective agreement and commitment, which It must not only seek to position the city abroad through its image, but also guarantee the strengthening of the local identity. " In this sense, the participation of local governments is at the level of the "city brand", which in turn can also have impacts at a higher level in relation to the country brand.

For the local governments of developing countries, a positive association with the governments of other countries, companies and international organizations, marks a milestone of projection and reputation. In this sense, by ensuring its economic position, Ecuador, like other South American countries, seek to increase the influence of FDI in its development. This search occurs not only by attracting FDI in the form of large amounts of money; but also benefiting from it in areas such as technology, employment, exports, qualification and in general competitiveness.

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