



# **THE POTENTIAL EFFECT OF URBAN IMAGE ON CITY BRANDING**

By

**Noha Hussein Hefnawy**

A Thesis Submitted to the  
Faculty of Engineering at Cairo University  
in Partial Fulfillment of the  
Requirements for the Degree of  
**DOCTOR OF PHILOSOPHY**  
in  
**Architectural Engineering**

FACULTY OF ENGINEERING, CAIRO UNIVERSITY  
GIZA, EGYPT  
2018



# **THE POTENTIAL EFFECT OF URBAN IMAGE ON CITY BRANDING**

By  
**Noha Hussein Hefnawy**

A Thesis Submitted to the  
Faculty of Engineering at Cairo University  
in Partial Fulfillment of the  
Requirements for the Degree of  
**DOCTOR OF PHILOSOPHY**  
in  
**Architectural Engineering**

Under the Supervision of

**Prof. Dr. Hesham Sameh Hussein**

**Prof. Dr. Mohamed Anwer Zayed**

.....  
Professor of Architecture  
Department of Architecture  
Faculty of Engineering, Cairo University

.....  
Professor of Urban Planning  
Department of Architecture  
Faculty of Engineering, Cairo University

**Dr. Hosam Mohamed Abd El-Aziz**

.....  
Lecturer of Architecture  
Department of Architecture  
Modern Academy for Engineering and  
Technology

FACULTY OF ENGINEERING, CAIRO UNIVERSITY  
GIZA, EGYPT  
2018





# **THE POTENTIAL EFFECT OF URBAN IMAGE ON CITY BRANDING**

By  
**Noha Hussein Hefnawy**

A Thesis Submitted to the  
Faculty of Engineering at Cairo University  
in Partial Fulfillment of the  
Requirements for the Degree of  
**DOCTOR OF PHILOSOPHY**  
in  
**Architectural Engineering**

Approved by the  
Examining Committee

---

**Prof. Dr. Hisham Sameh Hussein**

Thesis Main Advisor

---

**Prof. Dr. Mohamed Anwer Zayed**

Advisor

---

**Assoc. Prof. Dr. Mohamed Reda Abdallah**

Internal Examiner

---

**Prof. Dr. Mohamed Mostafa El- Hamshary**

External Examiner

- Professor of History and Theories of Architecture and Vice Dean of October High  
Institute for Engineering and Technology

FACULTY OF ENGINEERING, CAIRO UNIVERSITY  
GIZA, EGYPT  
2018



## **Acknowledgements**

First I thank God for everything and for enabling me to go through this path and allowing me to do this research.

Foremost, I would like to express my sincere gratitude to my advisors Prof. Dr. Hisham Sameh, Prof. Dr. Mohamed Anwer Zayed, and Dr. Hossam Mohamed Abd El-Aziz; for their patience, motivation, enthusiasm, immense knowledge, and the continuous support of my Ph.D. study and research. Their guidance has supported me in all the time of research and writing of this thesis.

My sincere thanks also go to my husband Eng. Ahmed Abdul Rahim, for his unwavering support, guidance, and encouragement. Most importantly, I wish to thank my loving son Aly, who provided unending inspiration.

Last but not the least; I would like to thank my parents Hussein Hefnawy and Samira Rizk, for giving birth to me at the first place and supporting me spiritually throughout my life. And Finally I would like to thank my brothers, sister, and family for their support.



## **Dedication**

This study is wholeheartedly dedicated to my beloved parents, husband, brothers, sister, and son; who have been my source of inspiration and gave me strength when i thought of giving up.

I also would like to dedicate this thesis to my Grandmother's Soul — who is always in my heart.



# Table of Contents

<b>ACKNOWLEDGMENTS.....</b>	<b>I</b>
<b>DEDICATION .....</b>	<b>II</b>
<b>TABLE OF CONTENTS .....</b>	<b>III</b>
<b>LIST OF TABLES.....</b>	<b>X</b>
<b>LIST OF FIGURES.....</b>	<b>XII</b>
<b>INTRODUCTION .....</b>	<b>XX</b>
<b>ABSTRACT .....</b>	<b>XXIV</b>
<b>CHAPTER ONE: INTRODUCTION TO THE THEORY OF BRANDING .....</b>	<b>1</b>
1.1 Introduction.....	1
1.2 Brand and Branding .....	1
1.2.1 Branding .....	1
1.2.2 Brand .....	2
1.2.2.1 Brand Personality, Identity, and Brand Image .....	3
1.2.2.2 The Brand Core Values.....	4
1.2.2.3 PCDL Model: a conceptual model for building brands.....	5
1.3 Place Branding .....	6
1.3.1 Importance of Strong Place Branding .....	7
1.3.2 Types of Place Branding .....	7
1.3.2.1 The place brand within geographical space .....	8
1.3.2.2 Nation Branding .....	8
1.3.2.3 City Branding.....	10
1.3.2.4 Destination Branding .....	14
1.3.3 Levels of Place Marketing.....	14
1.4 Conclusions .....	15

<b>CHAPTER TWO: CITY BRANDING.....</b>	<b>17</b>
2.1 Introduction .....	17
2.2 Branding Cities.....	17
2.2.1 Definitions of City Branding .....	17
2.2.2 The Importance of City Branding.....	18
2.2.3 Elements Constituting City Branding.....	18
2.3 City Branding Trends .....	19
2.3.1 City Branding through Culture and Identity .....	19
2.3.1.1 Examples of City Branding through Culture and Identity.....	20
2.3.2 Branding through Mega Events.....	21
2.3.2.1 Examples of City Branding through Mega Events .....	22
2.3.3 Branding through Urban Image.....	24
2.3.3.1 Examples of City Branding through Urban Image .....	24
2.4 Steps of Successful City Branding .....	25
2.4.1 City Brand Strategy .....	26
2.4.1.1 Steps to Develop a Brand Strategy.....	26
2.4.2 Involvement of Stake Holders.....	30
2.4.3 Promoting the Brand .....	30
2.4.4 Successful Brand Management .....	31
2.4.5 Measuring the Strength of the Brand .....	31
2.5 Conclusions .....	31
<b>CHAPTER THREE: CITY BRANDING STRENGTH.....</b>	<b>33</b>
3.1 Introduction.....	33
3.2 City Brand Rankings and Indices .....	33
3.2.1 Anholt- GfK City Brands Index (SM) Ranking (2015).....	33
3.2.1.1 The City Brand Hexagon .....	34
3.2.1.2 The Result of the Ranking.....	34



3.2.2 City RepTrak – Reputation Index (2015) .....	35
3.2.2.1 Points of analysis .....	35
3.2.2.2 Selection of cities .....	36
3.2.2.3 Results of the Index .....	36
3.2.3 PwC Cities of Opportunity 7 (2016) .....	38
3.2.3.1 Factors that contribute to successful cities .....	38
3.2.3.2 The Results.....	38
3.2.4 The Saffron European City Brand Barometer (2008).....	40
3.2.4.1 The analysis looks at two different qualities .....	40
3.2.4.2 Scoring and outputs .....	41
3.2.5 Guardian Cities Global Brand Survey with Saffron Consultants .....	43
3.2.5.1 Results of the survey.....	43
3.3 The Relation between Brand Strength, Economy, and Tourism .....	45
3.3.1 Relation between Brand Strength and City Economy.....	45
3.3.1.1 The World City Business Brand Barometer (2015).....	45
3.3.2 Relation between Brand Strength and City Tourism.....	48
3.3.2.1 Master Card 2015Global Destination Cities Index.....	48
3.3.2.2 Number of Overnight International Visitors 2014 against PwC Cities of Opportunity6 and saffron Brand Barometer 2014.....	52
3.3.2.3 Number of Overnight International Visitors 2015 against Anholt City Brand Index 2015 .....	54
3.4 Comparative Analysis between City Branding Rankings and Indices.....	55
3.4.1 Summary of city Branding Ranking and Indices.....	55
3.4.2 Comparative Analysis between city branding rankings and indices .....	57
3.5 Theoretical Guideline of Cities with Strong Branding .....	60
3.6 Successful City Branding Process .....	64
3.7 Conclusions .....	66

<b>CHAPTER FOUR: CASE STUDIES ANALYSIS .....</b>	<b>67</b>
4.1 Introduction .....	67
4.2 Methodology of Analysis .....	67
4.3 Case Studies Selection .....	68
4.3.1 The Questionnaire .....	68
4.3.1.1 Sampling Methodology .....	68
4.3.1.2 The Structure of the Questionnaire .....	68
4.3.1.3 Data Analysis .....	70
4.3.2 Urban Image and Landmarks Identification vs. Cities Rankings and Indices.....	72
4.4 Analytical Approach of Case Studies .....	73
4.4.1 Points of Analysis .....	73
4.4.1.1 Elements of Urban Image of Cities .....	73
4.4.1.2 Points of Analysis of Case Studies .....	74
4.5 London .....	76
4.5.1 Urban Image .....	77
4.5.1.1 Paths .....	77
4.5.1.2 Edges .....	80
4.5.1.3 Districts .....	80
4.5.1.4 Nodes .....	81
4.5.1.5 Landmarks .....	82
4.5.2 The Relationship between Kevin Lynch Elements in London.....	84
4.6 Rome .....	87
4.6.1 Urban Image of Rome .....	88
4.6.1.1 Paths .....	88
4.6.1.2 Edges .....	91
4.6.1.3 Districts .....	91

4.6.1.4 Nodes .....	92
4.6.1.5 Landmarks .....	92
4.6.2 The relationship between Kevin Lynch Elements in Rome.....	96
4.7 Paris .....	98
4.7.1 Urban Image of Paris .....	100
4.7.1.1 Path .....	100
4.7.1.2 Edge .....	102
4.7.1.3 Districts .....	103
4.7.1.4 Nodes .....	104
4.7.1.5 Landmarks .....	105
4.7.2 The relationship between Kevin Lynch Elements in Paris.....	109
4.8 Discussing the Composition of Kevin Lynch Elements among the Three Cities.....	111
4.9 Proposal of Urban Image Guideline .....	115
4.10 Conclusions .....	117
<b>CHAPTER FIVE: APPLYING THE URBAN IMAGE GUIDELINE PROPOSAL.....</b>	<b>119</b>
5.1 Introduction.....	119
5.2 Cairo.....	119
5.2.1 The urban image of Cairo .....	120
5.2.1.1 Paths .....	120
5.2.1.2 Edges.....	123
5.2.1.3 Districts .....	124
5.2.1.4 Nodes .....	125
5.2.1.5 Landmarks .....	126
5.2.2 The Relationship between Kevin Lynch Elements in Cairo .....	128
5.3 Applying the Urban Image Guideline Proposal .....	130
5.3.1 Methodology of Applying the Urban Image Guideline Proposal .....	131

5.3.2 Urban image Questionnaire.....	131
5.3.2.1 The Aim of this Questionnaire.....	131
5.3.2.2 Sampling Methodology .....	132
5.3.2.3 The Structure of the Questionnaire.....	132
5.4 Data Analysis .....	144
5.4.1 Statistical Techniques Used .....	144
5.4.1.1 Relative Importance Index (RII).....	144
5.4.1.2 One-Sample Kolmogorov-Smirnov Test (One-Sample KST).....	144
5.4.1.3 Kruskal Wallis Test (KWT).....	144
5.4.1.4 Parametric One-Way Analysis of Variance (ANOVA) .....	144
5.4.1.5 Correlation coefficients.....	144
5.4.1.6 Multiple Gamma Regression Analysis with Log Link Function.....	145
5.4.2 Data Entry .....	145
5.4.3 Pilot Sample .....	147
5.4.3.1 Item-Total Analysis (Spearman Correlation Analysis).....	147
5.4.3.2 Reliability Analysis (Cronbach's Alpha). .....	148
5.5 Results of the Analysis.....	148
5.5.1 The Urban Image of the Four Cities.....	148
5.5.1.1 Rankings of the four cities .....	149
5.5.1.2 Lynch Elements .....	149
5.5.1.3 Paths.....	149
5.5.1.4 Nodes.....	150
5.5.1.5 Edges.....	151
5.5.1.6 Districts .....	152
5.5.1.7 Landmarks .....	153
5.5.1.8 Arrangement of Variables in each City .....	154
5.5.1.9 Comparative Analysis between the Four Cities.....	155

5.5.2 The Urban Image strength of Cities .....	160
5.5.2.1 Kevin Lynch Elements.....	160
5.5.2.2 Paths.....	161
5.5.2.3 Nodes .....	161
5.5.2.4 Edges.....	161
5.5.2.5 Districts .....	162
5.5.2.6 Landmarks .....	162
5.5.2.7 RII for all Variables .....	162
5.5.2.8 Correlation Matrix of the Variables .....	163
5.5.2.9 Multiple Gamma Regression Analysis with Log Link Function.....	166
5.6 Conclusions .....	167
<b>CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS.....</b>	<b>169</b>
6.2 Conclusions.....	169
6.2 Recommendations.....	172
6.3 Future researches .....	173
<b>REFERENCES.....</b>	<b>174</b>

## List of Tables

Table 2-1 Cost and Benefits of events evaluation.....	22
Table 3-1 Top 10 Anholt City Brands Index 2015 .....	35
Table 3-2 Ranking of capitals 2014 .....	53
Table 3-3 Ranking of capitals 2015.....	55
Table 3-4 Summary of city branding rankings and indices .....	56
Table 3-5 Comparative analysis of city branding rankings and indices .....	59
Table 3-6 Theoretical guideline of cities with strong branding .....	64
Table 4-1 people awareness of the urban image and landmarks vs. brand strength .....	72
Table 4-2 Comparison between elements of urban image of Cities.....	74
Table 4-3 Urban image elements and their characteristics .....	76
Table 4-4 Proposal of urban image guideline.....	117
Table 5-1 The symbols of each variables of the urban image .....	146
Table 5-2 Item total analysis output for Paths.....	147
Table 5-3 Item total analysis output for Nodes.....	147
Table 5-4 Item total analysis output for Edges.....	147
Table 5-5 Item total analysis output for districts.....	148
Table 5-6 Item total analysis output for landmarks .....	148
Table 5-7 Cronbach's Alpha Output .....	148
Table 5-8 RII Output for Lynch elements for each city .....	149
Table 5-9 RII Output for Paths .....	150
Table 5-10 RII Output for nodes.....	151
Table 5-11 RII Output for edges .....	152
Table 5-12 RII Output for districts.....	153
Table 5-13 RII Output for landmarks.....	154
Table 5-14 The RII ranking of all Variable in each city .....	155
Table 5-15 comparative analysis between the urban image of the four cities .....	160

Table 5-16 The overall RII output of Lynch elements.....	160
Table 5-17 The overall RII output for paths.....	161
Table 5-18 The overall RII output for nodes.....	161
Table 5-19 The overall RII output for edges .....	161
Table 5-20 The overall RII output for districts.....	162
Table 5-21 The overall RII output for landmarks .....	162
Table 5-22 The overall RII output for nodes.....	163
Table 5-23 Correlation Matrix of the Variables .....	165
Table 5-24 Gamma regression Output of five elements of Kevin Lynch .....	166
Table 5-25 Gamma regression Output of elements of urban image .....	167

## List of Figures

Fig. 1-1 Branding Elements.....	2
Fig. 1-2 The relationship between brand identity, positioning, and brand image.....	4
Fig. 1-3 Levels of Core Values.....	5
Fig. 1-4 PCDL Model.....	6
Fig. 1-5 Nation Brand Hexagon.....	9
Fig. 1-6 Top 10 ranked in Anholt Nation Branding Index from 2008-2011.....	10
Fig. 1-7 Singapore City.....	11
Fig. 1-8 Barcelona City .....	11
Fig. 1-9 Berlin City .....	11
Fig. 1-10 London City.....	12
Fig. 1-11 Madrid City.....	12
Fig. 1-12 New York City .....	12
Fig. 1-13 Rio de Janeiro .....	13
Fig. 1-14 Opera Sydney .....	13
Fig. 1-15 Melbourne City.....	13
Fig. 1-16 Mecca City.....	14
Fig. 1-17 Levels of Place Marketing.....	15
Fig. 2-1 Elements constituting city branding.....	18
Fig. 2-2 City Branding Trends.....	19
Fig. 2-3 Guggenheim Museum in Bilbao .....	20
Fig. 2-4 Verona City.....	21
Fig. 2-5 Cannes Film Festival Entrance.....	23
Fig. 2-6 The Olympic Park.....	23
Fig. 2-7 Burj Khalefa.....	24
Fig. 2-8 Burj Al-Arab.....	24
Fig. 2-9 Dubai Sightseeing map .....	25



Fig. 2-10 Steps of successful city branding.....	25
Fig. 2-11 Steps to Develop a Brand Strategy.....	26
Fig. 2-12 Brand idea according to the target groups.....	27
Fig. 2-13 Chicago's brand identity.....	28
Fig. 2-14 Moving from brand image to brand identity.....	29
Fig. 2-15 Trends of promoting brands.....	30
Fig. 3-1 Anholt city brand hexagon .....	34
Fig. 3-2 The great countries of the survey.....	36
Fig. 3-3 The city RepTrak Model .....	36
Fig. 3-4 The top 10 cities in recent years .....	37
Fig. 3-5 Top 34 cities .....	37
Fig. 3-6 Rankings of the cities from the highest to the lowest PWC 7.....	39
Fig. 3-7 The European City brand barometer .....	42
Fig. 3-8 Guardian Cities global city brand barometer results.....	44
Fig. 3-9 Graph of the cities and their ranking .....	47
Fig. 3-10 Global top 20 destination cities by international overnight visitors 2015.....	48
Fig. 3-11 The growth rates of the world top 20 destination cities between 2012 and 2015.....	49
Fig. 3-12 Asia/Pacific's top 10 destination cities by international overnight visitors ...	49
Fig. 3-13 European's top 10 destination cities by international overnight visitors .....	50
Fig. 3-14 Latin America's top 10 destination cities by international overnight visitors.	50
Fig. 3-15 Middle East & Africa's top 10 destination cities by international overnight visitors.....	51
Fig. 3-16 North America's top 10 destination cities by international overnight visitors.....	51
Fig. 3-17 Methodology of successful city branding.....	65
Fig. 4-1 Methodology of the analysis .....	67
Fig. 4-2 Pie chart of the experience years of the participants .....	68

Fig. 4-3 pie chart of the personal activity of the participants.....	68
Fig. 4-4 Landmarks questionnaire.....	69
Fig. 4-5 Urban Image Questionnaire .....	70
Fig. 4-6 The number of Respondents that identify the Landmarks of each city.....	71
Fig. 4-7 The number of Respondents that identify the urban image of each city .....	71
Fig. 4-8 The number of respondents that identify the urban image and landmarks of the top three cities .....	73
Fig. 4-9 London Map .....	77
Fig. 4-10 Piccadilly Street map .....	78
Fig. 4-11 Piccadilly Street .....	78
Fig. 4-12 Strand Street map .....	78
Fig. 4-13 Strand Street .....	78
Fig. 4-14 The Mall Street map .....	79
Fig. 4-15 Buckingham Palace .....	79
Fig. 4-16 Whitehall Street map .....	79
Fig. 4-17 The view of Whitehall Street .....	79
Fig. 4-18 Oxford Street map .....	80
Fig. 4-19 View from Oxford Street .....	80
Fig. 4-20 Aerial view of London city including river Thames. ....	80
Fig. 4-21 Panoramic aerial view above the city of London and the River Thames .....	80
Fig. 4-22 Canary Wharf district .....	81
Fig. 4-23 view of Canary Wharf district .....	81
Fig. 4-24 The City district .....	81
Fig. 4-25 Buildings of the City district .....	81
Fig. 4-26 Russell Square .....	82
Fig. 4-27 Trafalgar Square .....	82
Fig. 4-28 Big Ben .....	83

Fig. 4-29 Palace of Westminster .....	83
Fig. 4-30 O2 Arena .....	83
Fig. 4-31 Tower Bridge (London Bridge) .....	83
Fig. 4-32 Admiralty Arch .....	84
Fig. 4-33 London Eye .....	84
Fig. 4-34 Trafalgar square and its surroundings .....	84
Fig. 4-35 Aerial view of ST. James's park .....	85
Fig. 4-36 Aerial view of Parliament Square and river Thames .....	85
Fig. 4-37 Aerial view above the city district and river Thames .....	86
Fig. 4-38 Aerial view of Canary Wharf district.....	87
Fig. 4-39 Rome map .....	88
Fig. 4-40 Via del Corso map .....	89
Fig. 4-41 Via del Corso .....	89
Fig. 4-42 Via dei Fori Imperiali map .....	89
Fig. 4-43 Via dei Fori Imperiali .....	89
Fig. 4-44 Corso Vittorio Emanuele II map .....	90
Fig. 4-45 Corso Vittorio Emanuele II .....	90
Fig. 4-46 Via della Conciliazione map.....	90
Fig. 4-47 Via della Conciliazione .....	90
Fig. 4-48 Districts of Rome city. ....	91
Fig. 4-49 Piazza Navona.....	92
Fig. 4-50 Saint Peter's Square .....	92
Fig. 4-51 Saint Peter's Square Fountains .....	95
Fig. 4-52 Trevi Fountain .....	95
Fig. 4-53 Vatican Museums .....	96
Fig. 4-54 The Theater of Marcellus .....	96
Fig. 4-55 Victor Emmanuel II Monument.....	96

Fig. 4-56 Coliseum .....	96
Fig. 4-57 The Basilica of Saint Mary .....	96
Fig. 4-58 St. Peter's Basilica .....	96
Fig. 4-59 St. Peter's Basilica& St. Peter's Square .....	97
Fig. 4-60 Piazza Navona .....	97
Fig. 4-61 An aerial view over the Via Del Corso and Via del Babuino .....	98
Fig. 4-62 An aerial view from a part in Colosseo district .....	98
Fig. 4-63 Paris map .....	99
Fig. 4-64 Champs-Elysees map .....	100
Fig. 4-65 Champs-Elysees .....	100
Fig. 4-66 Avenue Victor Hugo map .....	101
Fig. 4-67 Avenue Victor Hugo .....	101
Fig. 4-68 Rue de Rivoli map .....	101
Fig. 4-69 Rue de Rivoli .....	101
Fig. 4-70 Avenue du Maréchal Gallieni map .....	102
Fig. 4-71 Avenue du Maréchal Gallieni .....	102
Fig. 4-72 The Rue Soufflot Map .....	102
Fig. 4-73 The Rue Soufflot .....	102
Fig. 4-74 La Défense district map .....	103
Fig. 4-75 La Défense .....	103
Fig. 4-76 Ile de la Cité district map .....	103
Fig. 4-77 Ile de la Cité .....	103
Fig. 4-78 Place de la Concorde .....	104
Fig. 4-79 Place Charles de Gaulle .....	104
Fig. 4-80 Flame of Liberty .....	108
Fig. 4-81 La Defense monument.....	108
Fig. 4-82 The Louvre Pyramid .....	108

Fig. 4-83 Centre Pompidou .....	108
Fig. 4-84 The Pont Alexandre III.....	108
Fig. 4-85 Eiffel tower .....	108
Fig. 4-86 Opéra de Paris Garnier .....	108
Fig. 4-87 Louvre museum .....	108
Fig. 4-88 Basilica du Sacre-Coeur .....	109
Fig. 4-89 Notre Dame Cathedral .....	109
Fig. 4-90 Arc de Triumph .....	109
Fig. 4-91 Porte Saint-Denis .....	109
Fig. 4-92 Aerial view over Paris .....	110
Fig. 4-93 Aerial view over Ile de la Cité district.....	110
Fig. 4-94 Aerial view on La Défense district .....	111
Fig. 4-95 Old Rome District .....	112
Fig. 4-96 Urban Pattern in Paris .....	112
Fig. 4-97 variety and diversity in Ile de la Cité district .....	112
Fig. 4-98 Buildings elevations in in Ile de la Cité district .....	112
Fig. 4-99River Thames London .....	113
Fig. 4-100 Seine River Paris .....	113
Fig. 4-101 Map of Whitehall Street .....	113
Fig. 4-102 Street view of Whitehall Street .....	113
Fig. 4-103 The strong path that Heading to Eiffel tower .....	114
Fig. 4-104 The dominance of Eiffel tower in Paris .....	114
Fig. 4-105 St. Peter's Basilica& St. Peter's Square .....	114
Fig. 4-106 Via della Conciliazione leading to St. Peter's Square .....	114
Fig. 4-107 The Champs-Élysée Boulevard .....	115
Fig. 5-1 Cairo map.....	120
Fig. 5-2 Muizz Street from El-Futuh gate to Khan El-Khalili .....	121

Fig. 5-3 Muizz Street from Khan El-Khalili to Zuwayla gate .....	121
Fig. 5-4 Saleeba Street map .....	122
Fig. 5-5 Saleeba Street.....	122
Fig. 5-6 Talaat Harb Street map .....	122
Fig. 5-7 Talaat Harb Street .....	122
Fig. 5-8 El- Tahrir Street map .....	123
Fig. 5-9 El- Tahrir Street.....	123
Fig. 5-10 El Alfy Street.....	123
Fig. 5-11 Aerial view of Cairo city including river Nile. ....	124
Fig. 5-12 River Nile as a strong edge in Cairo.....	124
Fig. 5-13 Zamalek district map.....	124
Fig. 5-14 Zamalek district .....	124
Fig. 5-15 Borders of Cairo downtown area .....	125
Fig. 5-16 Tahrir Square.....	126
Fig. 5-17 Salah El-deen square.....	126
Fig. 5-18 Cairo Opera House.....	127
Fig. 5-19 The Egyptain Museum.....	127
Fig. 5-20 The Al-Hussain Mosque .....	128
Fig. 5-21 Salah El-deen Citadel .....	128
Fig. 5-22 Bab Zuweila .....	128
Fig. 5-23 Cairo Tower.....	128
Fig. 5-24 Muizz Street .....	129
Fig. 5-25 Tahrir Square and its surroundings .....	129
Fig. 5-26 Zamalek District .....	130
Fig. 5-27 Aerial view over Salah El-Din square with Saleeba Street .....	130
Fig. 5-28 Methodology of applying the urban image guideline proposal .....	131
Fig. 5-29 Pie chart of the experience years of the participants.....	132

Fig. 5-30 pie chart of the personal activity of the participants.....	132
Fig. 5-31 The urban image questionnaire of the 4 cities.....	139
Fig. 5-32 The urban image of the 4 cities .....	143
Fig. 5-33 Independent samples KWT test of urban image of the four cities.....	149
Fig. 5-34 Pairwise comparison of the urban image of the four cities .....	149
Fig. 5-35 Independent samples KWT test of paths .....	150
Fig. 5-36 Pairwise comparison of paths in the four cities.....	150
Fig. 5-37 Independent samples KWT test of nodes .....	151
Fig. 5-38 Pairwise comparison of nodes in the four cities .....	151
Fig. 5-39 Independent samples KWT test of edges .....	152
Fig. 5-40 Pairwise comparison of edges in the four cities .....	152
Fig. 5-41 Independent samples KWT test of districts.....	153
Fig. 5-42 Pairwise comparison of districts in the four cities.....	153
Fig. 5-43 Independent samples KWT test of landmarks .....	154
Fig. 5-44 Pairwise comparison of landmarks in the four cities .....	154

# Introduction

In recent years, cities are in search of new ways to promote themselves. Due to fast changes in technology and the shift from a local to a globalized environment, cities are forced to compete to be an attractive tourist destination, workplace, culturally rich place and much more. Regarding these challenges, cities are engaging in marketing and branding to improve their image and position themselves on the international scene.

Branding is a tool that can be used by cities to define themselves and attract positive attention in the midst of an international information glut. It is a strategic process of developing a long-term vision of a place that is relevant and compelling to key audiences.

Ultimately, a city branding influences and shapes positive perceptions of that city, anchored in the community's societal, political and /or economic objectives. Famous and successful cities are usually associated in people's minds with a single quality, promise, attribute or story. That simple brand narrative can have a major impact on people's decision to visit the city, to buy its products or services, to do business or relocate there.

Paris is romance, Milan is style, New York is energy, Washington is power, Tokyo is modernity, Barcelona is culture, Rio de Janeiro is fun, and so on. These are the brands of cities, and they are strongly tied to the histories and destinies of all these places.

Cities with successful city branding have succeeded in marketing their history, quality of place, lifestyle, culture, diversity, and formed cooperative partnerships between city municipalities and government to enhance their infrastructure. They can stimulate: increased competitiveness, resulting in a positive impact on investment, jobs, inhabitants, visitors, and events; higher returns on investment in real estate, infrastructure and events; coherent city development, as the physical, social, economic and cultural aspects combine to deliver the brand promise; pride in the city as the inhabitants, businesses and institutions experience a new sense of purpose and direction.

Many types of researchs have been done to determine factors that affect the success of city branding. The strength of city branding depends on many factors such as clear vision, strong logo, involving of stakeholders, lifestyle, and the urban image of the city that plays a very important role in increasing the strength of city branding as it forms the visual image of the city in the people's mind.

## Problem Definition

Cities are forced to compete to attract positive attention. Thus, the need arose to brand cities by giving each city its own identity through the integration of heritage, cultural aspects, historical, social, stakeholders, politics, technology, and the urban image of each city. The main research question concentrates on examining the role of the urban image of cities in achieving strong city branding.



## **Thesis Aim**

### **The main aims of this thesis are:**

Identify the influence of the urban image of the cities in achieving strong city branding.

Drive a proposal guideline of the important elements that form the urban image of cities with strong branding.

Conduct a proposed mathematical model for evaluating the urban image of cities.

### **The secondary goals are:**

Explore the steps of successful city branding.

Explore factors that affect the strength of city branding through analyzing different city branding rankings.

## **Hypothesis**

By Addresses the questions about how can the urban image helps in creating a strong city image in the mind the people, and how cities success in achieving a strong city branding through their urban image. The hypothesis induces that cities with strong urban image can achieve successful city branding.

## **Thesis Contributions**

The main contribution of this thesis is: driving a proposal guideline which includes the important elements of urban image that play important role in achieving strong city branding; then conducting a proposed mathematical model for evaluating the urban image of cities. Accordingly and in more details the research:

Addresses the questions about what is a city brand? How should it develop and with whom, and clarify the benefits of strong branding and the strategies of strong city branding.

Presents a detailed understanding of the factors that affect city branding, and identifies a guideline to achieve strong city branding.

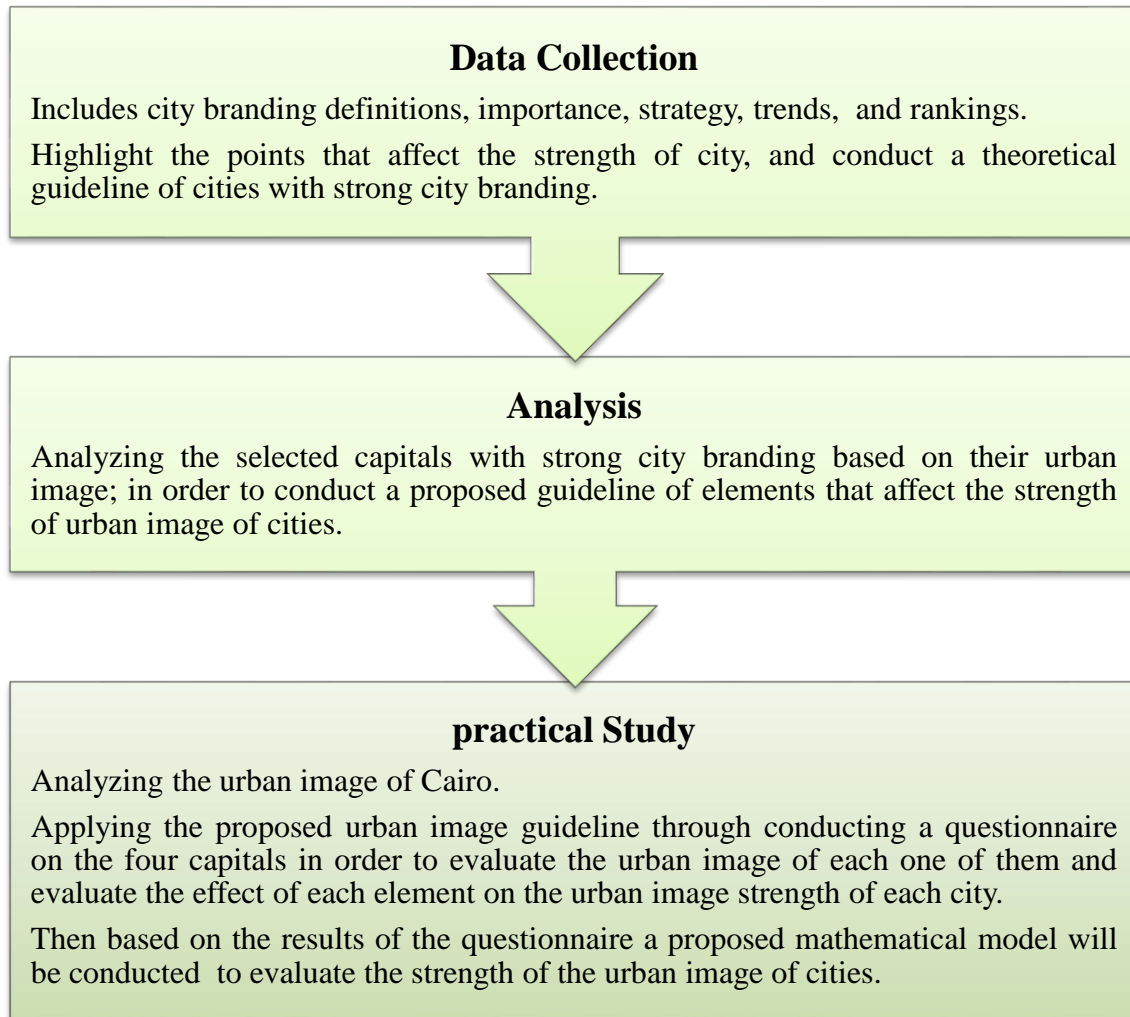
## **Methodology**

The thesis will be divided into three main parts: theoretical, analytical, and practical part where:

**The theoretical part:** This part includes the branding and city branding definitions, the importance of city branding, steps of branding a city, rankings that measure the strength of city branding, city branding trends, and finally concluded a theoretical guideline of cities with strong branding that will be used in the analytical part.

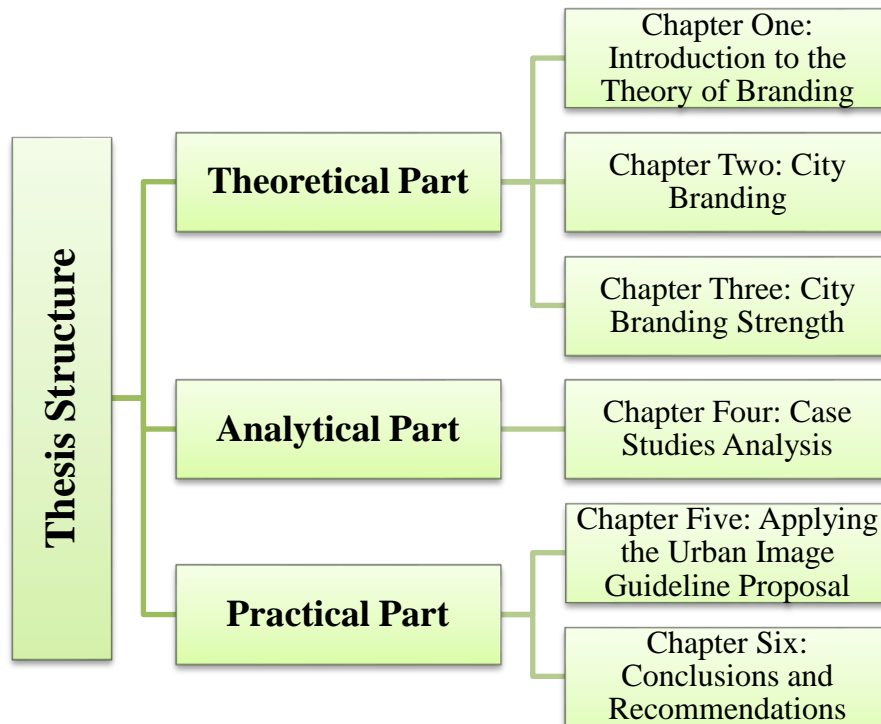
**The analytical part:** This part will analyze capitals that have strong city branding according to their urban image. This analysis will result in a proposal guideline of the effective elements that affect the strength of the urban image of cities.

**Practical Part:** This part will apply the proposed guideline that concluded from the analytical part on four capitals (London, Rome, Paris, and Cairo) to evaluate their urban image and determine elements that affect the urban image of each one of them. And finally conduct a proposed mathematical model to evaluate the strength of the urban image of cities.



## **Thesis Structure**

The structure of the thesis is divided into three main parts, the first one is the theoretical part which includes three chapters where, chapter one: introduction to the theory of branding, chapter two: city branding and chapter three: urban Image as an important city branding trends. Part two includes chapter four: case studies analysis of the selected capitals, and finally the practical part which addresses the application of the urban image guideline proposal on the four capitals and giving a proposed mathematical model for evaluating the urban image of cities in chapter five then giving the main conclusions and recommendations of the thesis in chapter six.



## Limitations

This thesis studies only capitals of countries. So, any change in the size or properties of the studied cities, and/or change in the number or properties of populations of the performed questionnaires can cause a change, accordingly, in the results of the thesis specially the proposed mathematical model.



# Abstract

In the global economy, cities compete to attract talent, investors, events and tourists. To meet these challenges, cities are engaging in marketing and branding to improve their image and position themselves on the international scene. City branding improves marketing of the city image in various ways by converting the visual image of the city into a brand image. City developers are faced with a multitude of new questions: What is a city brand? How should it be developed and with whom? Which communication tools should be used? What should the brand strategy be? This Thesis presents the key elements of the city branding and assesses the factors that increase the city branding strength. It is also analyzing the urban image of different capitals that have strong city branding to conclude a guideline of the main elements that increase the urban image strength of cities and so increase the strength of their branding. Finally drive a proposed mathematical model for evaluating the urban image of cities.

**Key Words:** Branding, city branding, brand strategies, Success factors, city image, city rankings, urban image.



# **Chapter One: Introduction to the Theory of Branding**

---

## **1 Chapter One: Introduction to the Theory of Branding**

1.1 Introduction .....	1
1.2 Brand and Branding .....	1
1.2.1 Branding.....	1
1.2.2 Brand.....	2
1.3 Place Branding.....	6
1.3.1 Importance of Strong Place Branding.....	7
1.3.2 Types of Place Branding.....	7
1.3.3 Levels of Place Marketing .....	14
1.4 Conclusions .....	15





# Chapter One: Introduction to the Theory of Branding

---

## 1.1 Introduction

Branding is a strategy that is used by marketers to differentiate products, companies, and places (nations, cities, and places); to build economic value for both the consumer and the brand owner.

A brand is a product with unique character, for instance in design or image. It occupies space in the perception of the consumer, which results from the totality of what the consumer takes into consideration before making a purchase decision, or visiting the place.

This chapter studies the concept of branding through defining branding and brand, the relation between brand personality, identity, and brand image, the core values of the brand, and then studying place branding types and levels.

## 1.2 Brand and Branding

There is no common definition of 'brands' or 'branding'. However, most commentators agree that any definition should include both tangible and intangible attributes of a product: e.g. both functional and emotional characteristics. A brand's value is thus in the way people end up thinking and feeling about it and the product it is linked to. The aim of branding is to make an almost indistinguishable link between the character of an object and its branded image or form<sup>1</sup>. Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services<sup>2</sup>.

### 1.2.1 Branding

Branding, whether of a product, a service or the country, requires the fulfillment of several basic elements including trust, consistency and a long-term undertaking regarding trans-sectoral transformation.

Branding is “a process that goes on largely in the mind of the consumer- the accumulation of respect and liking for the brand, and cannot be seen as a single technique that directly builds respect or liking”<sup>3</sup>.

The key to successful branding is the alignment of core competencies and symbolic values with the customer's physical and psychological needs. Branding becomes an iterative process between these two elements<sup>4</sup>. Branding must be looked at regarding a “continuous process interlinked with all marketing efforts and with the whole planning

---

<sup>1</sup> Nordic Innovation Centre, (2006), **Image of the City: Urban Branding as Constructed Capabilities in Nordic City Regions**, Norway, Nordic Innovation Centre.

<sup>2</sup> Weilbacher, W., (1995), **Brand Marketing**, NTC Business Books, Chicago.

<sup>3</sup> Anholt, S., (2010), **Definitions of Place Branding: Working towards a resolution**, Place Branding and Public Diplomacy, Vol.6, No. 1.

<sup>4</sup> Hakinson, G., Cowking, P., (1993), **Branding in action**, London, McGraw-Hill Book Company.

# Chapter One: Introduction to the Theory of Branding

exercise”<sup>5</sup>. So we can conclude that branding is creating a differentiated image and reputation, where the image is what you say about yourself while reputation is what people say about you; fig. (1-1) shows the elements of branding.

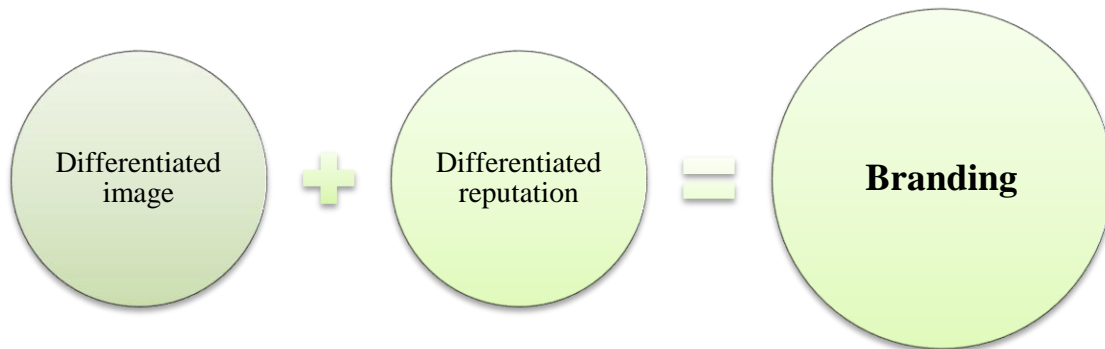


Fig. 1-1 Branding Elements

Source: Author

## 1.2.2 Brand

A brand may be defined from the consumers' perspective and/or from the brand owner's perspective. In addition, brands are sometimes defined in terms of their purpose and sometimes described by their characteristics.

A brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”<sup>6</sup>.

A brand is “a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors”<sup>7</sup>.

A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely<sup>8</sup>.

<sup>5</sup> Kavaratzis, M., (2009), Cities and their brands: lessons from corporate branding, Place Branding and Public Diplomacy, 5(1), pp. 26-37.

<sup>6</sup> American Marketing Association, (1960), Marketing Definitions: A Glossary of Marketing Terms, AMA, Chicago.

<sup>7</sup> Ghodeswar, B., (2008), Building brand identity in competitive markets: a conceptual model, Journal of Product & Brand Management, Vol. 17, No.1, P.4-12, Emerald Group Publishing Limited.

<sup>8</sup> Chernatony, L. and McDonald, M. (1998), Creating Powerful Brands, 2nd ed., Butterworth-Heinemann, Oxford.

# Chapter One: Introduction to the Theory of Branding

---

## 1.2.2.1 Brand Personality, Identity, and Brand Image

Merriam Webster's Dictionary defines personality as "the complex of characteristics that distinguishes an individual or a nation or group; especially the totality of an individual's behavioral and emotional characteristics"<sup>9</sup>. The brand personality is something perceived by external parties (e.g. consumers) through attribution of several traits, rather than being a construct that already resides in the branded entity<sup>10</sup>.

The brand identity is "a unique set of associations that the brand strategist aspires to create or maintain"<sup>11</sup>. In other words, brand identity relates more to the sender and it defines how the organization wants the brand to be perceived. On the other hand, the brand image refers to the meaning that the consumers associate with the product, based on experiences, impressions and perceptions of the functional, emotional, and symbolic benefits of the brand, and therefore it resides on the receiver's side; so "identity necessarily precedes image". As a result, a well-established brand personality plays a significant role in the decision-making process and the ultimate brand choice of consumers.

The image and reputation of a place are closely connected to the place identity. The brand is formulated through examining the brand image and personality of a destination and by matching it to "a desired and fit-to resources image"<sup>12</sup>. "Brand image is formed by the perceptions of consumers about a brand or product labeled with that brand"<sup>13</sup>. People 'understand' cities in the same way as brands; the city is shaped in people's minds through perceptions and images of the city. Images are crucial in associating the place and the brand as well as the image and reality itself. Images play an important role in the choice of a destination to visit and generally the visitors are in search of that image to be the reality<sup>14</sup>.

Brand image communicates these strong, favorable, and unique associations to the consumers through "direct experience, brand information, word of mouth, assumptions of the brand itself -name, logo-, or with the brand's identification with a certain company, country, distribution channel, person, place or event"<sup>15</sup>; fig. (1-2) shows the relationship between brand identity, positioning, and brand image.

---

<sup>9</sup> Kaplan, M., Yurt, O., Guneri, B., Kurtulus, K., (2010), **Branding places: applying brand personality concept to cities**, European Journal of Marketing, Vol. 44, No. 9/10, p. 1286-1304, Emerald Group Publishing Limited.

<sup>10</sup> Kaplan, M., Yurt, O., Guneri, B., Kurtulus, K., (2010), Ibid.

<sup>11</sup> Aaker, D., (1996), **Building Strong Brands**, The Free Press, New York.

<sup>12</sup> Sahin, S., Baloglu, S., (2011), **Brand Personality & Destination Image of Istanbul**, Anatolia: An International Journal of Tourism and Hospitality Research, 22 (1), pp.69-88.

<sup>13</sup> Sahin, S., Baloglu, S., (2011), Ibid.

<sup>14</sup> Ashworth, G., Kavaratzis, M., (2009), **Beyond the Logo: Brand Management for Cities**, Journal of Brand Management, 16 (8), pp. 520-531.

<sup>15</sup> Keller, K., (2003), **Strategic Brand Management: Building, Measuring, and Managing Brand Equity**, Upper Saddle River, N.J: Prentice Hall.

# Chapter One: Introduction to the Theory of Branding



Fig. 1-2 The relationship between brand identity, positioning, and brand image

Source: Ashworth, G., Kavaratzis, M., (2005).

## 1.2.2.2 The Brand Core Values

A brand can be described as a set of values that serves as a link between the internal cultural context of an organization and its customers. These values mirror a way of how to act within a company in terms of e.g. product development, communication and serve as a common path for the organization<sup>16</sup>. The brand core is supposed to be something lasting that supports the internal and external brand building.

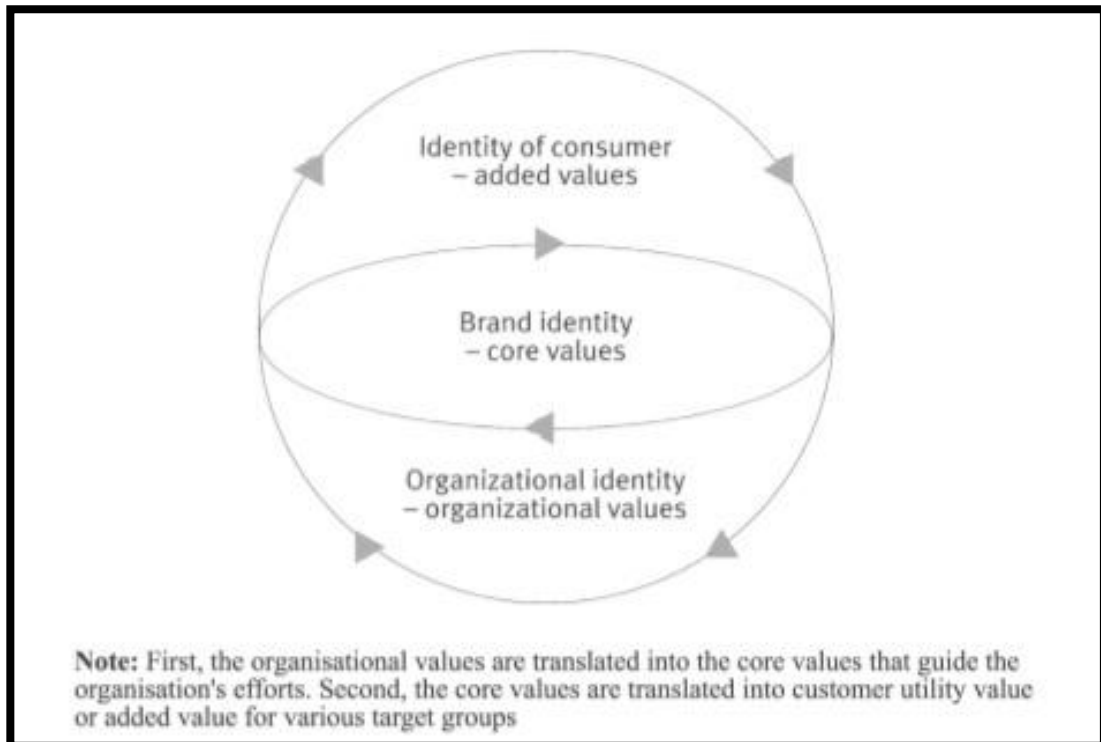
The functionality and the added value also have a strong influence on the choice of consumers. The urban infrastructure offered by the city (i.e. Employment, housing, transportation, etc.) is functional but on the other hand people ask for a personal benefit, which stems from their personal associations and experience with the city. This is the added value of a brand, which makes the brand distinctive<sup>17</sup>. One of the greatest effects of branding is believed to be competitive advantage. The value added by brand through the ability to gain an exclusive, positive and prominent meaning in the minds of a large number of consumers<sup>18</sup>. Values can be categorized in three points: values that are related to the organization, values that summarize the brand, and values as they are experienced by customers<sup>19</sup>; as shown in fig. (1-3).

<sup>16</sup> Urde, M., (2003), **Core value based corporate brand building**, European Journal of Marketing, Vol. 37, No. 7/8.

<sup>17</sup> Hubbard, P., (2006), **City**, NY: Routledge, New York.

<sup>18</sup> Kapferer, J., (1997), **Strategic Brand Management: Creating and Sustaining Brand Equity Long Term**, London, Kogan Page.

<sup>19</sup> Urde, M., (2003), **Core value based corporate brand building**, European Journal of Marketing, Vol. 37, No. 7/8.



**Fig. 1-3 Levels of Core Values**

Source: Urde, M. (1997).

### 1.2.2.3 PCDL Model: a conceptual model for building brands<sup>20</sup>

This model consists of four elements which help in creating strong brands; as shown in fig. (1-4). The four elements of this model are discussed as the following<sup>21</sup>:

#### **Positioning the Brand**

Positioning is related with creating the perception of a brand in the customer's mind, achieving differentiation that it stands apart from competitors' brands/offers, and meeting consumer's needs/expectations.

#### **Communicating the Brand Message**

A brand needs to carve a vision of how that brand should be perceived by its target audience. The brand positioning helps in prioritizing the focus of the brand identity and resultant communication themes which enable the company to set forth the communication objectives such as the type of message, brand differentiation to be achieved, and themes that appeals to the target customers. Advertising that is creatively executed helps the brand to break the clutter and build strong impact in the target market.

<sup>20</sup> Ghodeswar, B., (2008), **Building brand identity in competitive markets: a conceptual model**, Journal of Product & Brand Management, Vol. 17, No.1, P.4-12, Emerald Group Publishing Limited [ISSN 1061-0421].

<sup>21</sup> Ghodeswar, B., (2008), Ibid.

# Chapter One: Introduction to the Theory of Branding

## Delivering the Brand Performance

Companies need to continuously track their brands against the effect of competition, especially in the face of aggressive competition. They should track their progress as to how their brands are doing in the marketplace, and what impact certain market interventions will have on the brand equity. Progress can be monitored in terms of the level of purchasing, consumption, brand recognition, brand recall, advertising awareness, etc. This approach will enable brand marketers to assess the effect of a marketing campaign in influencing the target consumers, which in turn leads to measure the brand strength.

## Leveraging the Brand Equity

The leveraging process is defined as “linking the brand to some other entity that creates a new set of associations from the brand to the entity as well as affect existing brand associations”<sup>22</sup>. Companies employ different strategies in leveraging their brands namely through line extensions, brand extensions, ingredient branding, and co-branding, etc.

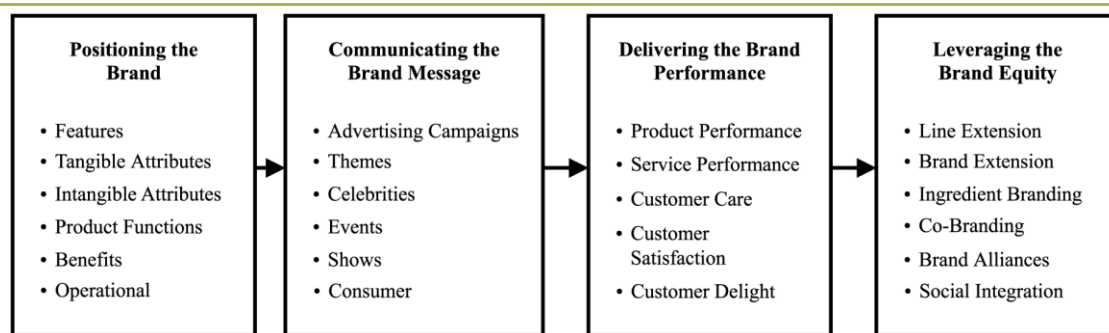


Fig. 1-4 PCDL Model

Source: Ghodeswar, B., (2008).

## 1.3 Place Branding

Places are competing with each other because of economic and cultural globalization and the increasing mobility of labor and capital. Places see themselves as being in competition with each other, and gaining competitive advantage through differentiation is of prime importance to a place. Successful place branding manages to position a place favorably in relation to rivaling places.

Good products, services, culture, tourism, investments, technology, education, businesses, people, policies, initiatives, and events are affected by the positive brand image of a place and they reflect on the image as well<sup>23</sup>.

<sup>22</sup> Keller, K., (2003), **Strategic Brand Management: Building, Measuring, and Managing Brand Equity**, Upper Saddle River, N.J: Prentice Hall.

<sup>23</sup> Anholt, S., (2010), **Definitions of Place Branding- Working towards a resolution**, Place Branding and Public Diplomacy, Vol.6, No. 1.

# Chapter One: Introduction to the Theory of Branding

---

Branding a place is more complex than branding a commercial product or service; as it 'covers some of the hardest philosophical questions as the nature of perception and reality, the relationship between objects and their representation, the mysteries of national identity, leadership, culture and social cohesion, and much more besides'<sup>24</sup>.

Having the following characteristics contribute to a place's ability to brand itself<sup>25</sup>:

**Unity:** the key stakeholders of the place need to agree to come together to shape its future by developing and implementing a brand strategy.

**Diversity:** places that are more economically, socially, culturally and naturally diverse stand a better chance of developing a strong and effective brand. This is because place branding is not an exercise in reduction, but rather one of adding or enhancing layers of richness.

**Initiative:** places whose stakeholders already (jointly) undertake (marketing) initiatives. These provide necessary experiences beneficial to the place brand development efforts. This is because they have already accepted the need for changes and are taking actions to bring them about.

**Experimentation:** there also needs to be a willingness to take risks and a certain tolerance towards the failure of experiments.

## 1.3.1 Importance of Strong Place Branding

Having a strong brand have a great impact on places, cities, and nations; as it helps in<sup>26</sup>:

- Increase the investment
- Increase the tourism
- Credibility and confidence by investors
- Increase of political influence internally (national) and externally (multinational)
- Better and more productive global partnerships with other cities, public or private research and university institutions, and private sector organizations
- Civic pride: ability to focus local harmony, confidence, and resolve.

## 1.3.2 Types of Place Branding

This part discusses four types of place branding, which are: The place brand within geographical space, the brand within the context of the nation and state (country/nation

---

<sup>24</sup> Anholt, S. (2007), **Competitive Identity: The New Brand Management for Nations, Cities and Regions**, Palgrave Macmillan, London, United Kingdom.

<sup>25</sup> Gelder, S., (2008), **How to improve the chances of successfully developing and implementing a place brand strategy**, Place brands Company, [www.placebrands.net](http://www.placebrands.net).

<sup>26</sup> Dinnie, K., (2011), **City Branding: Theory and Cases**, Palgrave Macmillan, UK.



## Chapter One: Introduction to the Theory of Branding

---

brand), the brand within the context of urban and/or metropolitan space (city brand), the brand in the context of tourist space (destination brand)<sup>27</sup>.

### 1.3.2.1 The place brand within geographical space

Spatial branding is directly linked to a new urban lifestyle in which visual images and the myths associated with them adopt a special relevance, and within this context image promotion takes on a central role for planners and politicians. Hence, the emergence of spatial branding becomes a natural consequence of a new form of territorial governance that is geared towards satisfying the needs and desires of a potential public. Therefore, the division of the terms place promotion, place selling and place branding is a result of the multitude of publics to which these concepts are directed as well as of the attributes and values which each concept offers<sup>28</sup>.

### 1.3.2.2 Nation Branding

Nation branding is an important concept in today's world. A powerful and positive nation-brand provides a crucial competitive advantage. It is essential for countries to understand how they are seen by other publics around the world, how their achievements and their failures, their assets and their liabilities, their people and their products are reflected in their brand images<sup>29</sup>.

Most definitions of nation branding and nation brands can be attributed to the technical-economic approach, as the explicit use of marketing language reveals. Nation brands can be defined as "the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences"<sup>30</sup>. It concerned with a country's whole image on the international stage, covering political, economic and cultural dimensions<sup>31</sup>.

#### 1.3.2.2.1 Anholt-GfK Nation Brands Index

The way a country is perceived can make a critical difference to the success of its business, trade and tourism efforts, as well as its diplomatic and cultural relations with other nations. The Anholt-GfK Nation Brands Index, measures the power and quality of each country's 'brand image' by combining the following six dimensions<sup>32</sup>:

---

<sup>27</sup> Vela, J., (2013), **Place Branding: A Conceptual and Theoretical Framework**, Boletín de la Asociación de Geógrafos Españoles, No. 62, I.S.S.N.: 0212-9426.

<sup>28</sup> Vela, J., (2013), Ibid.

<sup>29</sup> Dinnie, K., (2008), **Nation branding: Concepts, issues, practice**, Oxford, United Kingdom: Butterworth-Heinemann.

<sup>30</sup> Dinnie, K., (2008), Ibid.

<sup>31</sup> Fan, Y., (2010), **Branding the nation: Towards a better understanding**, Place Branding and Public Diplomacy, Vol.6, No. 2.

<sup>32</sup> GfK Roper Public Affairs & Media, (2009), **The Anholt-GfK Roper Nation Brands Index 2009 Highlights Report**, New York, GfK Roper Public Affairs & Media.



## Chapter One: Introduction to the Theory of Branding

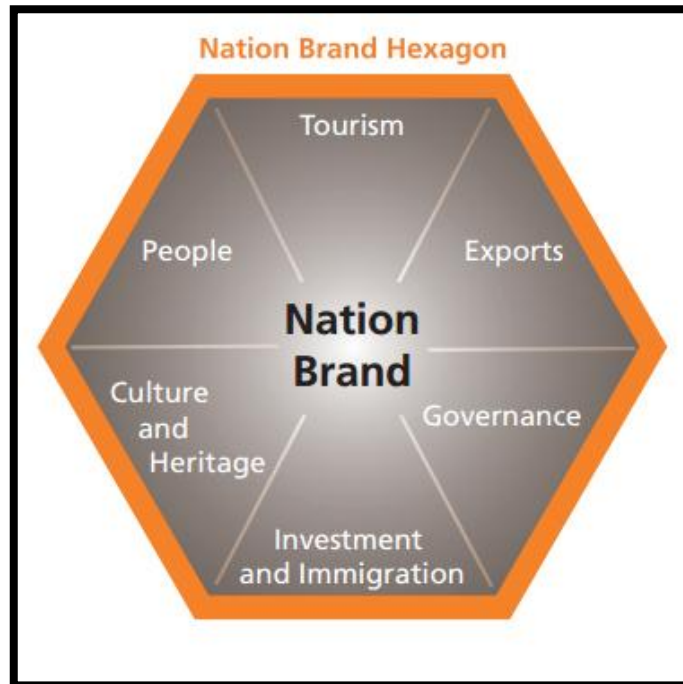


Fig. 1-5 Nation Brand Hexagon

Source:[http://www.amboslo.esteri.it/Ambasciata\\_Oslo/Archivio\\_News/Nation+Brands+Index+2014.htm](http://www.amboslo.esteri.it/Ambasciata_Oslo/Archivio_News/Nation+Brands+Index+2014.htm), accessed (17-2-2016).

**Exports:** The public's image of products and services from each country and the extent to which consumers proactively seek or avoid products from each country-of-origin.

**Governance:** Public opinion about national government competency and fairness, as well as its perceived commitment to global issues such as peace and security, justice, poverty and the environment.

**Culture and Heritage:** Global perceptions of each nation's heritage and appreciation for its contemporary culture, including film, music, art, sport and literature.

**People:** The population's reputation for competence, openness and friendliness and other qualities such as tolerance.

**Tourism:** The level of interest in visiting a country and the draw of natural and man-made tourist attractions.

**Investment and Immigration:** The power to attract people to live, work or study in each country and how people perceive a country's quality of life and business environment.

Fig. (1-5) shows the six dimensions of the Anholt-GfK Nation Brands Index, while fig. (1-6) shows the top 10 ranked nation branding since 2008 until 2011.

## Chapter One: Introduction to the Theory of Branding

**Anholt-GfK Roper Nation Brands Index<sup>SM</sup>**  
**Global Overall Brand Ranking**  
(Top 10 of 50 Nations)

	2011	2010	2009	2008
1	United States	United States	United States	Germany
2	Germany	Germany	France	France
3	United Kingdom	France	Germany	United Kingdom
4	France	United Kingdom	United Kingdom	Canada
5	Japan	Japan	Japan	Japan
6	Canada	Canada	Italy	Italy
7	Italy	Italy	Canada	United States
8	Australia	Switzerland	Switzerland	Switzerland
9	Switzerland	Australia	Australia	Australia
10	Sweden	Sweden	Spain, Sweden (tie)	Sweden

Fig. 1-6 Top 10 ranked in Anholt Nation Branding Index from 2008-2011

Source: <https://placemanagementandbranding.files.wordpress.com/2011/10/nbi2011.jpg>, accessed (19-4-2016).

### 1.3.2.3 City Branding

A positive reputation or strong competitive identity is critical for any city. Cities that are well known and that are perceived positively are cities that attract investment, tourism and trade and appeal to skilled and talented people. A strong competitive identity can also assist to improve international relations.

City branding is an appropriate way to describe and implement city marketing. While the object of city marketing is the city's image, it is actually the starting point for developing the city's brand<sup>33</sup>; as it has to be concerned with how culture and history, economic growth and social development, infrastructure, and architecture, landscape, and environment, among other things, can be serves as a promotion tool for creating a unique image of a city.

City branding refers to the application of branding techniques to geographical locations in the widest sense of the word. It is a young discipline that is attracting the attention of not only professionals dealing with communication, marketing, and urban issues, but also policy makers and academicians from various fields<sup>34</sup>.

#### 1.3.2.3.1 Examples of Cities with Strong Branding

This part focuses on some cities with strong branding according to Guardian cities global city brand barometer, and Anholt-GfK city brands index; these cities are:

<sup>33</sup> Kavaratzis, M., (2004) **From City Marketing to City Branding: Towards a theoretical framework for developing city brands.**

<sup>34</sup> Biçakçi, A., (2012), **Branding the city through culture: Istanbul, European Capital of Culture, 2010,** Vol.9, No. 1, International Journal of Human Sciences.

# Chapter One: Introduction to the Theory of Branding

---

## Singapore

Asia's biggest city-state has great climate and infrastructure, a famously low crime rate, wonderful transport and shopping and a booming financial services industry. It's also a major stopover point and has done a great job converting that into tourism.



Fig. 1-7 Singapore City

Source: [http://melikaseir.com/wp-content/uploads/2016/02/shutterstock\\_112003280.jpg](http://melikaseir.com/wp-content/uploads/2016/02/shutterstock_112003280.jpg), accessed (25-4-2016).

## Barcelona

Barcelona is today one of the world's leading tourist, economic, trade fair/exhibitions and cultural-sports centers, and a heavyweight in commerce, education, entertainment, media, fashion, science, and the arts.



Fig. 1-8 Barcelona City

Source: <https://media-cdn.tripadvisor.com/media/photo-s/04/12/0c/7b/rainbow-barcelona-tours.jpg>, accessed (25-4-2016).

## Berlin

The city is well known for its festivals, diverse architecture, nightlife, contemporary arts, public transportation networks and a high quality of life.



Fig. 1-9 Berlin City

Source: <http://valholl-prd.wowair.com/mediaold/us-magazine/Berlin-yfirlit-Thinkstock.jpg>, accessed (25-4-2016).



# Chapter One: Introduction to the Theory of Branding

## London

London is a leading global city, with strengths in the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transport all contributing to its prominence.



Fig. 1-10 London City

Source:<https://media.timeout.com/images/100644443/image.jpg> , accessed (25-4-2016).

## Madrid

A cosmopolitan city, a business center, headquarters of the country's Public Administration, Government, Spanish Parliament and the home of the Spanish Royal Family, Madrid also plays a major role in both the banking and industrial sectors.



Fig. 1-11 Madrid City

Source:<http://www.fotosdemadrid.es/blog/ficherosPosts/CallesYPlazas/PlazaMayor/PlazaMayor.jpg> ,accessed (25-4-2016).

## New York City

A global power city, New York exerts a significant impact upon commerce, finance, media, art, fashion, research, technology, education, and entertainment. The home of the United Nations Headquarters, New York is an important center for international diplomacy and has been described as the cultural capital of the world.



Fig. 1-12 New York City

Source:<http://www.nationalgeographic.com/new-york-city-skyline-tallest-midtown-manhattan/assets/img/articleImg/01nyskyline1536.jpg> , accessed (25-4-2016).

# Chapter One: Introduction to the Theory of Branding

## Rio de Janeiro

It is the capital of tourism in Brazil. Rio is Brazil's trademark. Corcovado Mountain, with Christ the Redeemer, is one of the New 7 Wonders of the World, a title awarded to the monument after an international campaign.



Fig. 1-13 Rio de Janeiro

Source: [http://global-conferences.eu/wp-content/uploads/2014/09/2\\_1.jpg](http://global-conferences.eu/wp-content/uploads/2014/09/2_1.jpg), accessed (25-4-2016).

## Sydney

It has been widely acknowledged as one of the most successfully branded cities in the world. In 2007 and 2008 the city claimed top spot on the Anholt-GfK Roper City Brands Index (CBI) and, while it has since slipped to third, the city clearly remains one of the most recognizable and powerful city brands in the world.



Fig. 1-14 Opera Sydney

Source: <http://globalgreetwork.info/wp-content/uploads/2016/01/Sydney.jpg>, accessed (25-6-2016).

## Melbourne

The city that has become known for success. It ranks eighth in the Anholt-Roper City Brands Index 2011 and has attracted an array of other international accolades, not the least of which is the top spot in the Economist Intelligence Unit's 2012 Livability Survey.



Fig. 1-15 Melbourne city

Source: [http://cdn.ek.aero/english/images/Melbourne\\_tcm233-2256871.jpg](http://cdn.ek.aero/english/images/Melbourne_tcm233-2256871.jpg), accessed (25-6-2016).

# Chapter One: Introduction to the Theory of Branding

## Mecca

The birthplace of Muhammad and the main site of the Hajj pilgrimage.



Fig. 1-16 Mecca City

Source:[https://sacredsites.com/images/middle\\_east/saudi\\_arabia/mecca\\_great\\_mosque\\_600.jpg](https://sacredsites.com/images/middle_east/saudi_arabia/mecca_great_mosque_600.jpg), accessed (25-4-2016).

### 1.3.2.4 Destination Branding

Destination branding is a relatively new marketing concept for the tourism industry. Tourist space has become consolidated as an important means to present a place, and the image associated to this derives, in all probability, from a first-hand tourist experience or from the establishment of a certain image through a past tourist promotion campaign. Creating a destination brand should include image, recognition, differentiation, consistency, brand messages, emotional response, and expectations<sup>35</sup>. Destination brands give visitors an assurance of quality experiences, reduce visitor search costs and offer a way for destinations to establish a unique selling proposition<sup>36</sup>.

### 1.3.3 Levels of Place Marketing

There are three major elements in strategic place marketing: target markets, marketing factors, and planning group<sup>37</sup>; which can be seen in fig. (1-17).

**Planning Group:** This would be the core stakeholders in a destination. They comprise residents, businesses and government agencies, and include areas like the diagnosis of a place's current state as well as its long-term vision and plan of action.

**Marketing Factors:** These are the basket of experience-rich interactions which a visitor may have. They include the location's infrastructure, people, quality of life, and attractions.

**Target Markets:** Which are the goods and services producers, new residents, manufacturers, investors, tourists, conventioners, and exporters.

<sup>35</sup> Blain, C., Levy, S., Ritchie, J., (2005), **Destination Branding: Insights and Practices from Destination Management Organizations**, *Journal of Travel Research*, Vol.43, No. 4.

<sup>36</sup> Maja, K., Gartner, W., (2007), **Customer-Based Brand Equity for a Destination**, *Annals of Tourism Research*, Vol. 34.

<sup>37</sup> Kotler, P., Haider, D., Rein, I., (1993), **Marketing Places: attracting Investment, Industry, and Tourism to Cities, States, and Nations**, Free Press, New York.



# Chapter One: Introduction to the Theory of Branding

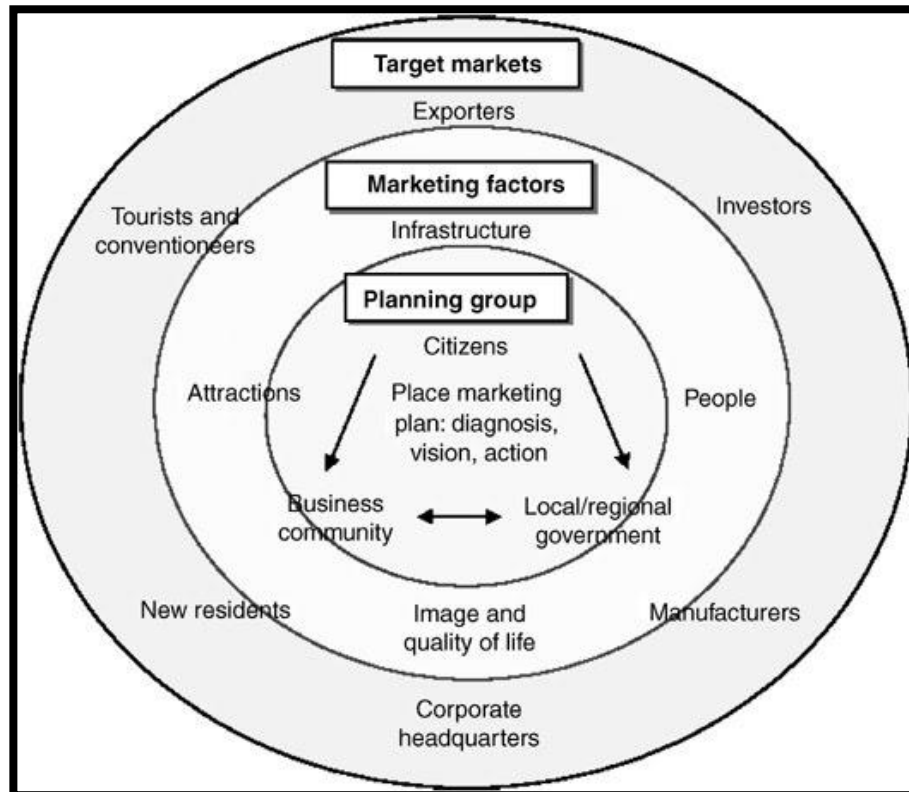


Fig. 1-17 Levels of Place Marketing

Source: <http://coolerinsights.com/wp-content/uploads/2011/05/place-marketing.jpg>, accessed (20-10-2015).

## 1.4 Conclusions

Brands are more than a name or a logo; as they identify and differentiate a company or place offerings to customers and other parties. Thus they reflect the complete experience that customers have with products or places.

Brands have three main core values which are: added values (identity of consumer), core values (brand identity), and organizational values (organizational identity).

According to the PCDL model we can conclude that building a brand depends on four main stages: positioning the brand, communicating the brand message, delivering the brand performance, and leveraging the brand equity.

Branding places have four main types: **place brand within geographical space** which directly linked to a new urban lifestyle, **nation branding** that concerns with giving the nations strong identity and image in order to compete with other nations (based on the nation's exports, governance, culture and heritage, people, tourism, and investment and immigration), **city branding** that concerns with giving cities unique image and identity to attract tourists and investments, and finally **destination branding** that concerns with touristic spaces.

The strategic place marketing has three main elements namely: **planning group** includes the main stakeholders of the marketing process, **marketing factors** which

## **Chapter One: Introduction to the Theory of Branding**

---

include elements like people, infrastructure, attractions, image and quality of life, and finally the **target markets** that concern with exporters, investors, manufacturers, new residents, corporate headquarters, tourists and conventioners.



## 2 Chapter Two: City Branding

2.1 Introduction .....	17
2.2 Branding Cities .....	17
2.2.1 Definitions of City Branding .....	17
2.2.2 The Importance of City Branding .....	18
2.2.3 Elements Constituting City Branding .....	18
2.3 City Branding Trends .....	19
2.3.1 City Branding through Culture and Identity .....	19
2.3.2 Branding through Mega Events .....	21
2.3.3 Branding through Urban Image .....	24
2.4 Steps of Successful City Branding .....	25
2.4.1 City Brand Strategy .....	26
2.4.2 Involvement of Stake Holders .....	30
2.4.3 Promoting the Brand .....	30
2.4.4 Successful Brand Management .....	31
2.4.5 Measuring the Strength of the Brand .....	31
2.5 Conclusions .....	31



## Chapter Two: City Branding

---

### 2.1 Introduction

Although cities are not products, they need to be promoted as brands to be recognized and perceived as possessing qualities superior to those of competitors, and consumed in a manner Compatible with the objectives of the city.

Current development in the international tourism market and growing public investments are adding up to the importance of the process of city branding, as the perception of the city affects its attractiveness to tourists and foreign investors.

The aim of this chapter is to study city branding importance, elements, trends, and the important steps to achieve strong city branding.

### 2.2 Branding Cities

The image of a city is formed by the collective perceptions of people. Creating an image of the city is an effort to create mental, emotional, and psychological ties between the city and individuals<sup>1</sup>.

City marketing requires a process with a wide range of activities. Starting from research and analysis of the current assets, opportunities, and audiences of a city, it follows with strategic planning and proceeds with the active implementation of city marketing, such as spatial/functional, financial, organizational, and promotional activities. During the process, there is constant monitoring and evaluation of each activity, which repeats the entire process cycle<sup>2</sup>.

#### 2.2.1 Definitions of City Branding

City branding concept can be defined as “the practice of developing a strategy that underlines the value the place offers to its target publics, namely residents, workers, employers, investors, tourists and so on”<sup>3</sup>.

A city brand is “its promise of value, a promise that needs to be kept. In branding the city, that ‘value’ is created, developed and demonstrated through different kinds of actions such as investments, physical and economic plans, attraction programs, events and communications”<sup>4</sup>.

---

<sup>1</sup> Ashworth, G., Kavaratzis, M., (2009), **Beyond the logo: Brand management for cities**, The Journal of Brand Management, 16(8), pp. 520-531.

<sup>2</sup> Ashworth, G., Voogd, H., (1990), **Selling the city: marketing approaches in public sector urban planning**, London, Belhaven Press.

<sup>3</sup> Biçakçı, A., (2012), **Branding the city through culture: Istanbul, European Capital of Culture, 2010**, Vol.9, issue 1, International Journal of Human Sciences.

<sup>4</sup> Gelder, S., and Allan, M., (2006), **City Branding: How Cities Compete in the 21st Century**, UK, Primaveraquint.

## Chapter Two: City Branding

City branding is “the process of enhancing the image of a place by communicating its positive attributes, based on strategic positioning, to differentiate the place from its competitors”<sup>5</sup>.

### 2.2.2 The Importance of City Branding

There are many reasons why it is critical for a city to be branded, but the most common is to stimulate economic growth. That’s because a strong brand can<sup>6</sup>:

- Shift the perception of a city that may be suffering from a poor image among external and internal constituents.
- Create a common vision for the future of the community and its potential.
- Provide a consistent representation of the city.
- Enhance its local, regional and/or global awareness and position.
- Shed unfavorable stereotypes associated with a city and make it more appealing.

### 2.2.3 Elements Constituting City Branding

Elements constituting city branding are shown in fig. (2-1), and can be divided into:

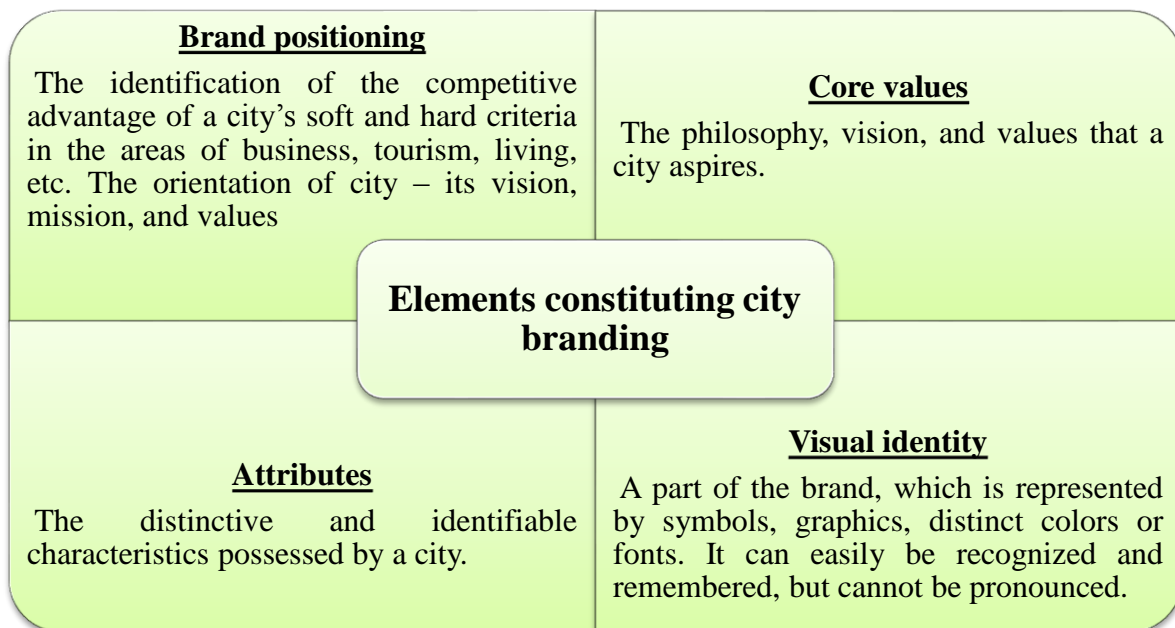


Fig. 2-1 Elements Constituting city branding

Source: Author, according to Brand HK., (2014)

<sup>5</sup> Brand HK. (2014), “**Hong Kong city branding: Hong Kong – Asia’s world city**”. **Lesson One: City Branding**. [file:///C:/Users/Noha/Downloads/BrandHK\\_PPT\\_Lesson1\\_\(session1&2\)\\_EN.pdf](file:///C:/Users/Noha/Downloads/BrandHK_PPT_Lesson1_(session1&2)_EN.pdf), accessed (21-2-2015).

<sup>6</sup> Ceos, (2006), **Branding your city**, <https://ceosforcities.org/branding-your-city/>, accessed (1-12-2015).

### 2.3 City Branding Trends

City branding attempts to create emotional, mental, and psychological associations with the city<sup>7</sup>. A brand is built on a city's existing strengths (visual, economical, psychological and symbolic elements and all the aspects that differentiate a city from the others), so it is important to decide primarily what is the kind of city branding that the city wants to possess and how to create the necessary associations to realize this. There are three main strategies in practice, shown in fig. (2-2): firstly, various promotional campaigns and visual identity (cultural and identity), secondly, the creation of signature buildings as landmarks for the city or taking the advantage of some existing landmarks in the promotional activities (urban image), third and the last, designation of various types of events<sup>8</sup>.



Fig. 2-2 City Branding Trends

Source: Author

#### 2.3.1 City Branding through Culture and Identity

It is an interesting and steadily growing trend examines the effects of cultural and identity branding on the physical, economic and (sometimes) social environment of cities; and shows to which extent cities can be represented through their cultural facilities and events. The cultural branding owes its development to the growing importance of the cultural, leisure and entertainment industries within the contemporary economy, as much for tourists and other visitors, as for the local population. At the same time, incorporating this trend in city planning and the increased importance of image-based industries and the people, these employ is reinforcing the processes

---

<sup>7</sup> Kavaratzis, M., (2007), **From City Marketing to City Branding: An interdisciplinary analysis with reference to Amsterdam**, Budapest and Athens.

<sup>8</sup> Biçakçi, A., (2012), **Branding the city through culture: Istanbul, European Capital of Culture 2010**, Vol.9, Issue:1, International Journal of Human Sciences.

## Chapter Two: City Branding

involved in this kind of place branding<sup>9</sup>. Culture/identity branding results from merging the following three trends<sup>10</sup>:

**The aspect of place (city) management:** as city branding is connected to culture with two main elements: firstly, the city image and its importance in city branding and shaping the city itself; secondly, the dependence of city branding on the city's identity.

**The trend of cultural tourism:** In most cases cultural destinations are urban destinations or at least most cities have possibilities and opportunities to emphasize their cultural offering in order to promote themselves. The trends of tourism connected to leisure, entertainment, and the visitors are connected to business or conventions; for both of these sectors urban centers demonstrate strong advantages.

**The strong relationship of culture to planning and to the city itself:** Culture in the form of urban history, architecture, cultural facilities and events is the main ingredient of city promotion campaigns; plays an important role in sharpening the city's image, and promoting the city.

### 2.3.1.1 Examples of City Branding through Culture and Identity

This part shows some examples of City Branding through Culture and Identity, in the cases of Bilbao City and Verona city.

#### 2.3.1.1.1 Bilbao City

The widely recognized success story of the Guggenheim Museum in Bilbao, shown in fig. (2-3), which helps in has positioning the city strongly on the European cultural map shows the positive effects that cities expect and hope for when implementing such strategies based on cultural branding.

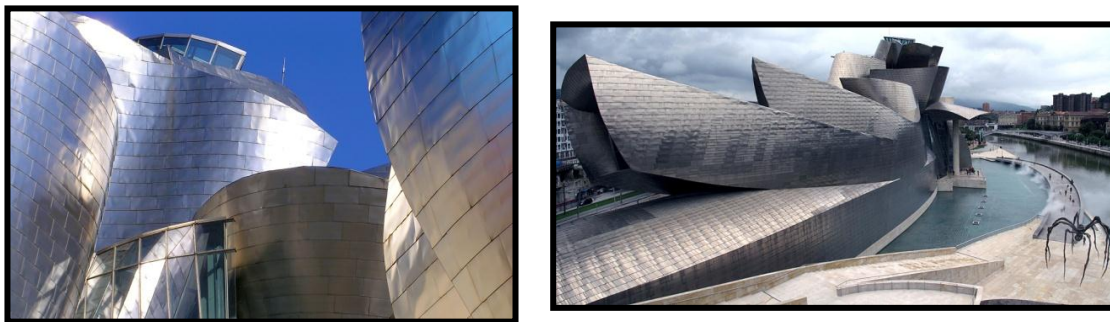


Fig. 2-3 Guggenheim Museum in Bilbao

Source: <https://www.khanacademy.org/humanities/global-culture/global-art-architecture/a/gehry-bilbao> , accessed (13-10-2016).

#### 2.3.1.1.2 Verona, Italy<sup>11</sup>

<sup>9</sup> kavaratzis, M., (2005), **Place branding: a review of trends and conceptual models**, The Marketing Review, 5, P. 329-342.

<sup>10</sup> kavaratzis, M., (2005), **Branding the City through Culture and Entertainment**, AESOP 2005 Conference, 13-18 July 2005, Vienna, Austria.

## Chapter Two: City Branding

---

Verona is globally known for its unique cultural heritage. Art and architectural monuments ranging from Roman, Middle Age to Austro-Hungarian Empire – protected as UNESCO World Heritage.

What is interesting in the case of Verona, from the position of city branding, is the city's approach to managing its cultural assets. Although the artistic and cultural activities of the city are based on the main landmarks representing Italian culture, the intangible brand assets management is what brings more than tangible economic results for the city and improves a quality of life, fig. (2-4) shows Verona city.



Fig. 2-4 Verona city

Source: <http://fly-albania.net/wp-content/uploads/2013/12/Verona-Italy-along-the-Adige-River-20150112.jpg>, accessed (29-10-2016).

### 2.3.2 Branding through Mega Events

The increasing of competition between cities to hold mega international events and spectacles help cities to increase their global connections in an era of rapidly accelerating globalization. As these realities are incorporated into city economic strategies, the rationale of image creation for a city has ramifications for tourism, the relocation of businesses, and has an effect on local governance as local budgets become allocated along these lines.

Regarding brand development for a city, the Olympics presents an unprecedented level of media exposure before, during, and for some time after the Games. This media exposure (assumed to be favorable) creates interest in a destination and is seen then to attract future visitation and investment<sup>12</sup>. Barcelona positioned itself particularly well

---

<sup>11</sup> Masjutina, S., (2016), <http://placebrandobserver.com/branding-cities-through-history-culture/>, accessed (29-10-2016).

<sup>12</sup> London East Research Institute, (2007), [A Lasting Legacy for London? Assessing the legacy of the Olympic Games and Paralympic Games](#), London, London East Research Institute.



## Chapter Two: City Branding

---

and had led to a growth in tourism, as well as an increase in the choice of Barcelona as a place to launch new products.

This represents a useful move toward the impact assessment of the “soft” gains of hosting events and mega events, including city or local image, the motivation of visitors, as well as visitor numbers, spend, job gains, etc. These can be summarized in table (2-1):

	Benefits	Costs
<b>Social</b>	Community development Civic pride Event product extension	Disruption to residents (lifestyle) Traffic Congestion Noise and crowding Vandalism and property damage
<b>Economic</b>	Long-term promotional benefits Induced development and construction expenditures Additional trade and business developments Increased property values	Residents exodus Interruption of normal business Under-utilized infrastructure

**Table 2-1 Cost and Benefits of events evaluation**

Source: London East Research Institute, (2007)

### 2.3.2.1 Examples of City Branding through Mega Events

In the following part, Cannes city and Sydney will be showed as examples of City Branding through mega events.

#### 2.3.2.1.1 Cannes city<sup>13</sup>

The Cannes Film Festival is a symbol of the Cannes place brand. With its many glorious neighbors, this picturesque resort town in the South of France has a lot to offer. Perfect sandy beaches, luxurious accommodation, world-class shopping and flawless French cuisine are available to its visitors all year around. But it is the Cannes Film Festival which brought the global recognition to this small city and became its signature annual event. Besides being one of the major business affairs on the global film industry circuit, it is one of the largest media events in the world, fig. (2-5) shows the entrance of Cannes film festival.

---

<sup>13</sup> Masjutina, S., (2016), <http://placebrandobserver.com/branding-cities-through-history-culture/>, accessed (29-10-2016).



## Chapter Two: City Branding



**Fig. 2-5 Cannes Film Festival Entrance**

Source: <http://www.samm-honfleur.com/gallery/20150624161246%281%29.jpg>, accessed (29-10-2016).

### 2.3.2.1.2 Sydney Olympic Games (2000)

The success of the 2000 Olympic Games left a lasting economic legacy for the people of Sydney, it had very good impact on: infrastructure, economic impact, showcasing, an international eye-opener, pride in the Australian community, and confidence. It also create a world-class major events precinct, which has allowed Sydney to host a number of major events, such as the Rugby World Cup and the World Masters Games – the facilities within Sydney Olympic Park, shown in fig. (2-6), have allowed Sydney to attract major entertainment and convention/exhibition events.



**Fig. 2-6 The Olympic Park**

Source: [http://medias.photodeck.com/c66bc35e-d6d3-11e1-8db8-c75f417bfd9/120103-A563\\_xlarge.jpg](http://medias.photodeck.com/c66bc35e-d6d3-11e1-8db8-c75f417bfd9/120103-A563_xlarge.jpg), accessed (1-11-2016).

## Chapter Two: City Branding

### 2.3.3 Branding through Urban Image

Increasingly efforts are being made to create attractive urban spaces and improve the urban environment to attract visitors, investments, workers, and companies. As part of this renewed interest in cities role and the importance of having attractive urban spaces, there has been a renewed focus on the role of reputation and image. This type of branding is concentrating on how cities brand themselves; how cities succeed in creating or recreating a brand for the city as a good to be marketed and sold through their urban image.

#### 2.3.3.1 Examples of City Branding through Urban Image

In the following part, Dubai will be introduced as an example of City Branding through urban image.

##### 2.3.3.1.1 Dubai

Dubai is located in the Middle East and is one of the seven emirates of the United Arab Emirates. It has a very diverse and dynamic economy and is the largest re-exporter of goods in the Middle East. Investors from all over the world are being attracted to the low logistical and operational costs, infrastructure, and liberal government policies that Dubai offers. Major industries such as trade, transport, tourism, and finance have been on a constant growth. Dubai's economy can compete on several factors such as cost, market, and the environment. These combined factors can create an advantage for Dubai to compete on the world market as an attractive city for local and foreign investors.

Dubai prides itself on its tourism, as it claims that hospitality has been their tradition for centuries. The government's main strategy is "to position Dubai as the leading tourism destination and commercial hub in the world and to strengthen the Dubai economy". Dubai is quite diverse, and hence, there are many attractions that tourist can see, and many activities they can partake in. There are many natural and historic sites, such as the desert and sand dunes, mountains, parks and ancient houses - to quite an opposite experience, of modern architectural marvels, luxurious buildings, and enormous shopping malls.

Fig. (2-7), and (2-8) show two of the most famous landmarks of Dubai; while fig. (2-9) shows the sightseeing map of Dubai.



Fig. 2-7 Burj Khalefa

Source: <http://alldubai.ae/dubai/burj->



Fig. 2-8 Burj Al-Arab

Source: <http://theluxtraveller.com/wp->

## Chapter Two: City Branding

[khalifa-dubai/](#), accessed (1-11-2016).

[content/uploads/2013/04/Dubai.jpg](#), accessed (1-11-2016).

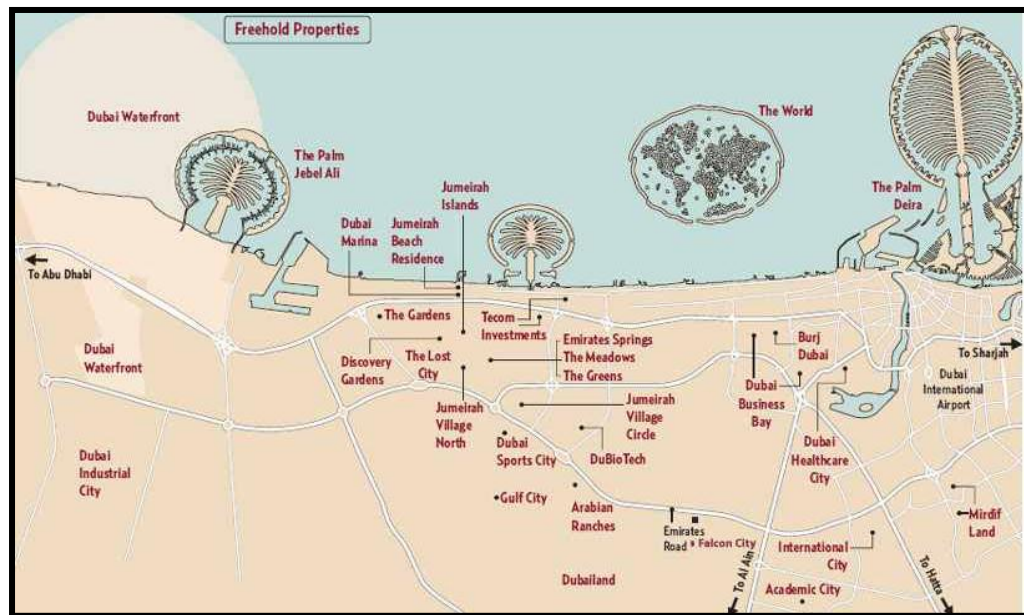


Fig. 2-9 Dubai Sightseeing map

Source: [http://www.futurehomesdubai.com/img\\_new/maps/freehold\\_map.jpg](http://www.futurehomesdubai.com/img_new/maps/freehold_map.jpg), accessed (24-12-2015).

### 2.4 Steps of Successful City Branding



Fig. 2-10 Steps of successful city branding

Source: Author, according to EUROCITIES, (2010)

## Chapter Two: City Branding

A city needs to be known and positioned on the global map of attractive cities to attract inhabitants, investors, businesses and tourists. There are some essential Steps that help in the creation of a successful city brand; these steps are shown in fig. (2-10).

### 2.4.1 City Brand Strategy

A city brand strategy is an essential tool for the creation of a successful city branding that will attract potential newcomers. Agreeing on a city brand strategy as part of the brand development work is useful in<sup>14</sup>:

Allowing cities to develop a long-term vision for themselves - by thinking about what the city is (points of strength and weakness), what the city wants to be (city objectives), and how it wants to get there.

Helping cities to focus on their positioning now, and how they want to develop in the future; and determining the target audience and their touching points.

#### 2.4.1.1 Steps to Develop a Brand Strategy

When developing a brand, cities need to define the strategy for the brand, including the key messages, the objectives, and the target audiences. Armed with these important factors, cities can follow these steps that shown in fig. (2-11) to develop their brand<sup>15</sup>:



Fig. 2-11 Steps to Develop a Brand Strategy

Source: Author, according to Ceos, (2006).

##### 2.4.1.1.1 Set Clear Objectives

<sup>14</sup> Eurocities, (2010), **A Shared vision on City Branding In Europe**, Brussels, Eurocities Brussels Office.

<sup>15</sup> Ceos, (2006), **Branding your city**, <https://ceosforcities.org/branding-your-city/>, accessed (1-12-2015).



## Chapter Two: City Branding

Defining what is the city wants to achieve, and what specific results are seeking the development of a brand strategy, so decision makers should understand the goals and objectives of the branding initiative. Is the primary objective to attract and retain residents? Drive commerce? Attract visitors? Change current perceptions? The answers to these questions (and the priorities among them) help define the scope of the project, the appropriate stakeholders with whom to speak and the key activities that form the approach to the initiative.

### 2.4.1.1.2 Identify the Target Audience and their touching points

Audiences need to be minimized in number and prioritized based on importance. Once target audiences are identified (Business Sector, Residents, Visitors, Political Leaders, Media, etc...), it is important to figure out how to reach them and by which means (touching points), as shown in fig. (2-12).



**Fig. 2-12 Brand idea according to the target groups**

Source: Author

These points of contact, or touch points, may include a wide spectrum of elements such as the physical environment, the airport, street signage, advertising, brochures, website, events, media and even the attitude of residents. These touching points can be divided into three categories<sup>16</sup>.

**Pre-visit/Decision touch points:** include elements that increase awareness and knowledge of the place and drive the target audience to include the place among its options for consideration. They include advertising, public relations, brochures, special events listings, websites and comments from associates or word of mouth.

**During a visit/while making a decision:** include touch points, which the target audience will experience firsthand such as manicured parks, clean streets.

<sup>16</sup> Ceos, (2006), **Branding your city**, <https://ceosforcities.org/branding-your-city/>, accessed (1-12-2015).

## Chapter Two: City Branding

**Post-Visit/decision:** such as comments from colleagues, daily newspapers and other news media, photos and memorable experiences from the visit, direct mail, email marketing, etc.

### 2.4.1.1.3 Identify Current Image and the Aspirational Brand Identity of the City

The ultimate goal is to understand how the target audience perceives the place today so that the gap between the current state and the desired or inspirational state can be assessed; this gap should be closed with the brand positioning. This process takes place in determining the current and ideal persona (points of strength and weakness).

An Aspirational brand identity is how you want to target audiences to view the brand and the benefits they expect to receive from it<sup>17</sup>. It should influence future business and community decisions. It is important for the aspirational identity to be within reach and credible for the brand. Additionally, it should also be an identity that the place can sustain for a long period. Fig. (2-13) shows Chicago's brand identity.

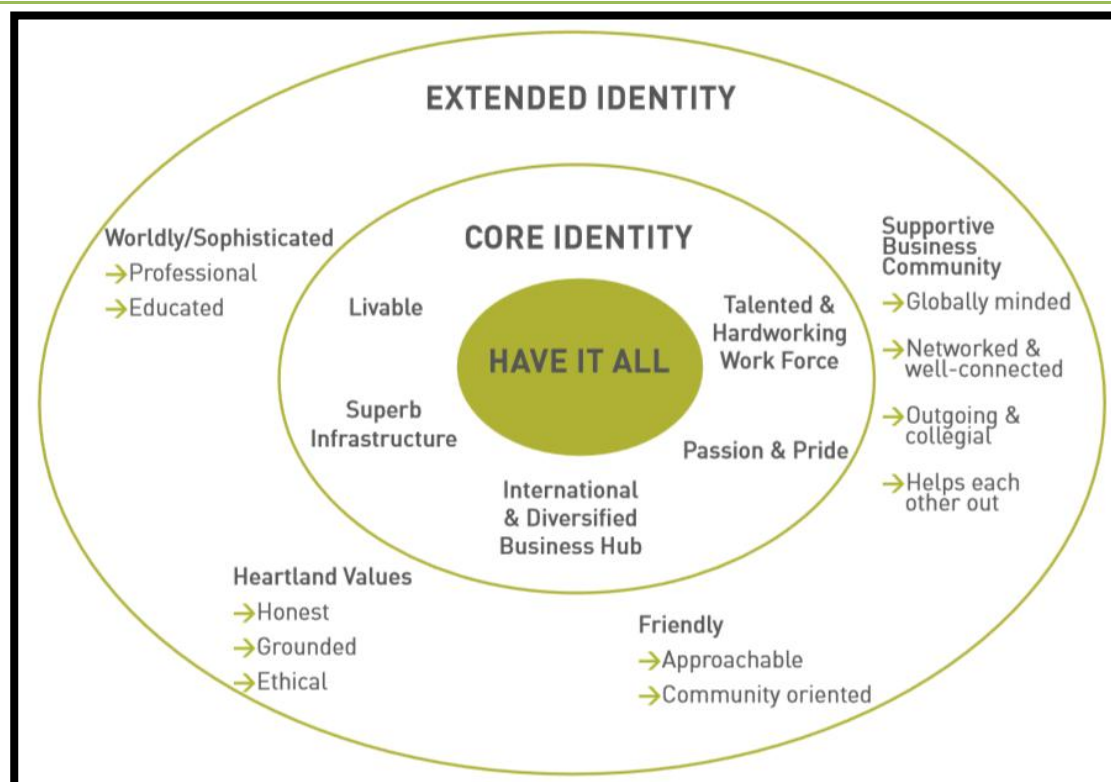


Fig. 2-13 Chicago's brand identity

Source: Ceos, (2006)

### 2.4.1.1.4 Develop the positioning

<sup>17</sup> Ceos, (2006), **Branding your city**, <https://ceosforcities.org/branding-your-city/>, accessed (1-12-2015).

## Chapter Two: City Branding

Understanding the gap between the current image and the aspirational brand identity will influence the evolution of the positioning. Brand positioning is the means for transitioning from a place's current brand image to its aspirational identity, as shown in fig. (2-14).

Essentially, the positioning is a promise or a benefit that a place wants to own in the minds of the target audience. It is different from brand identity in that it is: shorter and more immediate regarding the timeframe, less aspirational and more credible in the near-term, focused on providing its audience a specific benefit<sup>18</sup>.

Once the positioning is defined, it is important to make it actionable for each of the target audiences. Specifically, what does the positioning mean for that audience and what are the key messages that should be communicated to influence their perceptions? There are some messages that will apply to all audiences. However, it is also important to get specific on the detailed messages that are important to each audience.

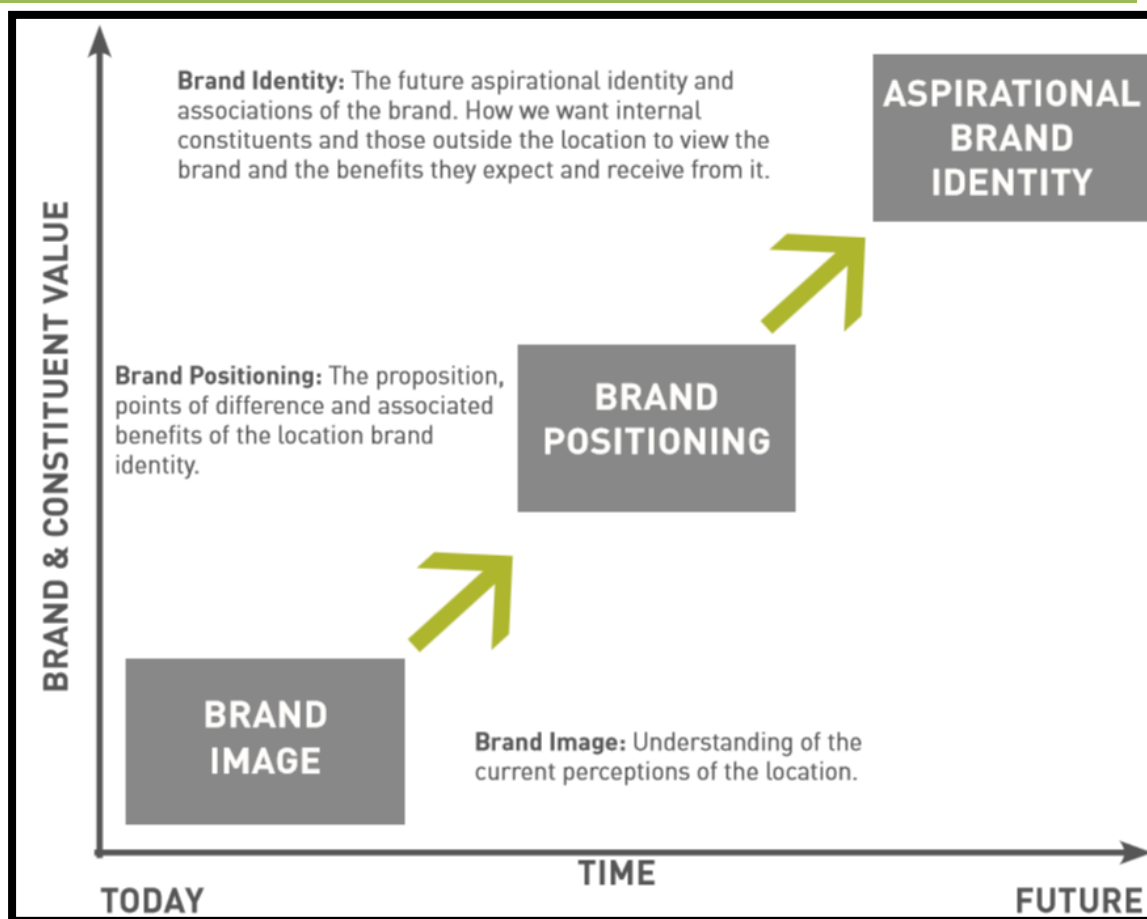


Fig. 2-14 Moving from brand image to brand identity

Source: Ceos, (2006)

<sup>18</sup> Ceos, (2006), **Branding your city**, <https://ceosforcities.org/branding-your-city/>, accessed (1-12-2015).

## Chapter Two: City Branding

### 2.4.2 Involvement of Stake Holders

Stakeholders involved in the process of branding must have strong commitment and conviction to support the brand. This stakeholder involvement needs to meet some requirements<sup>19</sup>:

**Partnership:** the stakeholder representatives need to work together using a partnership approach, to ensure brand credibility.

**Leadership:** the stakeholders' partners need strong leadership to overcome any internal differences and to ensure progress and effective decision making.

**Continuity:** Continuity is fundamental in both the partnership and in the leadership, to ensure a long-term strategy and brand durability.

**Shared vision:** stakeholders must share a vision for the future of the city.

**Action-based implementation:** to implement the brand strategy and create the brand, stakeholders must agree on an appropriate set of actions at each stage.

### 2.4.3 Promoting the Brand

Once a city brand has been developed, the next challenge is to promote and communicate it to the identified target groups. For this purpose, some tools exist, including press relations, advertising, events, social media and ambassador networks. Number of trends can be identified regarding how cities currently promote their brands, as shown in fig. (2-15).



Fig. 2-15 Trends of promoting brands

Source: Author, according to EUROCIITIES, (2010)

<sup>19</sup> Eurocities, (2010), **A Shared vision on City Branding In Europe**, Brussels, Eurocities Brussels Office.



## Chapter Two: City Branding

---

### 2.4.4 Successful Brand Management

A city brand provides an efficient means of illustrating the development and dynamics of a city while at the same time representing continuity and clarity. Successful brand management helps to ensure the brand remains true to the brand strategy while at the same time allowing the brand to adapt to change. The way city brands are managed can vary significantly, depending on the city's geographical and political organizations, the scale of the partnership involved in the branding process, and the degree of consensus amongst stakeholders. The success and style of city brand management depend on various elements<sup>20</sup>:

**The maturity of the stakeholders:** the maturity and experience of the city stakeholders will determine their ability to support the necessarily planned activities.

**The maturity of the strategy:** this allows city branding to strengthen the unity of a city by including a whole range of activities and sectors within the city's overall positioning, vision, and values.

**Specific goals assigned:** brand managers can develop and assign new goals for the brand, as the city changes over time. New brand goals can support the transformation of a city, help to reinforce the city's governance, and make the city more attractive to its target audience by further improving the city's image; they can also generate a new pulse through new projects and events.

### 2.4.5 Measuring the Strength of the Brand

Rankings can be used to give valuable information to a specific city and how it performs compared to other cities, but they face many problems like how to construct a useful index, general problems of ranking such as difficulties in comparing places, problems of over-simplification, or the lack of reliable data must be solved. The objective of these ranks was to provide a solid and objective understanding of the individual cities' positioning and profiles about each other.

## 2.5 Conclusions

Cities need to be famous through positioning on the global map to attract inhabitants, investors, businesses and tourists. City branding has many definitions; most of them agreed on city branding is a tool for creating a unique place identity through the framing of a recognizable image. This process happens according to a strategy that underlines the core values and based on the city vision, stakeholders, and the target groups.

There are four elements that constituting city branding, which are: Brand positioning which concerns with the orientation of the city; the vision, and the values. Secondly the core values of the city, thirdly the attributes possess by the city. Finally; the visual identity of the city which can be recognized and remembered easily.

---

<sup>20</sup> Eurocities, (2010), **A Shared vision on City Branding In Europe**, Brussels, Eurocities Brussels Office.

## Chapter Two: City Branding

---

There are three main trends in branding a city, firstly branding through culture and identity which concerns with branding cities based on cultural facilities and events as in cases of Bilbao and Verona cities, secondly branding through mega events which concerns with important events like Olympic games or world cup or strong event like in cases of Cannes or Sydney cities. Finally city branding through urban image of the city which concerns with the city attractions, landmarks, sightseeing, nodes, squares, and urban spaces like in case of Dubai.

There are some important steps that helps in creating strong city branding, these steps include:

Develop a strong city branding strategy which contains the objectives, core values, key messages, and the target groups.

Involve the important stakeholders who meet the important requirements like partnership, leadership, continuity, and having a shared vision.

Promote the brand by using press relations, events, social media and ambassador networks.

Manage the brand successfully to ensure that the brand is matching with the strategy and adapting to any change. It depends on some elements like the maturity of the stakeholders, the maturity of the strategy, specific goals assigned

Measure the strength of the city branding that gives valuable information to a specific city and how it performs compared to other cities.

### 3 Chapter Three: City Branding Strength

3.1 Introduction.....	33
3.2 City Brand Rankings and Indices .....	33
3.2.1 Anholt- GfK City Brands Index (SM) Ranking (2015) .....	33
3.2.2 City RepTrak – Reputation Index (2015) .....	35
3.2.3 PwC Cities of Opportunity 7 (2016).....	38
3.2.4 The Saffron European City Brand Barometer (2008).....	40
3.2.5 Guardian Cities Global Brand Survey with Saffron Consultants .....	43
3.3 The Relation between Brand Strength, Economy, and Tourism .....	45
3.3.1 Relation between Brand Strength and City Economy .....	45
3.3.2 Relation between Brand Strength and City Tourism .....	48
3.4 Comparative Analysis between City Branding Rankings and Indices .....	55
3.4.1 Summary of city Branding Ranking and Indices .....	55
3.4.2 Comparative Analysis between city branding rankings and indices .....	57
3.5 Theoretical Guideline of Cities with Strong Branding .....	60
3.6 Successful City Branding Process .....	64
3.7 Conclusions .....	66



## Chapter Three: City Branding Strength

---

### 3.1 Introduction

Brand strength is an important indicator of the city branding efficiency, which relies directly on visitors' perceptions, behaviors loyalty, and the brand awareness of the supply side, free exchange of ideas, innovations and synergic interaction between stakeholders.

This chapter aims to study city ranking index and barometers, investigate the relationship between brand strength, economic strength, and tourism intensity of cities. Finally concludes a theoretical guideline for cities with strong city branding.

### 3.2 City Brand Rankings and Indices

The following city brand rankings and reports provide insights into the perception, image and reputation of cities:

#### 3.2.1 Anholt- GfK City Brands Index (SM) Ranking (2015)

Simon Anholt: is an independent policy advisor who helps national, regional and city governments develop and implement strategies for enhanced economic, political and cultural engagement with other countries<sup>1</sup>.

GfK: Roper Public Affairs & Media is a division of GfK Custom Research North America specializing in customized public opinion polling, media & communications research, and corporate reputation measurement – in the US and globally. In addition to delivering a broad range of customized research studies, GfK Roper Public Affairs & Media draws from GfK's syndicated consumer tracking services, which monitor consumer values, beliefs, attitudes and behaviors in the US and more than 25 other countries<sup>2</sup>.

The index measures the world's perception of each city, which influences people's choices about where to live, work and vacation. The Anholt-GfK Roper City Brands Index measures the image of 50 cities based on more than 50 questions related to perceptions of their Presence, Place, Pre-requisite, People, Pulse, and Potential. The 50 cities ranked in the survey are as follows<sup>3</sup>:

**Western Europe:** Amsterdam, Barcelona, Basel, Berlin, Brussels, Dublin, Edinburgh, Geneva, London, Madrid, Milan, Paris, Rome, Stockholm, Munich.

**Central/Eastern Europe:** Istanbul, Moscow, Prague, Vienna, Warsaw .

**Asia Pacific:** Auckland, Bangkok, Beijing, Hong Kong, Melbourne, Mumbai, Seoul, Shanghai, Singapore, Sydney, Tokyo.

---

<sup>1</sup> <http://www.simonanholt.com/>, accessed (20-8-2015).

<sup>2</sup> <http://www.gfk.com>, accessed (20-8-2015).

<sup>3</sup> <http://www.gfk.com/en-us/insights/press-release/toronto-drops-out-of-top-10-in-latest-city-brands-index-report/>, accessed (20-3-2016).

## Chapter Three: City Branding Strength

**North America:** Chicago, Denver, Los Angeles, New York, Philadelphia, Seattle, Toronto, Washington D.C., Dallas Fort Worth, Houston.

**Latin America:** Buenos Aires, Mexico City, Rio de Janeiro.

**Middle East/Africa:** Cairo, Cape Town, Doha, Dubai, Durban, Johannesburg.

### 3.2.1.1 The City Brand Hexagon

The ranking is developed by averaging City scores across the index's six categories, shown in fig. (3-1): Presence (knowledge of city and perception of its global contribution), Place (cleanliness, aesthetic qualities and climate), Pre-requisites (affordable accommodations and quality of public amenities), People (friendliness, personal encounters and cultural diversity), Pulse (interesting events, activities and lifestyles) and Potential (perception as good place to do business, to find a job and to go to school)<sup>4</sup>.

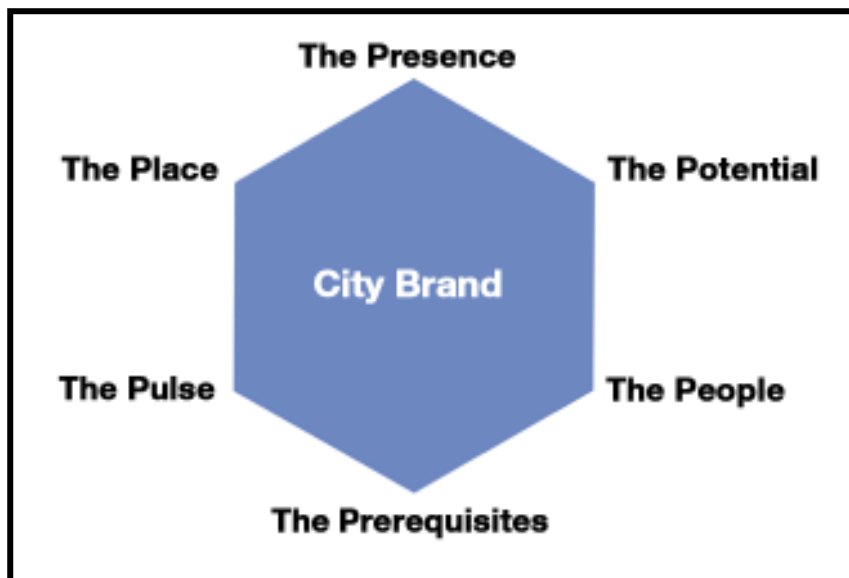


Fig. 3-1 Anholt city brand hexagon

Source: Anholt, S., (2005).

### 3.2.1.2 The Result of the Ranking

London, Sydney, Paris, New York, and Los Angeles voted as the top five best cities, overall. Table (3-1) shows the results of the top 10 cities in 2015.

<sup>4</sup> Gfk, (2009), **Paris Tops Ranking In Global City Image Study**, GfK Roper Public Affairs & Media and Simon Anholt Release 2009 City Brands Index, <http://www.marketresearchworld.net/content/view/2647/77/>, accessed (25-8-2015).

## Chapter Three: City Branding Strength

Anholt-GfK City Brands Index <sup>SM</sup>		
-	2015	2013
<b>Paris</b>	1	3
<b>London</b>	2	1
<b>New York City</b>	3	4
<b>Sydney</b>	4	2
<b>Los Angeles</b>	5	7
<b>Rome</b>	6	5
<b>Berlin</b>	7	12
<b>Amsterdam</b>	8	11
<b>Melbourne</b>	9	10
<b>Washington, D.C.</b>	10	6

**Table 3-1 Top 10 Anholt City Brands Index 2015**

Source: <http://www.gfk.com/en-us/insights/press-release/toronto-drops-out-of-top-10-in-latest-city-brands-index-report/>, accessed (20-3-2016).

### 3.2.2 City RepTrak – Reputation Index (2015)

It is a global online survey of more than 19,000 consumers, collected in the G8 countries, shown in fig. (3-2) ranks the world’s 100 most reputable cities.

#### 3.2.2.1 Points of analysis

The ranking relied on levels of trust, esteem, admiration and respect, as well as perceptions regarding 13 attributes, grouped into the following three attributes, as shown in fig. (3-3).

##### 3.2.2.1.1 Appealing Environment

Represents 37.7%, and includes three main points: beautiful city, appealing experiences, and well-known personalities.

##### 3.2.2.1.2 Effective Government

Represents 34.7%, and includes : social, economic & environmental policies, safety, well-respected leaders, well-developed political & legal institutions, and adequate transport, communications & infrastructure.

##### 3.2.2.1.3 Advanced Economy

Represents 27.6%, and includes: financially stable & future growth, well-respected products & services, business environment, technology, headquarters of leading companies.

## Chapter Three: City Branding Strength



Fig. 3-2 The great countries of the survey

Source: City RepTrak, (2015).

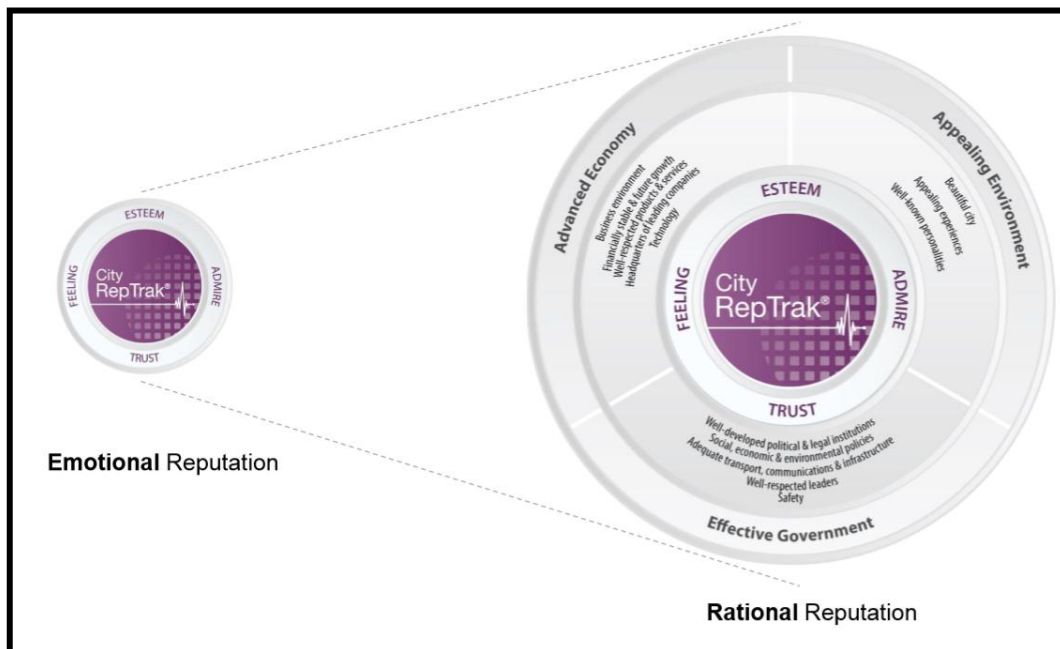


Fig. 3-3 The city RepTrak Model

Source: City RepTrak, (2015).

### 3.2.2.2 Selection of cities









































These cities selected based on largest populations, Largest GDP, and Cities that enjoy the highest amount of tourism.

### 3.2.2.3 Results of the Index

The top 10 cities in order are Sydney, Melbourne, Stockholm, Vienna, Vancouver, Barcelona, Edinburgh, Geneva, Copenhagen, and Venice. Fig. (3-4) shows the top 10 cities in the recent years, while fig. (3-5) shows the rating of the top 34 cities respectively.

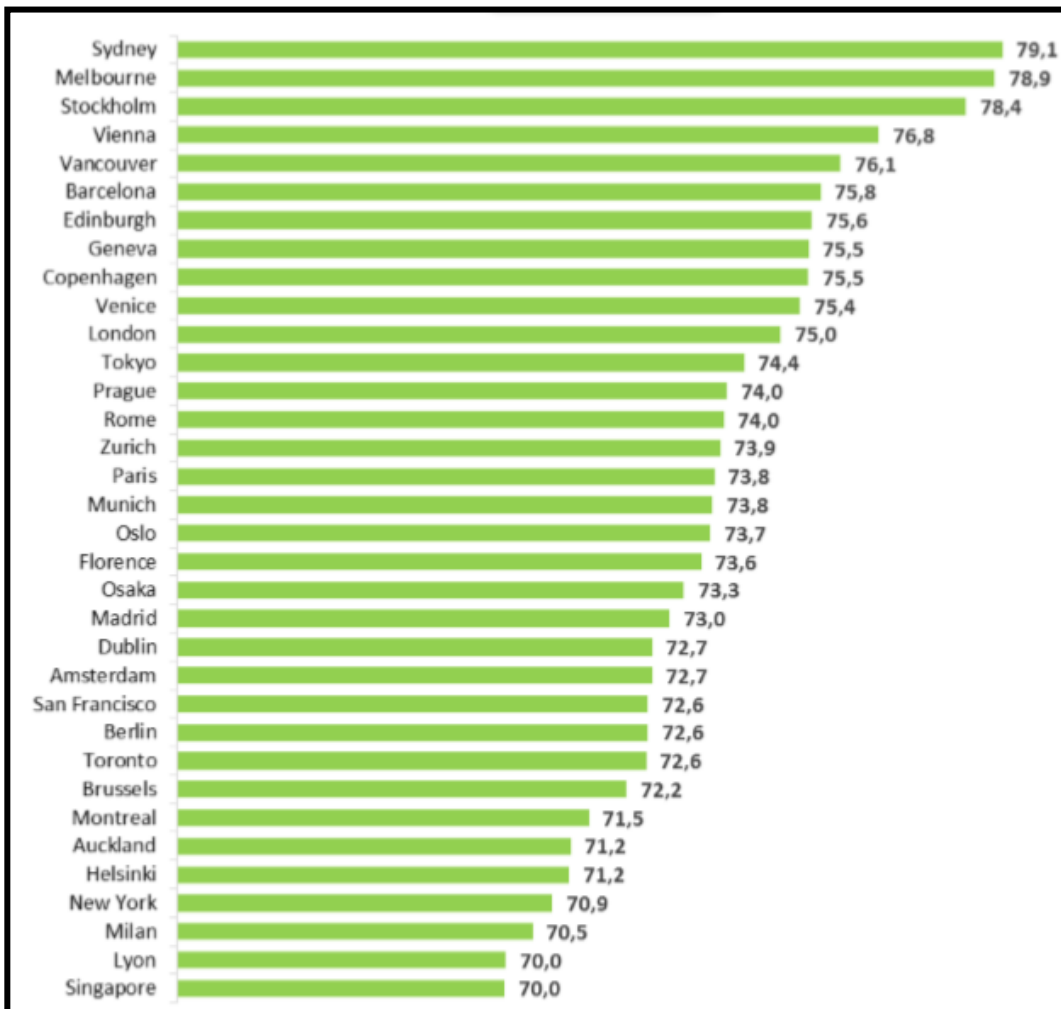


## Chapter Three: City Branding Strength

	2015	2014	2013	2012	2011
1	Sydney 	Vienna 	Sydney 	Vancouver 	London 
2	Melbourne 	Munich 	Toronto 	Vienna 	Geneva 
3	Stockholm 	Sydney 	Stockholm 	Sydney 	Sydney 
4	Vienna 	Florence 	Vienna 	Copenhagen 	Vienna 
5	Vancouver 	Venice 	Venice 	Oslo 	Venice 
6	Barcelona 	Oslo 	Florence 	Barcelona 	Rome 
7	Edinburgh 	Vancouver 	Edinburgh 	Florence 	Barcelona 
8	Geneva 	London 	Zurich 	Venice 	Oslo 
9	Copenhagen 	Barcelona 	London 	Stockholm 	Florence 
10	Venice 	Montreal 	Copenhagen 	Melbourne 	Vancouver 

**Fig. 3-4 The top 10 cities in recent years**

Source: City RepTrak, (2015).



**Fig. 3-5 Top 34 cities**

Source: City RepTrak, (2015).

### 3.2.3 PwC Cities of Opportunity 7 (2016)

Cities of Opportunity are a continually evolving project created for cities, their leaders, businesses, and citizens seeking to improve their economies and quality of life. This study includes 67 variables; that have been ranked, scored, and then placed into their 10 indicators for all 30 cities<sup>5</sup>.

#### 3.2.3.1 Factors that contribute to successful cities

Cities of Opportunity organized their 10 indicators into three families that reflect the fundamentals of a well-balanced city<sup>6</sup>:

##### 3.2.3.1.1 Tools for a Changing World

The group is concerned with three indicators that best measure those tools: intellectual capital and innovation, technology readiness, and city gateway; that a city increasingly needs in a globally integrated, knowledge-based world.

##### 3.2.3.1.2 Quality of Life

The second group assesses the quality of life through four indicators: transportation and infrastructure; health, safety, and security; sustainability and the natural environment; and demographics and livability.

##### 3.2.3.1.3 Economics

The last group measures cities' economic potency through the three indicators of economic clout, ease of doing business, and cost.

#### 3.2.3.2 The Results

Each city's score (here 1,466 to 316) is the sum of its rankings across variables. The cities rank in each indicator from 30 to one based on these scores, as shown in fig. (3-6).

---

<sup>5</sup> <http://www.pwc.com/us/en/cities-of-opportunity.html>, accessed (31-1-2017).

<sup>6</sup> <http://www.pwc.com/us/en/cities-of-opportunity.html>, accessed (31-1-2017).

## Chapter Three: City Branding Strength

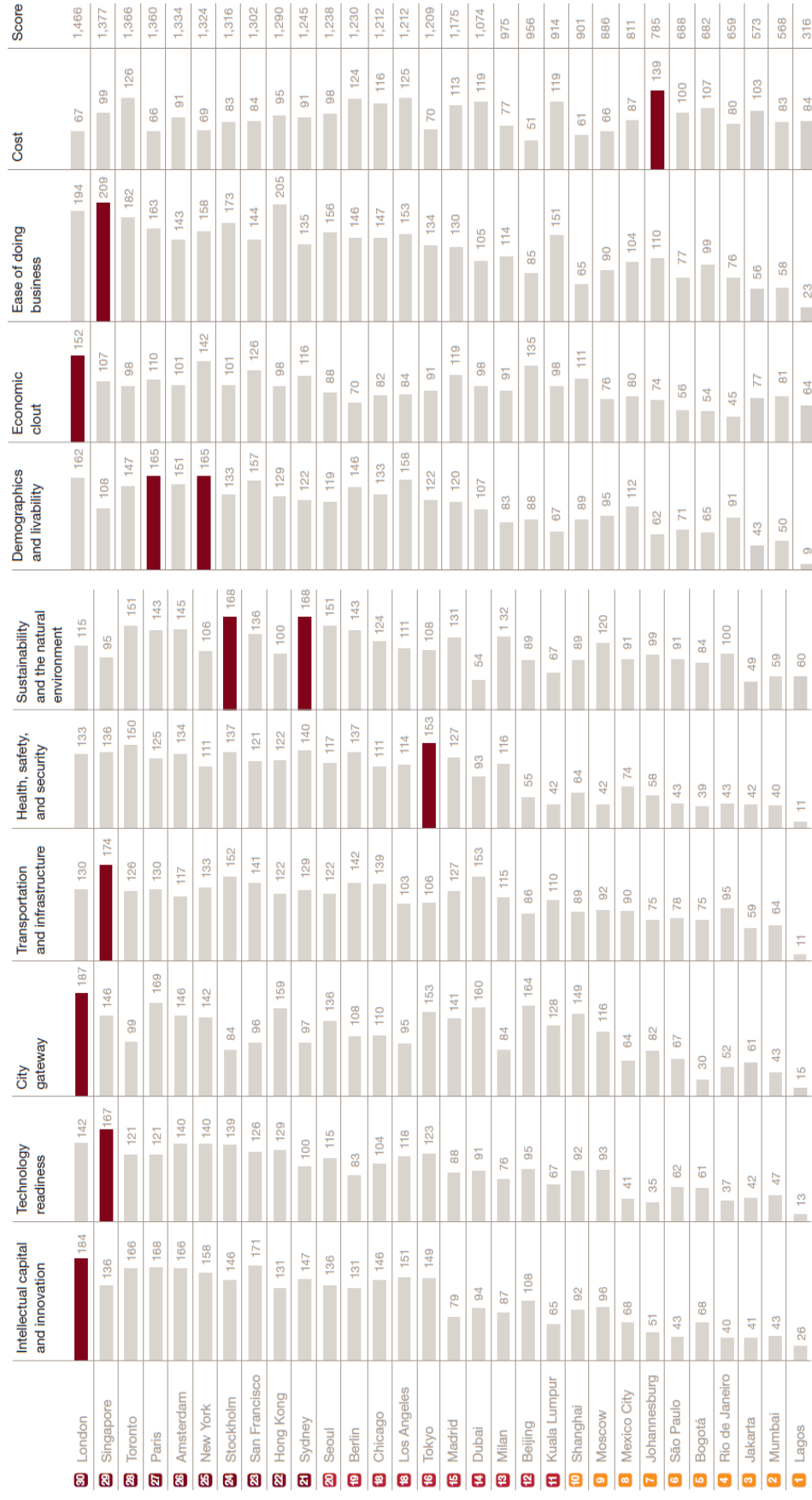


Fig. 3-6 Rankings of the cities from the highest to the lowest PWC 7

Source: <http://www.pwc.com/us/en/cities-of-opportunity.html>, accessed (20-6-2016).

## Chapter Three: City Branding Strength

---

### 3.2.4 The Saffron<sup>7</sup> European City Brand Barometer (2008)

The Barometer measures the strength of cities' brands and assesses how well cities use branding to exploit their assets. Saffron set ten qualitative factors (the Saffron City brand criteria) that city should work on if it wants to improve its standing in the world. They looked at European cities with populations of 450,000 or more, plus Manchester, Bristol, Cardiff, Leeds, and Newcastle, (important UK cities with populations less than that). Altogether there are 72 cities in this analysis<sup>8</sup>.

#### 3.2.4.1 The analysis looks at two different qualities

This ranking uses two comprehensive aspects: City asset strength (which asks: looking only at the observable and measurable features of the city how strong could the city's brand be?) and City brand strength (which asks: right now, how strong is the city's brand really?).

##### 3.2.4.1.1 The city asset strength (maximum possible points)<sup>9</sup>

The most desirable assets in order of weighted importance were:

a) **Cultural factors:**

Consists of four main factors; which are:

**Sightseeing and historical attractions (20%)**

**Cuisine and restaurants (15%)**

**Shopping (10%)**

**Economic significance or prosperity (20%)**

b) **Amenity factors:**

Consists of three main factors; which are:

**Costs very little to enjoy (10%)**

**Has good weather (10%)**

**Easy to get around on foot and public transport (15%)**

---

<sup>7</sup> **Saffron Consultant:** founded in 2001, it is an independent consulting firm working for companies, countries and other enterprises on issues related to branding and identity, <http://saffron-consultants.com>, accessed (20-8-2015).

<sup>8</sup> Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

<sup>9</sup> Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

## Chapter Three: City Branding Strength

---

### 3.2.4.1.2 City brand strength (maximum possible points)<sup>10</sup>

They chose four factors, equally weighted, which are:

**a) Pictorially recognized (25%)**

Meaning, could many people recognize the city from a postcard without having to read the description on the back.

**b) Quantity/strength of positive/attractive qualities (25%)**

Meaning, what prompted and unprompted associations do people have of the city.

**c) Conversational value (25%)**

Meaning, how interesting would it be at a cocktail party to say, “Hey, I just got back from \_\_\_\_\_.”).

**d) Media recognition (25%)**

Determined through counting the media references to the city over a set period.

### 3.2.4.2 Scoring and outputs

They calculated city asset strength (to a maximum of 100) and city brand strength (to a maximum of 100). With these scores, they created the European City Brand Barometer, which yielded a set of quantitative results:

- City brand strength: reveals the brand score and ranking for each of the 72 cities
- City asset strength: shows the asset score and ranking for each of the 72 cities
- Brand utilization: reveals quantitatively how well the cities are living up to their brand potential (by calculating brand strength as a percentage of asset strength for each city).

**The quantitative data was then used to create a visual interpretation of the results:**

- The City Brand Barometer: graphical illustration of how the cities match up against one another (by plotting city brand strength versus city asset strength on an X-Y grid), as shown in fig. (3-7).

---

<sup>10</sup> Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

# Chapter Three: City Branding Strength

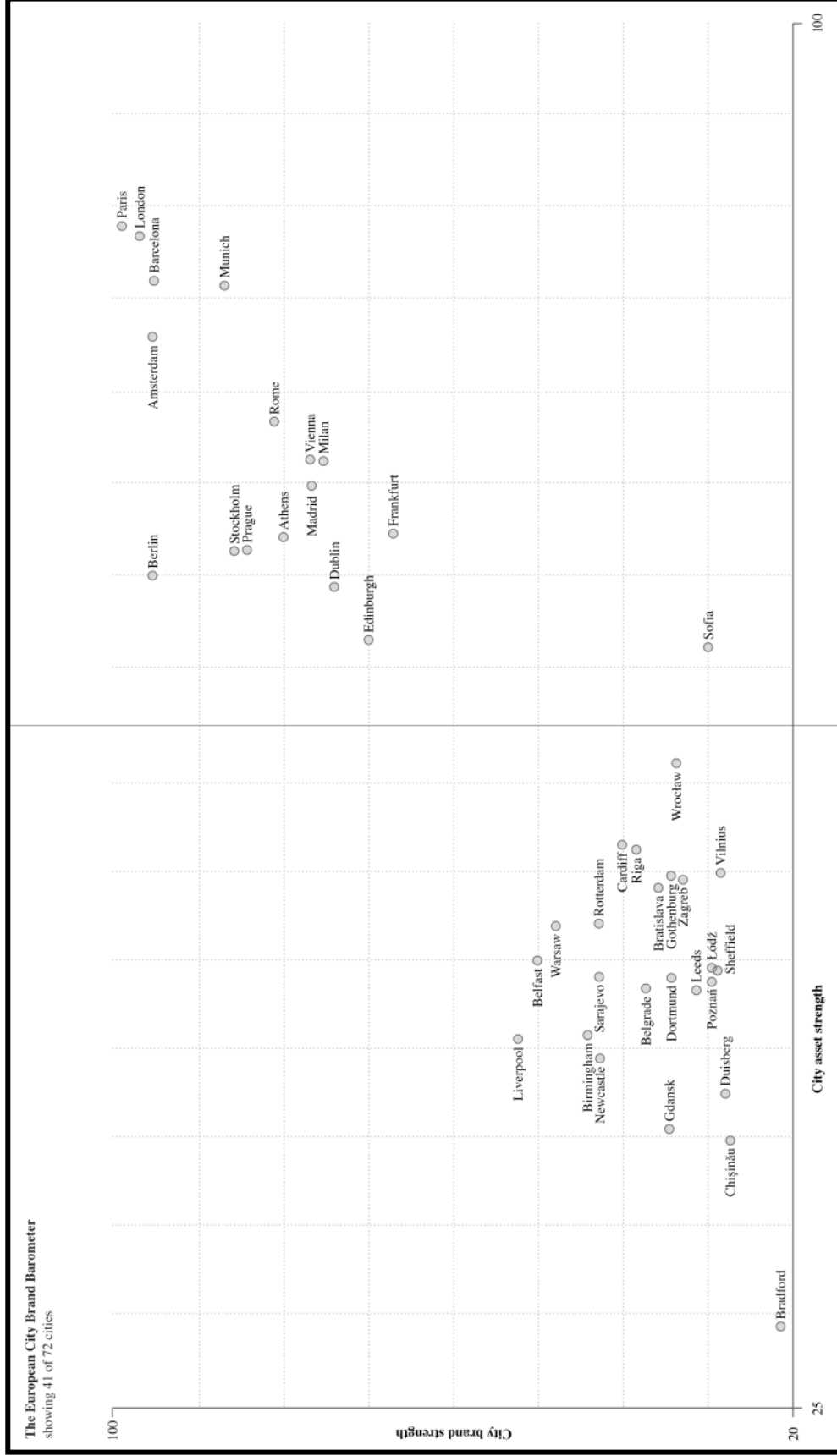


Fig. 3-7 The European City brand barometer

Source: Hildreth, J., (2008).

## Chapter Three: City Branding Strength

---

### 3.2.5 Guardian Cities Global Brand Survey with Saffron Consultants

The Guardian Cities global city brand barometer is the update of Saffron European City Brand Barometer 2008 study into an assessment of 57 major cities around the world.

The brand barometer examines a sample of 57 cities selected on the basis of where they rank in global indicators for tourism, liveability, doing business and attracting foreign direct investment. It measures two aspects of a city's brand: its “assets” – attractions, climate, infrastructure (particularly transport), safety and economic prosperity – and its “buzz”, a combination of social media (Facebook likes and Twitter sentiment analysis) and media mentions. Assets and buzz were each graded out of 10; the numbers were added to produce a total score<sup>11</sup>. The results were used to produce a graph that examines the relationship between a city's assets and the buzz it generates - and consequently how cities compare with each other.

#### 3.2.5.1 Results of the survey

Fig. (3-8) shows the results by placing cities in the following categories<sup>12</sup>:

**Top 4:** the cities that have the highest asset score and highest buzz score and thus the leading cities in terms of brand utilisation.

**Challengers:** the cities that are now competing with the Top 4, given their high buzz score and ever-increasing asset score.

**Ones to Watch:** the cities with an average asset score but a higher than average buzz score. These are the cities expected to follow the Challengers in competing with the Top 4.

**Underperformers:** the cities that have a high asset score but a low buzz score and are, therefore, not best utilising their assets in creating buzz.

---

<sup>11</sup><http://www.theguardian.com/cities/datablog/2014/may/06/world-cities-most-powerful-brands-get-the-data>, accessed (15-3-2016).

<sup>12</sup> Knapp, B., (2014), City Brand Barometer, <http://saffron-consultants.com/views/city-brand-barometer/>, accessed (26-4-2016).

## Chapter Three: City Branding Strength

Ranking	City	Total Strength Out of 20	Buzz Strength	Asset Strength
1	Los Angeles	18	10	8
2	New York City	17.7	10	7.7
3	London	17.3	10	7.3
4	Paris	17.2	10	7.2
5	Seoul	15.9	8	7.9
6	Barcelona	15.8	9	6.8
7	Rio de Janeiro	15.3	9	6.3
8	San Francisco	15.2	8	7.2
9	Las Vegas	15.2	9	6.2
10	Dubai	14.6	9	5.6
11	Istanbul	14.6	9	5.6
12	Madrid	14.4	7	7.4
13	Chicago	14.3	8	6.3
14	Singapore	14	5	9
15	Bangkok	13.6	7	6.6
16	Sydney	13.4	6	7.4
17	Mexico City	13.4	7	6.4
18	Buenos Aires	13.3	7	6.3
19	Mumbai	13.3	8	5.3
20	Sao Paulo	12.2	7	5.2
21	Mecca	12	7	5
22	Atlanta	11.8	6	5.8
23	Melbourne	11.7	6	5.7
24	Milan	11.4	5	6.4
25	Berlin	11.4	5	6.4
26	Rome	11	5	6
27	Bangalore	10.5	6	4.5
28	Tokyo	10.3	2	8.3
29	Riyadh	10	5	5
30	Delhi	9.9	4	5.9

Ranking	City	Total Strength Out of 20	Buzz Strength	Asset Strength
31	Kuala Lumpur	9.9	5	4.9
32	Santiago	9.8	5	4.8
33	Shanghai	9.7	1	8.7
34	Abu Dhabi	9.7	4	5.7
35	Hanoi	9.5	6	3.5
36	Lisbon	9.4	3	6.4
37	Washington DC	9.4	3	6.4
38	Beijing	8.8	1	7.8
39	Vienna	8.8	2	6.8
40	Seattle	8.7	3	5.7
41	Vancouver	8.6	3	5.6
42	Salvador	8.4	4	4.4
43	Lima	7.6	4	3.6
44	Venice	7.3	1	6.3
45	Doha	7.3	2	5.3
46	Macau	7.2	1	6.2
47	Marrakech	6.9	2	4.9
48	Copenhagen	6.8	1	5.8
49	Tel Aviv	6.7	1	5.7
50	Algiers	6.2	4	2.2
51	Sofia	6.1	2	4.1
52	Oslo	6	1	5
53	Lagos	5.6	3	2.6
54	Krakow	5.4	1	4.4
55	Chittagong	4.2	1	3.2
56	Cape Town	3.7	1	2.7
57	Nairobi	2.9	1	1.9

Fig. 3-8 Guardian Cities global city brand barometer results

Source: <http://www.theguardian.com/cities/datablog/2014/may/06/world-cities-most-powerful-brands-get-the-data>, accessed (15-3-2016).



### 3.3 The Relation between Brand Strength, Economy, and Tourism

Economic competition of cities from the point of view of tourism, trade and investments is becoming very intensive as the world economy goes global. Certain cities are attracting all of the assets and the attention while others are becoming more or less invisible. One of the key prerequisites for the success of cities is their overall image, or so-called „city branding“. The perception of the city affects its attractiveness to tourists, foreign investors or potential students<sup>13</sup>.

In this respect, brand strength seen as an important indicator of the city branding efficiency, which directly depends on visitors' perceptions, behaviors, and loyalty, but also on the brand awareness of the supply side, free exchange of ideas, innovations and synergic interaction between stakeholders. This part is focused on the Top Destination Capitals by International Overnight Visitors (Visitors are defined as those arriving from outside of the country and who stay at least one night in the destination city)<sup>14</sup>.

#### 3.3.1 Relation between Brand Strength and City Economy

Cities now compete with each other to attract businesses in order to build long-term economic growth for themselves and their residents. Competition among global cities for a share of international business, trade and investment is intensifying. Whether from east or west, how successfully these cities project their business assets and attractions could mean the difference between future prosperity and obscurity.

##### 3.3.1.1 The World City Business Brand Barometer (2015)

This Study ranks the world's largest cities based on a comparison of their business assets and brand strength. It ranks 67 of the world's largest cities (the most populated cities) across all continents around the world based on a comparison of their business assets and brand strength; in order to find out what cities best use their assets and resources in creating a strong brand to attract and retain business in their city<sup>15</sup>. There is a direct correlation between asset strength and brand strength, where<sup>16</sup>:

- Cities with a high asset score should also have a high buzz score, implying that the city is using its assets effectively to generate a strong business

---

<sup>13</sup> Herget, J., Petrů, Z., Abrahám, J. (2015), **City branding and its economic impacts on tourism**, Economics and Sociology, Vol. 8, No 1, pp. 119-126.

<sup>14</sup> Wong, Y., Choong, D., (2015), **MasterCard Global Destination Cities Index**, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>.

<sup>15</sup> Knapp, B., (2015), **London risks being sunk by American, other EU and Asian cities**, <http://saffron-consultants.com/views/london-risks-being-sunk-by-american-other-eu-and-a/>, accessed (25-4-2016).

<sup>16</sup> Saffron Brand Consultants, **The World City Business Brand Barometer: Revealing which cities get the business brand they deserve**, <http://saffron-consultants.com/>, accessed (25-4-2016).

## Chapter Three: City Branding Strength

---

brand. By contrast, cities with a low asset score should also have a low buzz score.

- Cities with a combination of high asset score and high buzz score have high brand strength.

### 3.3.1.1.1 Measuring Asset Strength<sup>17</sup>

Each city is scored based on the following variables with: quality of cuisine and restaurants, number of sightseeing and historical attractions, ease to get around on foot and public transport, safety, cost of living, weather, ease of doing business, foreign direct investment going into the city, whether the city invests in innovation and technology, City GDP.

Some asset variables focus on residential life while others are clear business indicators. In order to calculate the total asset strength, the assets divided into two groups:

**Assets that favor residential life:** includes quality of cuisine and restaurants, number of sightseeing and historical attractions, ease of getting around by foot or public transport and cost of living.

**Assets that favor business:** includes safety, weather, ease of doing business, foreign direct investment, investment in innovation and city GDP.

The average score for each group and weighted group 2 (assets that favor business) by 75% while group 1 (assets that favor residential life) was weighted by 25%.

### 3.3.1.1.2 Buzz Strength<sup>18</sup>

Buzz is a subjective measure, which calculates the general visibility of a city and whether it held in high regard to conduct business. In order to add a quantitative element, Google Trends were used. This web analytics tool calculates how many times a city searched for on Google. The theory being that the more times a city searched for on Google, the more interest people have with it – the more buzz it is generating. The variables for buzz included:

**Qualitative:** includes quantity and strength of historical associations, quantity and strength of positive/ attractive associations, and conversational value.

**Quantitative:** Google trends ranking.

---

<sup>17</sup> Saffron Brand Consultants, **The World City Business Brand Barometer: Revealing which cities get the business brand they deserve**, <http://saffron-consultants.com/>, accessed (25-4-2016).

<sup>18</sup> Saffron Brand Consultants, (2015), Ibid.

## Chapter Three: City Branding Strength

### 3.3.1.1.3 The Results:

Fig. (3-9) shows the Graph of the cities and their ranking

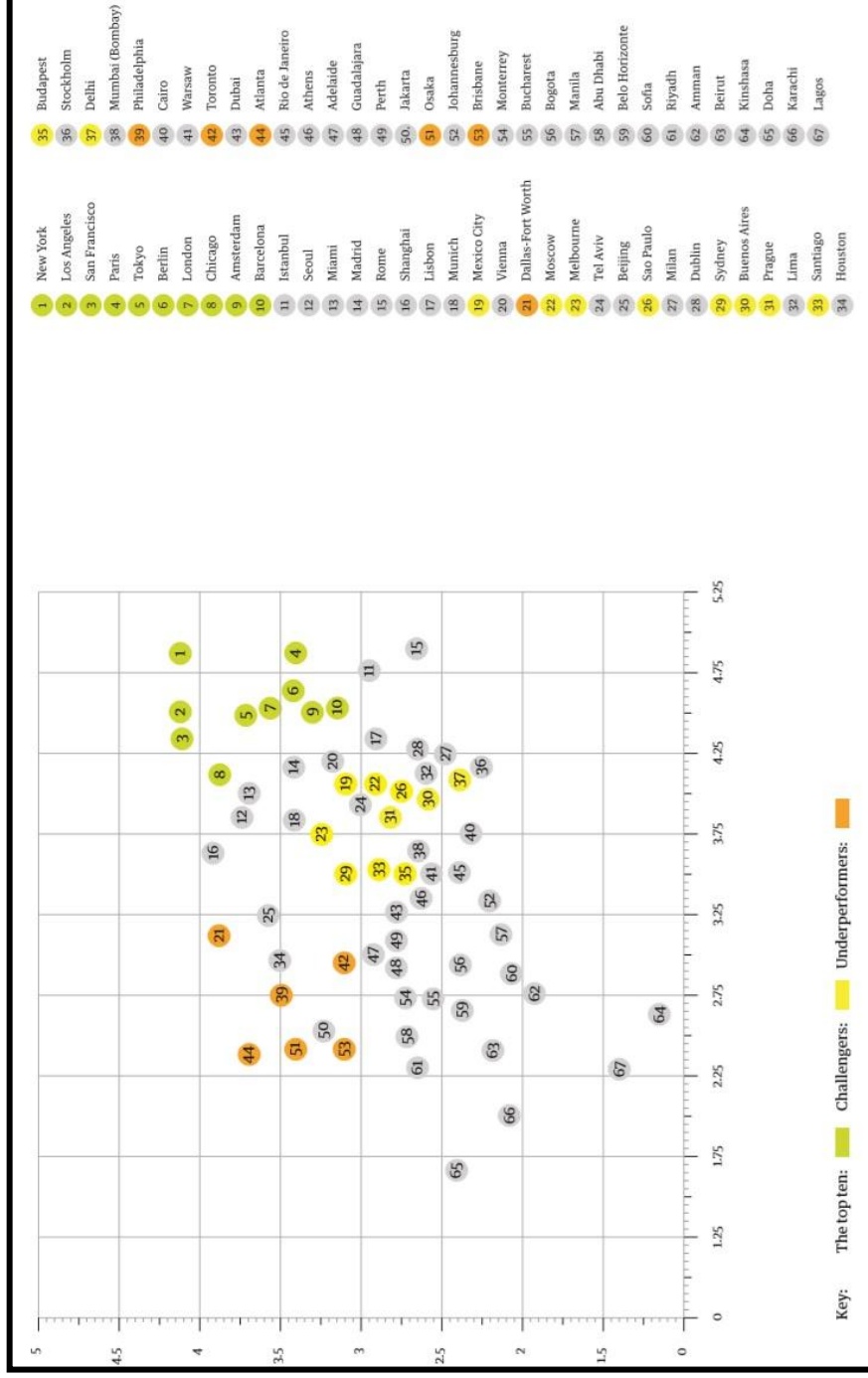


Fig. 3-9 Graph of the cities and their ranking

Source: Saffron Brand Consultants, The World City Business Brand Barometer: Revealing which cities get the business brand they deserve, <http://saffron-consultants.com/>, accessed (25-4-2016).

## Chapter Three: City Branding Strength

### 3.3.2 Relation between Brand Strength and City Tourism

This Part analyzes the relationship between brand strength and tourism intensity indices, and determines to what extent the implementation of the branding process can have an impact on building a destination's brand strength and tourism economic performance in the world capital cities.

#### 3.3.2.1 Master Card 2015 Global Destination Cities Index

London is again the world top-ranked destination city with 18.82 million international visitors expected in 2015, slightly ahead of the second-ranked Bangkok with 18.24 million. London had topped the Index in five out of seven years, except 2012 and 2013, when Bangkok held the lead position. Given the very thin margin, that London has over Bangkok, about half a million international visitors, their rivalry for the top rank is likely to persist. They are followed by Paris, Dubai, Istanbul, New York, Singapore, Kuala Lumpur, Seoul and Hong Kong in the world top ten<sup>19</sup>.



Fig. 3-10 Global top 20 destination cities by international overnight visitors 2015

Source: Wong, Y., Choong, D., (2015).

Fig. (3-10) shows the top 20 destination cities by the international overnight visitors, while fig. (3-11) shows the growth rates of the world top 20 destination cities between 2012 and 2015 (2014 rank in parenthesis).

<sup>19</sup> Wong, Y., Choong, D., (2015), MasterCard Global Destination Cities Index, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>.

## Chapter Three: City Branding Strength

2015 rank (2014 rank)	Destination City	Country	2015 Overnight International Visitors (millions)						2015 Visitor (millions)
			1 (1)	2012	2013	2014	2015	%Δ 2014 & 2015	
1 (1)	London	United Kingdom	15.29	15.46	16.78	17.75	<b>18.82</b>	6.0%	\$20.2
2 (2)	Bangkok	Thailand	13.80	15.82	17.47	16.89	<b>18.24</b>	8.0%	\$12.4
3 (3)	Paris	France	14.02	14.29	15.52	15.56	<b>16.06</b>	3.2%	\$16.6
4 (4)	Dubai	UAE	9.91	10.94	12.18	13.20	<b>14.26</b>	8.0%	\$11.7
5 (7)↑	Istanbul	Turkey	7.51	8.82	9.87	11.27	<b>12.56</b>	11.4%	\$9.4
6 (5)↓	New York	USA	10.26	10.59	11.07	11.86	<b>12.27</b>	3.5%	\$17.4
7 (6)↓	Singapore	Singapore	10.39	11.10	11.90	11.53	<b>11.88</b>	3.0%	\$14.7
8 (8)	Kuala Lumpur	Malaysia	9.48	9.63	9.89	10.53	<b>11.12</b>	5.6%	\$12.0
9 (9)	Seoul	South Korea	6.56	7.51	8.03	9.84	<b>10.35</b>	5.2%	\$15.2
10 (10)	Hong Kong	Hong Kong (SAR) China	8.43	8.37	8.26	8.37	<b>8.66</b>	3.5%	\$7.4
11 (11)	Tokyo	Japan	3.26	4.89	5.40	7.68	<b>8.08</b>	5.1%	\$8.4
12 (12)	Barcelona	Spain	6.89	6.91	7.18	7.42	<b>7.63</b>	2.9%	\$13.9
13 (13)	Amsterdam	Netherlands	6.06	6.10	6.65	7.29	<b>7.44</b>	2.1%	\$3.7
14 (14)	Rome	Italy	6.66	6.73	7.04	7.05	<b>7.41</b>	5.0%	\$5.3
15 (15)	Milan	Italy	6.59	6.88	6.99	7.01	<b>7.17</b>	2.3%	\$4.9
16 (16)	Taipei	Chinese Taipei	3.96	4.70	5.83	6.38	<b>6.55</b>	2.5%	\$9.3
17 (17)	Shanghai	China	6.18	6.04	5.71	5.68	<b>5.85</b>	3.0%	\$5.1
18 (18)	Vienna	Austria	5.08	5.38	5.55	5.66	<b>5.81</b>	2.6%	\$4.6
19 (19)	Prague	Czech Republic	4.36	4.92	5.05	5.23	<b>5.47</b>	4.5%	\$3.3
20 (20)	Los Angeles	USA	4.45	4.48	4.60	4.94	<b>5.20</b>	5.3%	\$7.4

Fig. 3-11 The growth rates of the world top 20 destination cities between 2012 and 2015

Source: Wong, Y., Choong, D., (2015).

### 3.3.2.1.1 Top 10 Destination Cities in Asia/Pacific

The top ten destination cities in Asia/Pacific and their visitor numbers and cross-border spending are summarized in fig. (3-12):

2015 rank (2014 rank)	Destination City	Country	2015 Overnight International Visitors (millions)						2015 Visitor Spend (US\$bn)
			2011	2012	2013	2014	2015	%Δ 2014 & 2015	
1 (1)	Bangkok	Thailand	13.80	15.82	17.47	16.89	<b>18.24</b>	8.0%	\$12.4
2 (2)	Singapore	Singapore	10.39	11.10	11.90	11.53	<b>11.88</b>	3.0%	\$14.7
3 (3)	Kuala Lumpur	Malaysia	9.48	9.63	9.89	10.53	<b>11.12</b>	5.6%	\$12.0
4 (4)	Seoul	South Korea	6.56	7.51	8.03	9.84	<b>10.35</b>	5.2%	\$15.2
5 (5)	Hong Kong	Hong Kong (SAR) China	8.43	8.37	8.26	8.37	<b>8.66</b>	3.5%	\$7.4
6 (6)	Tokyo	Japan	3.26	4.89	5.40	7.68	<b>8.08</b>	5.1%	\$8.4
7 (7)	Taipei	Chinese Taipei	3.96	4.70	5.83	6.38	<b>6.55</b>	2.5%	\$9.3
8 (8)	Shanghai	China	6.18	6.04	5.71	5.68	<b>5.85</b>	3.0%	\$5.1
9 (9)	Mumbai	India	4.82	2.65	4.16	4.45	<b>4.75</b>	6.6%	\$3.3
10 (11)↑	Osaka	Japan	1.81	2.41	3.32	4.22	<b>4.58</b>	8.5%	\$2.7

Fig. 3-12 Asia/Pacific's top 10 destination cities by international overnight visitors

Source: Wong, Y., Choong, D., (2015).

### 3.3.2.1.2 Top 10 Destination Cities in Europe

## Chapter Three: City Branding Strength

The top ten destination cities in Europe and their visitor numbers and cross-border spending are summarized in fig. (3-13):

2015 rank (2014 rank)	Destination City	Country	2015 Overnight International Visitors (millions)						2015 Visitor Spend (US\$bn)
			1 (1)	2012	2013	2014	2015	%Δ 2014 & 2015	
1 (1)	London	United Kingdom	15.29	15.46	16.78	17.75	<b>18.82</b>	6.0%	\$20.2
2 (2)	Paris	France	14.02	14.29	15.52	15.56	<b>16.06</b>	3.2%	\$16.6
3 (3)	Istanbul	Turkey	7.51	8.82	9.87	11.27	<b>12.56</b>	11.4%	\$9.4
4 (4)	Barcelona	Spain	6.89	6.91	7.18	7.42	<b>7.63</b>	2.9%	\$13.9
5 (5)	Amsterdam	Netherlands	6.07	6.10	6.65	7.29	<b>7.44</b>	2.1%	\$3.7
6 (6)	Rome	Italy	6.66	6.73	7.04	7.05	<b>7.41</b>	5.0%	\$5.3
7 (7)	Milan	Italy	6.59	6.88	6.99	7.01	<b>7.17</b>	2.3%	\$4.9
8 (8)	Vienna	Austria	5.08	5.38	5.55	5.66	<b>5.81</b>	2.6%	\$4.6
9 (9)	Prague	Czech Republic	4.36	4.92	5.05	5.23	<b>5.47</b>	4.5%	\$3.3
10 (10)	Munich	Germany	4.01	4.38	4.58	4.79	<b>4.86</b>	1.3%	\$5.6

Fig. 3-13 European's top 10 destination cities by international overnight visitors

Source: Wong, Y., Choong, D., (2015).

### 3.3.2.1.3 Top 10 Destination Cities in Latin America

The top ten destination cities in Latin America and their visitor numbers and cross-border spending are summarized in fig. (3-14):

2015 rank (2014 rank)	Destination City	Country	2015 Overnight International Visitors (millions)						2015 Visitor Spend (US\$bn)
			2011	2012	2013	2014	2015	%Δ 2014 & 2015	
1 (1)	Lima	Peru	2.94	3.94	5.01	3.94	<b>4.22</b>	7.0%	\$1.5
2 (2)	Mexico City	Mexico	2.07	2.28	2.38	2.59	<b>2.82</b>	9.1%	\$2.3
3 (3)	São Paulo	Brazil	2.09	2.11	2.22	2.35	<b>2.44</b>	4.0%	\$2.2
4 (4)	Punta Cana	Dominican Republic	1.84	2.03	2.11	2.33	<b>2.43</b>	4.1%	\$2.7
5 (5)	Buenos Aires	Argentina	2.39	2.22	2.01	2.08	<b>2.18</b>	4.8%	\$2.3
6 (6)	San Jose	Costa Rica	1.42	1.41	1.43	1.44	<b>1.51</b>	4.9%	\$0.7
7 (7)	Rio de Janeiro	Brazil	0.98	1.13	1.18	1.23	<b>1.27</b>	3.7%	\$0.9
8 (8)	Bogota	Colombia	0.80	0.83	0.89	1.01	<b>1.10</b>	8.9%	\$1.0
9 (9)	Montevideo	Uruguay	0.85	0.78	0.77	0.84	<b>0.86</b>	2.1%	\$0.5
10 (10)	Quito	Ecuador	0.49	0.53	0.63	0.69	<b>0.70</b>	0.2%	\$0.4

Fig. 3-14 Latin America's top 10 destination cities by international overnight visitors

Source: Wong, Y., Choong, D., (2015).

### 3.3.2.1.4 Top 10 Destination Cities in the Middle East & Africa

Dubai, fourth in the world, is the top-ranked destination city in the Middle East and Africa region. Dubai is very much in a league of its own in the region. It attracts 14.3 million international visitors in 2015, over three times more than the second-ranked Johannesburg. Riyadh and Abu Dhabi follow in third and fourth, with 4.3 million and 2.7 million respectively. Another South African city, Cape Town, is in fifth, with close



## Chapter Three: City Branding Strength

to 2 million international visitors<sup>20</sup>. Fig. (3-15) shows the top 10 destination cities in Africa and the Middle East by the international number of tourists.

2015 rank (2014 rank)	Destination City	Country	2015 Overnight International Visitors (millions)						2015 Visitor Spend (US\$bn)
			2011	2012	2013	2014	2015	%Δ 2014 & 2015	
1 (1)	Dubai	UAE	9.91	10.94	12.18	13.20	<b>14.26</b>	8.0%	\$11.7
2 (2)	Johannesburg	South Africa	3.86	4.10	4.00	4.33	<b>4.44</b>	2.7%	\$2.6
3 (3)	Riyadh	Saudi Arabia	4.16	3.73	3.60	4.07	<b>4.27</b>	4.8%	\$1.9
4 (4)	Abu Dhabi	UAE	1.29	1.50	1.85	2.34	<b>2.70</b>	15.2%	\$2.2
5 (5)	Cape Town	South Africa	1.39	1.35	1.57	1.74	<b>1.96</b>	12.7%	\$2.1
6 (6)	Cairo	Egypt	1.55	1.83	1.50	1.55	<b>1.70</b>	9.4%	\$1.3
7 (7)	Amman	Jordan	1.11	1.29	1.17	1.23	<b>1.31</b>	6.5%	\$1.3
8 (8)	Beirut	Lebanon	1.14	0.98	1.07	1.19	<b>1.15</b>	-3.3%	\$1.3
9 (9)	Tel Aviv	Israel	0.97	0.97	1.00	0.97	<b>1.05</b>	7.6%	\$1.5
10 (10)	Casablanca	Morocco	0.81	0.85	0.94	0.95	<b>0.97</b>	1.9%	\$0.6

Fig. 3-15 Middle East & Africa's top 10 destination cities by international overnight visitors

Source: Wong, Y., Choong, D., (2015).

### 3.3.2.1.5 Top 10 Destination Cities in North America

New York, ranked sixth in the world, is the top-ranked in North America in international visitors in 2015. It is followed by Los Angeles and Miami in second and third, respectively. The Canadian cities of Toronto and Vancouver follow in fourth and fifth, with Montreal in eighth. Fig. (3-16) shows the top 10 destination cities in North America by the international number of tourists.

2015 rank (2014 rank)	Destination City	Country	2015 Overnight International Visitors (millions)						2015 Visitor Spend (US\$bn)
			2011	2012	2013	2014	2015	%Δ 2014 & 2015	
1 (1)	New York	USA	10.26	10.59	11.07	11.86	<b>12.27</b>	3.5%	\$17.4
2 (2)	Los Angeles	USA	4.45	4.48	4.60	4.94	<b>5.20</b>	5.3%	\$7.4
3 (3)	Miami	USA	3.25	3.77	4.30	4.40	<b>4.52</b>	2.6%	\$6.4
4 (4)	Toronto	Canada	3.41	3.53	3.68	4.02	<b>4.18</b>	4.0%	\$2.4
5 (5)	Vancouver	Canada	3.12	3.15	3.30	3.50	<b>3.76</b>	7.5%	\$2.7
6 (6)	San Francisco	USA	2.87	2.82	3.05	3.21	<b>3.39</b>	5.8%	\$4.8
7 (7)	Chicago	USA	1.97	2.17	2.19	2.37	<b>2.35</b>	-0.6%	\$3.3
8 (9)↑	Montreal	Canada	1.94	1.93	1.95	2.04	<b>2.12</b>	3.7%	\$1.2
9 (8)↓	Washington	USA	2.02	2.01	1.97	2.04	<b>2.06</b>	0.6%	\$2.9
10 (10)	Boston	USA	1.52	1.46	1.48	1.61	<b>1.64</b>	1.9%	\$2.3

Fig. 3-16 North America's top 10 destination cities by international overnight visitors

Source: Wong, Y., Choong, D., (2015).

<sup>20</sup> Wong, Y., Choong, D., (2015), MasterCard Global Destination Cities Index, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>.

## Chapter Three: City Branding Strength

### 3.3.2.2 Number of Overnight International Visitors 2014 against PwC Cities of Opportunity<sup>6</sup> and saffron Brand Barometer 2014

The following table (3-2) shows the ranking of capitals according to the overnight international visitors of Master Card 2014 Global Destination Cities Index, against PwC Cities of Opportunity<sup>6</sup>, and saffron Brand Barometer 2014.

Capital Name	Country		2014 Overnight International Visitors (millions)	PwC Cities of Opportunity <sup>6</sup>	Saffron brand barometer 2014
London	United Kingdom	Europe	17.75	1	3
Bangkok	Thailand	Asia/Pacific	16.89	-	15
Paris	France	Europe	15.56	6	4
Singapore	Singapore	Asia/Pacific	11.53	3	14
Kuala Lumpur	Malaysia	Asia/Pacific	10.53	17	31
Seoul	South Korea	Asia/Pacific	9.84	14	5
Hong Kong	Hong Kong	Asia/Pacific	8.37	8	-
Tokyo	Japan	Asia/Pacific	7.68	13	28
Amsterdam	Netherlands	Europe	7.29	-	
Rome	Italy	Europe	7.05	-	26
Taipei	Chinese Taipei	Asia/Pacific	6.38	-	
Vienna	Austria	Europe	5.66	-	39
Prague	Czech Republic	Europe	5.23	-	-
Riyadh	Saudi Arabia	Middle East & Africa	4.07	-	29
Lima	Peru	Latin America	3.94	-	43



## Chapter Three: City Branding Strength

<b>Mexico City</b>	<b>Mexico</b>	<b>Latin America</b>	<b>2.59</b>	<b>22</b>	<b>17</b>
<b>Abu Dhabi</b>	<b>UAE</b>	<b>Middle East &amp; Africa</b>	<b>2.34</b>	<b>-</b>	<b>34</b>
<b>Buenos Aires</b>	<b>Argentina</b>	<b>Latin America</b>	<b>2.08</b>	<b>24</b>	<b>18</b>
<b>Washington</b>	<b>USA</b>	<b>North America</b>	<b>2.04</b>	<b>-</b>	<b>37</b>
<b>Cape Town</b>	<b>South Africa</b>	<b>Middle East &amp; Africa</b>	<b>1.74</b>	<b>-</b>	<b>56</b>
<b>Cairo</b>	<b>Egypt</b>	<b>Middle East &amp; Africa</b>	<b>1.55</b>	<b>-</b>	<b>-</b>
<b>San Jose</b>	<b>Costa Rica</b>	<b>Latin America</b>	<b>1.44</b>	<b>-</b>	<b>-</b>
<b>Amman</b>	<b>Jordan</b>	<b>Middle East &amp; Africa</b>	<b>1.23</b>	<b>-</b>	<b>-</b>
<b>Beirut</b>	<b>Lebanon</b>	<b>Middle East &amp; Africa</b>	<b>1.19</b>	<b>-</b>	<b>-</b>
<b>Bogota</b>	<b>Colombia</b>	<b>Latin America</b>	<b>1.01</b>	<b>-</b>	<b>-</b>
<b>Montevideo</b>	<b>Uruguay</b>	<b>Latin America</b>	<b>0.84</b>	<b>-</b>	<b>-</b>
<b>Quito</b>	<b>Ecuador</b>	<b>Latin America</b>	<b>0.69</b>	<b>-</b>	<b>-</b>

Table 3-2 Ranking of capitals 2014

Source: Author

### 3.3.2.3 Number of Overnight International Visitors 2015 against Anholt City Brand Index 2015

The following table (3-3) shows the ranking of capitals according to the overnight international visitors of Master Card 2015 Global Destination Cities Index against the top ten of Anholt city branding index 2015.

## Chapter Three: City Branding Strength

Capital Name	Country		2015 Overnight International Visitors (millions)	Anholt city branding ranking 2015
London	United Kingdom	Europe	18.82	2
Bangkok	Thailand	Asia/Pacific	18.24	
Paris	France	Europe	16.06	1
Singapore	Singapore	Asia/Pacific	11.88	
Kuala Lumpur	Malaysia	Asia/Pacific	11.12	
Seoul	South Korea	Asia/Pacific	10.35	
Hong Kong	Hong Kong	Asia/Pacific	8.66	
Tokyo	Japan	Asia/Pacific	8.08	
Amsterdam	Netherlands	Europe	7.44	8
Rome	Italy	Europe	7.41	6
Taipei	Chinese Taipei	Asia/Pacific	6.55	
Vienna	Austria	Europe	5.81	13
Prague	Czech Republic	Europe	5.47	
Riyadh	Saudi Arabia	Middle East & Africa	4.27	
Lima	Peru	Latin America	4.22	
Mexico City	Mexico	Latin America	2.82	
Abu Dhabi	UAE	Middle East & Africa	2.7	
Buenos Aires	Argentina	Latin America	2.18	
Washington	USA	North America	2.06	10
Cape Town	South Africa	Middle East & Africa	1.96	
Cairo	Egypt	Middle East	1.7	

## Chapter Three: City Branding Strength

		<b>&amp; Africa</b>		
<b>San Jose</b>	<b>Costa Rica</b>	<b>Latin America</b>	<b>1.51</b>	
<b>Amman</b>	<b>Jordan</b>	<b>Middle East &amp; Africa</b>	<b>1.31</b>	
<b>Beirut</b>	<b>Lebanon</b>	<b>Middle East &amp; Africa</b>	<b>1.15</b>	
<b>Bogota</b>	<b>Colombia</b>	<b>Latin America</b>	<b>1.1</b>	
<b>Montevideo</b>	<b>Uruguay</b>	<b>Latin America</b>	<b>0.86</b>	
<b>Quito</b>	<b>Ecuador</b>	<b>Latin America</b>	<b>0.7</b>	

Table 3-3 Ranking of capitals 2015

Source: Author

### 3.4 Comparative Analysis between City Branding Rankings and Indices

This part includes the summary of city branding rankings and indices, and a comparative analysis between them to conclude the main factors that affect the city branding strength.

#### 3.4.1 Summary of city Branding Ranking and Indices

Table (3-4) shows the summary of city rankings and indices based on: developer & year, number of cities in each one of them, categories of ranking, and the top ten cities in each one of them.

## Chapter Three: City Branding Strength

Index Name	Anholt- GfK City Brands Index	City RepTrak – Reputation Index	PwC Cities of Opportunity 7	The Saffron European City Brand Barometer	Guardian Cities global brand survey
<b>Developer &amp; year</b>	Simon Anholt & GfK 2015	Reputation Institute 2015	PWC 2016	Saffron Brand Consultants 2008	Guardian & Saffron Brand Consultants 2014
<b>No. of cities</b>	50 cities around the world	100 cities around the world	30 cities around the world	72 European cities	57 major cities around the world
<b>Categories</b>	The presence The place The potential The pulse The people The prerequisites	Advanced Economy Effective Government Appealing Environment	Tools for a changing world Quality of life Economics	City asset strength City brand strength	Asset strength Buzz strength
<b>Top Ten Cities</b>	<ol style="list-style-type: none"> <li>1- Paris</li> <li>2- London</li> <li>3- New York City</li> <li>4- Sydney</li> <li>5- Los Angeles</li> <li>6- Rome</li> <li>7- Berlin</li> <li>8- Amsterdam</li> <li>9- Melbourne</li> <li>10- Washington D.C.</li> </ol>	<ol style="list-style-type: none"> <li>1- Sydney</li> <li>2- Melbourne</li> <li>3- Stockholm</li> <li>4- Vienna</li> <li>5- Vancouver</li> <li>6- Barcelona</li> <li>7- Edinburgh</li> <li>8- Geneva</li> <li>9- Copenhagen</li> <li>10- Venice</li> </ol>	<ol style="list-style-type: none"> <li>1- London</li> <li>2- Singapore</li> <li>3- Toronto</li> <li>4- Paris</li> <li>5- Amsterdam</li> <li>6- New York</li> <li>7- Stockholm</li> <li>8- San Francisco</li> <li>9- Hong Kong</li> <li>10- Sydney</li> </ol>	<ol style="list-style-type: none"> <li>1- Paris</li> <li>2- London</li> <li>3- Munich</li> <li>3- Barcelona</li> <li>4- Amsterdam</li> <li>5- Rome</li> <li>6- Milan</li> <li>6- Vienna</li> <li>7- Madrid</li> <li>8- Athens</li> <li>9- Frankfurt</li> <li>9- Stockholm</li> <li>9- Antwerp</li> <li>9- Prague</li> <li>10- Oslo</li> </ol>	<ol style="list-style-type: none"> <li>1- Los Angeles</li> <li>2- New York City</li> <li>3- London</li> <li>4- Paris</li> <li>5- Seoul</li> <li>6- Barcelona</li> <li>7- Rio de Janeiro</li> <li>8- San Francisco</li> <li>9- Las Vegas</li> <li>10- Dubai</li> </ol>

Table 3-4 Summary of city branding rankings and indices

Source: Author

## Chapter Three: City Branding Strength

### 3.4.2 Comparative Analysis between city branding rankings and indices

Table (3-5) shows a comparison between city rankings and indices based on five main factors; which are cultural and social factors, public amenities, economical factors, urban image of the city, and environmental factors; in order to obtain the main factors that affect the branding strength and generate a theoretical guideline based on these factors.

<b>Categories of Rankings</b>		<b>City Rankings and Indices</b>				
		Anholt- GfK City Brands Index	City RepTrak – Reputation Index	PwC Cities of Opportunity 7	The Saffron European City Brand Barometer	Guardian Cities global brand survey
<b>Cultural and Social Factors</b>	Social or religious restrictions	✓	-	-	-	-
	Language barrier	✓	-	-	-	-
	Cuisines and restaurants	✓	-	✓	✓	✓
	Shopping atmosphere	✓	-	-	✓	✓
	Well-known personalities	✓	✓	-	✓	✓
	Citizens are warm and friendly	✓	-	-	✓	✓
	Feeling safe	✓	✓	✓	✓	✓
	Cultural assets & events	✓	-	✓	✓	✓
	Cleanness of the city	✓	✓	✓	✓	✓

## Chapter Three: City Branding Strength

	Buzz (media)	-	-	✓	✓	✓
<b>Public Amenities</b>	Educational opportunities	✓	-	✓	-	-
	Health care	✓	-	✓	-	-
	Sporting availability	✓		-	-	
	Quality of road network	-	✓	✓	-	✓
	Quality of public transport	✓	✓	✓	✓	✓
	Quality of international links	-	✓	✓	✓	✓
	Availability of good quality housing	✓	-	✓	-	-
<b>Economic Factors</b>	Financially stable and future growth	-	✓	✓	✓	✓
	Rate of GDP growth	-	✓	✓	✓	✓
	Cost	✓	✓	✓	✓	✓
	Financials and business services	✓	✓	✓	✓	✓
	Ease of doing business	✓	✓	✓	✓	✓
<b>Urban Image of the City</b>	Green spaces	✓	✓	✓	✓	✓
	Public spaces	✓	✓	✓	✓	✓
	Walking areas and streets	✓	✓	✓	✓	✓
	Architecture style	✓	✓	-	✓	✓
	Attractions and sightseeing	✓	✓	-	✓	✓

## Chapter Three: City Branding Strength

	Landmarks	✓	✓	-	✓	✓
	Natural assets	✓	✓	✓	✓	✓
<b>Environmental Factors</b>	Natural disasters risks	-	-	✓	-	-
	Climate	✓	-	✓	✓	✓
	Sound, air, and water pollution	✓	-	✓	-	-
	Recycled waste	-	-	✓	-	-

**Table 3-5 Comparative analysis of city branding rankings and indices**

**Source: Author**

From the previous comparison, we can conclude that the branding of cities is based on:

### **Cultural and Social Factors**

It's one of the most important affecting factors; the most important points in it are: cuisines and restaurants, shopping atmosphere, well-known personalities, citizens are warm and friendly, feeling safe, cultural assets & events, cleanness of the city, and buzz (a combination of social media (Facebook likes and Twitter sentiment analysis) and media mentions).

### **Public Amenities**

This part represents the main indicators that address the basic requirements citizens need to have in place for a city to be able to move further up the hierarchy of urban development. The most important points are quality of road network, quality of public transport, and quality of international links. This part can include also educational opportunities, health care, and good housing.

### **Economic Factors**

This part represents a city's baseline brand potential by telling us how a city care about the things that people most want in a city. These factors are determinants of an economy's performance that directly impacts a city and have long term effects. Economic factors concerned with financially stable and future growth, rate of GDP (Gross domestic product) growth, cost, financials and business services, and ease of doing business.

## Chapter Three: City Branding Strength

---

### Urban Image of the City

The generation and promotion of urban images have become central to the processes of city branding, as they influence the image and perception of cities, and generate knowledge about cities. The urban image factors include green spaces, public spaces, walking areas and streets, architecture style, attractions and sightseeing, landmarks, and natural assets.

### Environmental Factors

Climate change, perceptions of the ecology of the city play an important part of the city's overall image and reputation. Air pollution can be an important personal factor when people are deciding where to travel – although it is more likely to be taken seriously into consideration for long-term relocation rather than a short business or leisure visit.

## 3.5 Theoretical Guideline of Cities with Strong Branding

People may visit a city because they associate it with a personality (a famous painter, musician, architect, designer, or writer), such as the successful personality branding of Barcelona with the architect and designer Gaudi. For the image of cities, historical figures can also be important, such as Vasco DA Gama in Lisbon, or Anne Frank in Amsterdam. Some cities are in the public imagination because of their important position in history. Finally, places might have a reputation related to aspects of the local economy, such as crafts, products or companies<sup>21</sup>.

Cities can easily account for these notions in their branding strategies. Branding professionals can easily check the imageability of their city. To what extent does the city stick in people's minds. What edges, landmarks or other distinctive physical objects does the city have – if any. What are the buildings, events, personalities or products that can be put on a picture postcard or a website.

From the previous part of city ranking indices and barometers comparison, and by analyzing and studying each one of them and concluding the five main factors that affect the city branding strength; we can conclude this guideline, table (3-6):

---

<sup>21</sup> Dinnie, K., (2011), City Branding: Theory and Cases, Palgrave Macmillan, UK.



## Chapter Three: City Branding Strength

Theoretical Guideline of Cities with Strong Branding				
Main Factors	Sub- Groups	Description	Factors	Examples
<b>Social and Cultural Factors</b>	<b>People</b>	The people make the city, and this point concerns with the inhabitant manners, traditions, and life style which in turn have a great role in attracting visitors.	Well-known personalities,	Gaudi, Barcelona
			Citizens are warm and friendly	Vienna, Austria
	<b>Mega Events</b>	Hosting important and mega events Regenerate cities, Raise their international profile, and enhance their image.	Sports events, festivals, exhibitions, performing arts, concerts, and shows.	Olympic Games 2012, London, UK
			Cuisines and restaurants	London, UK
	<b>Place</b>	It means average or common perceptions and associations people have with that place.	Shopping atmosphere (market size)	Paris, France
			Feeling safe (urban safety)	Singapore, Singapore
		Cleaness of the city	Singapore, Singapore	





## Chapter Three: City Branding Strength

					France Villa Borghese, Rome, Italy
				Arenas, Civic centers, and squares	Plaza Mayor, Madrid, Spain Trafalgar Square, London, UK
	<b>Paths</b>	Paths are the channels along which people customarily, occasionally, or potentially moves		Streets	Champs- Elysees, Paris, France Orchard Road, Singapore
	<b>Natural features</b>	The natural features of cities can help in attracting visitors, which in turn helps in improving the city branding process.		Rivers, mountains, lakes, and green areas.	Riviera France
	<b>climate</b>	It includes good weather, changes in weather and climate		Weather	Rome, Italy
<b>Environmental Factors</b>					

Table 3-6 Theoretical guideline of cities with strong branding

Source: Author

### 3.6 Successful City Branding Process

This part concerns with the steps of achieving successful city branding process. Fig. (3-17) shows the methodology of successful city branding process.

## Chapter Three: City Branding Strength

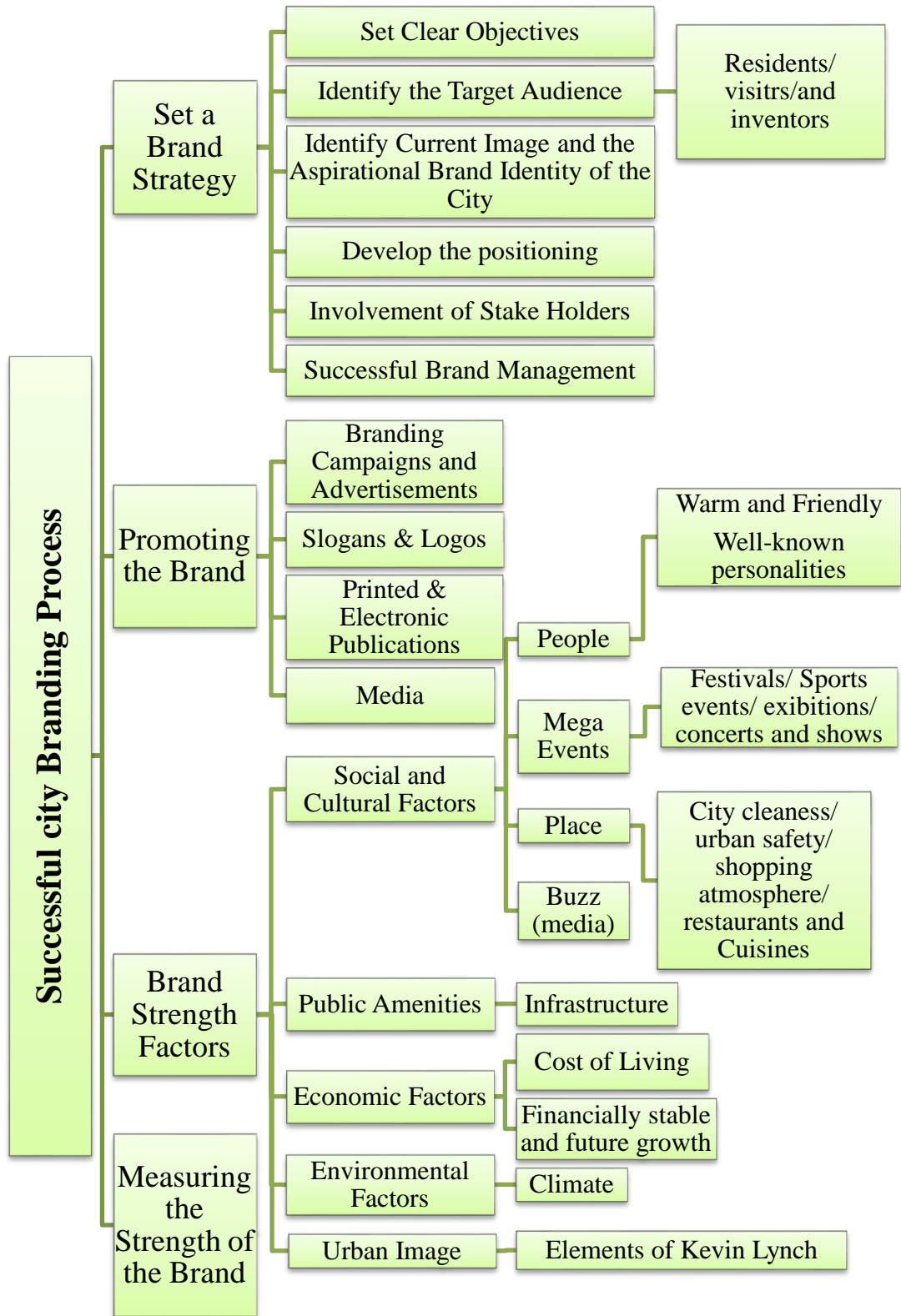


Fig. 3-17 Methodology of successful city branding

Source: Author

### 3.7 Conclusions

Rankings can be used to give valuable information on a specific city and how it performs compared to other cities, but they face many problems like how to construct a useful index, general problems of ranking such as difficulties in comparing places, problems of over-simplification, or the lack of reliable data must be solved.

The objective of these rankings was to provide a solid and objective understanding of the individual cities' positioning and profiles relative to each other. They show internal needs in relation to the development of cities and external needs in the form of information about cities directed at a global audience including tourists, migrating labor or private investors. In order to provide this information, rankings need to comprise information on both objective and subjective dimensions.

According to this chapter, brand strength, as defined and calculated by various types of rankings, is strongly, positively and significantly correlated to the tourism intensity, to the number of overnight international visitors. It is also strongly correlated to business intensity, according to the world business brand barometer.

From all the previous study, the theoretical guideline concluded based on five main factors: social and cultural factors, public amenities, economic factors, urban image, and environmental factors.

Successful city branding process is based on four main steps; which are: brand strategy, brand promotion, factors of building strong brand, and finally measuring and assessing this brand.

### 4 Chapter Four: Case Studies Analysis

4.1 Introduction.....	67
4.2 Methodology of Analysis .....	67
4.3 Case Studies Selection .....	68
4.3.1 The Questionnaire .....	68
4.3.2 Urban Image and Landmarks Identification vs. Cities Rankings and Indices.....	72
4.4 Analytical Approach of Case Studies .....	73
4.4.1 Points of Analysis .....	73
4.5 London.....	76
4.5.1 Urban Image.....	77
4.5.2 The Relationship between Kevin Lynch Elements in London.....	84
4.6 Rome .....	87
4.6.1 Urban Image of Rome.....	88
4.6.2 The relationship between Kevin Lynch Elements in Rome.....	96
4.7 Paris .....	98
4.7.1 Urban Image of Paris .....	100
4.7.2 The relationship between Kevin Lynch Elements in Paris .....	109
4.8 Discussing the Composition of Kevin Lynch Elements among the Three Cities.....	111
4.9 Proposal of Urban Image Guideline .....	115
4.10 Conclusions.....	117





### 4.1 Introduction

Many experiences of cities were pointed out that marketing of cities for their urban development, touristic destinations, cultural festivals, entertainment events, and investment promotions can play an important role in process of city branding.

Branding of cities links the urban image to the elements of the urban form, historical, and cultural identity. It aims to develop new and creative way of communicating the image of the city to the rest of the region, or the world.

The aim of this chapter is to study the urban image of selected high branded case studies with strong urban image; in order to study the relationship between the urban image strength and the city branding strength. The selection of cities will take place through conducting a questionnaire about the urban image and landmarks of 14 capitals, and determine the top three cities in order to analyze them based on their urban image elements.

### 4.2 Methodology of Analysis

This part concerns with the methodology of analyzing the case studies based on their urban image; starting from the selection of case studies till identifying points of analysis, as shown in fig. (4-1).

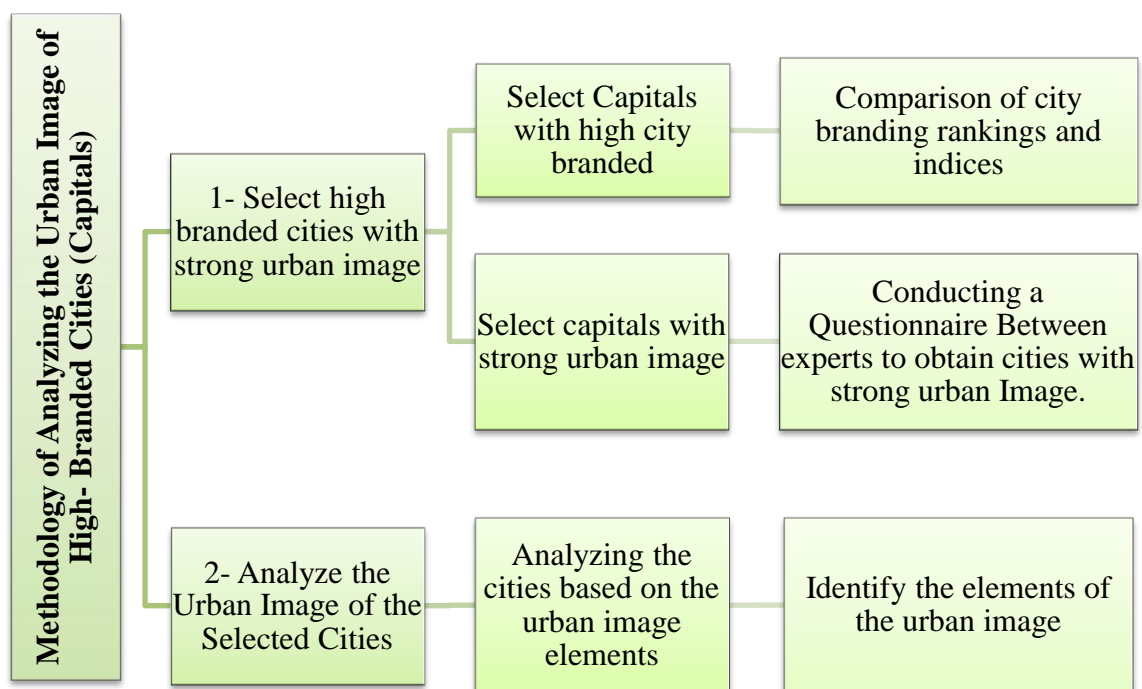


Fig. 4-1 Methodology of the analysis

Source: Author

### 4.3 Case Studies Selection

In order to study the urban image of capitals with strong branding to analyze the impact of the urban image on city branding strength, 14 capitals were selected out of 34 cities (the top ten cities from the cities rankings and indices; shown in table (3- 4); these cities are: Paris, London, New York, Sydney, Los Angeles, Rome, Berlin, Amsterdam, Melbourne, Washington D.C., Stockholm, Vienna, Vancouver, Barcelona, Edinburg, Geneva, Copenhagen, Venice, Singapore, Toronto, San Francisco, Hong Kong, Munich, Milan, Madrid, Athens, Frankfurt, Antwerp, Prague, Oslo, Seoul, Rio De Janeiro, Las Vegas, and Dubai.

#### 4.3.1 The Questionnaire

To evaluate the urban image of cities and their landmarks, structured questionnaire/survey was chosen as the most suitable data collection method.

##### 4.3.1.1 Sampling Methodology

Sampling has been conducted based on simple random sampling; targeted population was architects, planners, and experts (+15 years' experience); either academic or non-academic. This questionnaire has been conducted during three weeks to a group of 100 participants with different characteristics; shown in fig. (4-2), and (4-3).

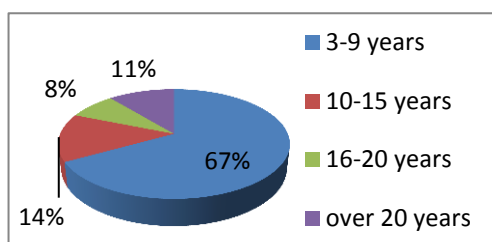


Fig. 4-2 Pie chart of the experience years of the participants

Source: Author

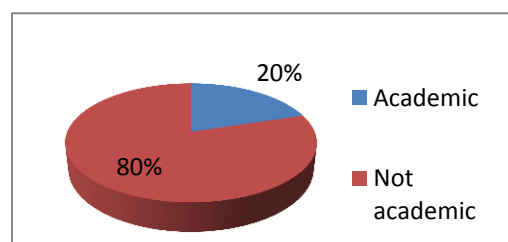


Fig. 4-3 pie chart of the personal activity of the participants

Source: Author

##### 4.3.1.2 The Structure of the Questionnaire


The questionnaire divided in to two pages; and tests the familiarity of people with the urban image and landmarks of 14 capitals which are: London, Paris, Rome, Athens, Prague, Copenhagen, Oslo, Madrid, Berlin, Amsterdam, Singapore, Seoul, Stockholm, and Vienna.

The first page, shown in fig.(4-4); concerns with the identification of the landmarks of the 14 capitals; and contains two parts: **the basic information**: asked about the experience and the personal activity, and **the landmarks of cities**: which showed one or more landmark for every city.

The second page; shown in fig. (4-5) concerns with the identification of the urban image of the 14 capitals; and contains two parts: **the basic information**: asked about

# Chapter Four: Case Studies Analysis

the experience and the personal activity, and **the urban image of cities:** which showed one or more images that represent the urban image of each city.



**CAIRO UNIVERSITY**  
**FACULTY OF ENGINEERING**









**Questionnaire- Identifying the Landmarks of Cities**  
This questionnaire is a key research tool that has been designed to investigate the landmarks of 14 cities, in order to study the awareness of people of the famous landmarks in these cities

**A. General Information:**

<b>1. Name</b>				
<b>2. Experience</b>	<input type="radio"/> 3-9	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<b>3. Professional Activity</b>	<input type="radio"/> Academic		<input type="radio"/> Not Academic	

**B. Landmarks of Cities:**  
The pictures below shows the landmarks of 14 cities please choose the name of each city from these cities: London, Paris, Rome, Athens, Prague, Copenhagen, Oslo, Madrid, Berlin, Amsterdam, Singapore, Seoul, Stockholm, Vienna, Tokyo, Hong Kong, Beijing, Abu Dhabi, Bern, and Dublin.




 1.	 2.
 3.	 4.
 5.	 6.
 7.	 8.
 9.	 10.
 11.	 12.
 13.	 14.

**Fig. 4-4 Landmarks questionnaire**

Source: Author



# Chapter Four: Case Studies Analysis

	<p><b>CAIRO UNIVERSITY</b> <b>FACULTY OF ENGINEERING</b></p>						
<p><b>Questionnaire- Identifying the Urban Image of Cities</b> This questionnaire is a key research tool that has been designed to investigate the urban image strength of 14 cities, in order to select the case studies of this thesis and study them.</p>							
<p><b>A. General Information:</b></p>							
1. Name							
2. Experience	<input type="radio"/> 3-9	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+			
3. Professional Activity	<input type="radio"/> Academic	<input type="radio"/> Not Academic					
<p><b>B. Urban Image of Cities:</b> The pictures below shows the urban image of 14 cities, please choose the name of each city from these cities: London, Paris, Rome, Athens, Prague, Copenhagen, Oslo, Madrid, Berlin, Amsterdam, Singapore, Seoul, Stockholm, Vienna, Tokyo, Hong Kong, Beijing, Abu Dhabi, Bern, and Dublin.</p>							
							
1.		2.		3.		4.	
							
3.		4.		5.		6.	
							
5.		6.		7.		8.	
							
7.		8.		9.		10.	
							
9.		10.		11.		12.	
							
11.		12.		13.		14.	
							

**Fig.4-5 Urban Image Questionnaire**

**Source: Author**

### 4.3.1.3 Data Analysis

In total the answers for 24 questions about the urban image and landmarks of cities; the following was concluded:

## Chapter Four: Case Studies Analysis

### 4.3.1.3.1 Landmarks of Cities

This part tested the identification of the population and their familiarity with the landmarks of the 14 capitals; through one or more images of the famous landmarks of each city. Fig. (4-6) shows the number of people that identify the location of the landmarks in each city.

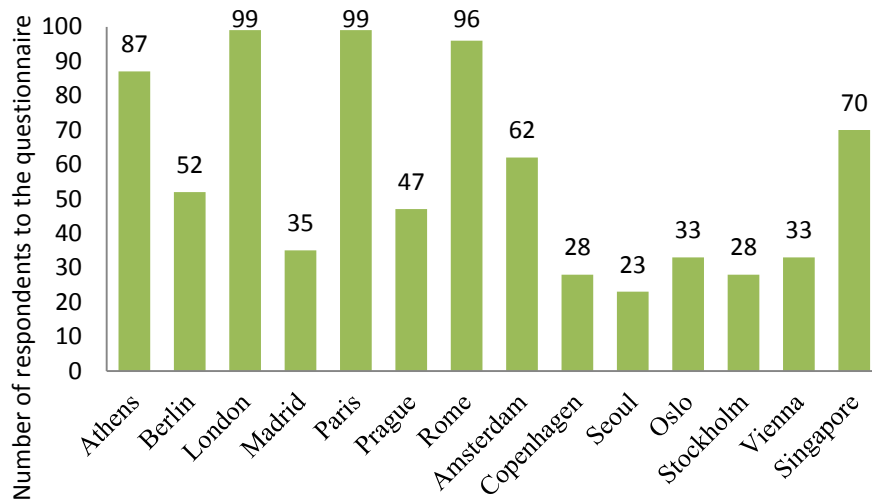


Fig. 4-6 The number of Respondents that identify the Landmarks of each city

Source: Author

### 4.3.1.3.2 Urban image of cities

This part tested the identification of the population with the urban image of the 14 capitals; through one or two images that show the urban style of each city. Fig. (4-7) shows the number of people that identify the urban image of each city.

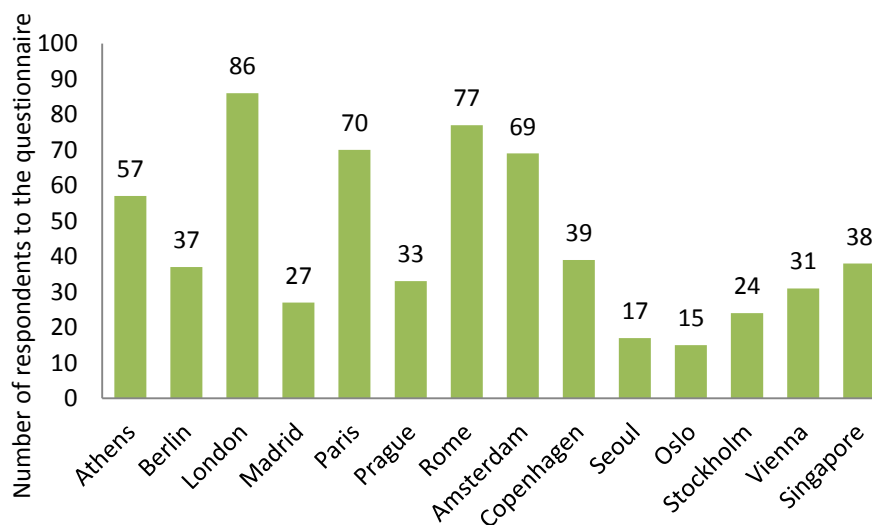


Fig. 4-7 The number of Respondents that identify the urban image of each city

Source: Author

### 4.3.2 Urban Image and Landmarks Identification vs. Cities Rankings and Indices

Table (4-1) shows the relationship between people identification of the urban image and landmarks of cities with the city branding rankings and indices (Anholt- GfK City Brands Index shows only top 10 only as the full data are not available). Most cases cities with strong branding have strong urban image and identified landmarks like in case of London, Rome, and Paris. The familiarity of people with the landmarks of the cities is more than urban image except in the cases of Amsterdam and Copenhagen the opposite happens.

City Name	The number of Respondents that identify the urban image of each city (100)	The number of Respondents that identify the landmarks of each city (100)	Cities Rankings and Indices				
			Anholt- GfK City Brands Index	City RepTrak – Reputation Index	PwC Cities of Opportunity 7	The Saffron European City Brand Barometer (Brand Strength)	Guardian Cities global brand survey
London	86 (1)	99 (1)	2	11	1	2	3
Rome	77 (2)	96 (2)	6	14	-	5	26
Paris	70 (3)	99 (1)	1	16	4	1	4
Amsterdam	69 (4)	62 (5)	8	23	5	4	-
Athens	57 (5)	87 (3)		-	-	8	-
Copenhagen	39(6)	28 (10)		9	-	15	
Singapore	38 (7)	70 (4)		34	2	-	14
Berlin	37 (8)	52 (6)	7	25	12	11	25
Prague	33 (9)	47 (7)		13	-	9	-
Vienna	31 (10)	33 (9)		-	-	6	39
Madrid	27 (11)	35 (8)		21	16	7	12
Stockholm	24 (12)	28 (10)		-	7	9	-
Seoul	17 (13)	23(11)		-	11	-	5
Oslo	15 (14)	33 (9)		18	-	10	52

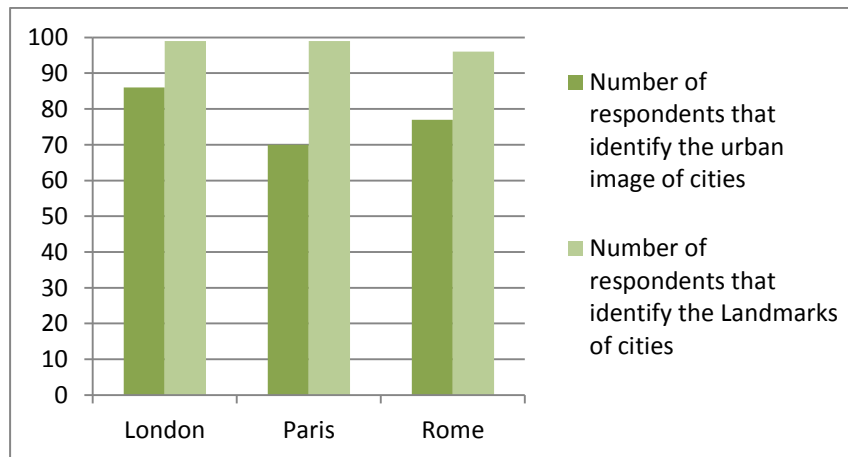
Table 4-1 people awareness of the urban image and landmarks vs. brand strength

Source: Author

### 4.4 Analytical Approach of Case Studies

This part aims to analyze three case studies; in order to identify the elements of urban image that correlate the high branding of cities. The analysis will be based on the elements of the urban image of high branded cities.

From the result of the questionnaire the top three cities were selected to be analyzed; these cities are London, Paris, and Rome. Fig. (4-8) shows the number of populations that identifies the location of urban image and landmarks for each one of them.



**Fig. 4-8** The number of respondents that identify the urban image and landmarks of the top three cities

Source: Author

#### 4.4.1 Points of Analysis

This part concerns with the elements that create the urban image of cities.

##### 4.4.1.1 Elements of Urban Image of Cities

According to Lynch there are five basic elements, analyzed in cognitive maps: paths, nodes, edges, landmarks and districts. He found out in his study that despite the meanings vary people identified similar elements to orient themselves not just physically but also socially<sup>1</sup>.

Another theorist Norberg-Schulz differentiated the elements as places, paths and domains. Places are the nodes or landmarks with special characteristics. They are locations where important events take place. Paths are as they are in Lynch's theory. They are continuous elements constituting linkages within the whole structure. Domains, on the other hand, are the areas "that contain similar elements which are defined by closure". In this composition, places and paths are figure and domains are the ground<sup>2</sup>. David Stea identifies another set of features in a cognitive map; points,

<sup>1</sup> K. Lynch, (1960), **The Image of the CITY**, The MIT Press, Cambridge.

<sup>2</sup> Lang, J., (1987), **Creating Architectural Theory**, Van Nostrand Reinhold, New York.

## Chapter Four: Case Studies Analysis

barriers, boundaries and paths. Here, the paths are similar to Lynch's and Norberg-Schulz's paths. Barriers resemble to edges and points resembles to nodes<sup>3</sup>.

Gestalt laws of visual organization are quite explicit in building legibility components. Paths and edges can be considered as "elements of continuity". In Gestalt psychology it is stated that people tend to perceive continuous elements as a whole. Districts at the same time can be described with respect to the laws of proximity and similarity. Landmarks are the dissimilar elements in the unity. As it was previously mentioned, people tend to perceive similar units and dissimilar elements to avoid monotony<sup>4</sup>. Table (4-2) shows a comparison between elements of urban image of Cities according to Kevin Lynch, Norberg-Schulz, David Stea, and Gestalt.

Kevin Lynch	Norberg-Schulz	David Stea	Gestalt
Path	Path	Path	Elements of continuity
Edge	-	Barriers	Elements of continuity
Node	Place	Point	-
Landmark	Place	-	Dissimilar elements
District	Domain	-	Proximity and similarity of elements
-	-	Boundary	-

**Table 4-2 Comparison between elements of urban image of Cities**

Source: Author

### 4.4.1.2 Points of Analysis of Case Studies

This part concerns with the elements that create the urban image of cities according to Kevin Lynch, and their characteristics; these elements are shown in table (4-3):

<sup>3</sup> Lang, J., (1987), **Creating Architectural Theory**, Van Nostrand Reinhold, New York.

<sup>4</sup> Lang, J., (1987), Ibid.



	Elements of urban image	Their characteristics
Elements of Kevin Lynch	<b>Paths</b>	<p>According to Lynch; any path has three characteristics that enhance its prominence; they are identity, continuity and directional quality.</p> <p>The path may have strong identity; if there is a concentration and variation of activities along it, similarity of names, building facades, planting and pavement textures, has origin that represents the start point of the trip and destination that represents the end one<sup>5</sup>.</p>
	<b>Edges</b>	<p>Edge is that line which separates two areas having different features from each other; this line may be natural boundary like rivers, viaducts and topography or artificial form such as greenbelt, waterfront, highway, elevated motorways or something else. Strong edge should be visually prominent, continuous in form and impenetrable to cross movement, as unpleasant edges seem to be mentally omitted<sup>6</sup></p>
	<b>Districts</b>	<p>Good physical characteristics of districts are determined by continuities and homogeneities of facades materials, textures, spaces, forms, details, symbols, building type, uses, Activities, inhabitants, colors, skyline topography, ...etc.<sup>7</sup>.</p>
	<b>Nodes</b>	<p>According to Lynch; nodes are the gathering points such as squares, railroad stations, plazas and junctions even ordinary street intersections are nodes.</p> <p>Good recognizable node should has its identity through singularity and continuity of walls, floor, planting, lighting, topography,</p>

---

<sup>5</sup> K. Lynch, (1960), **The Image of the CITY**, The MIT Press, Cambridge.

<sup>6</sup> K. Lynch, (1960), Ibid.

<sup>7</sup> K. Lynch, (1960), Ibid.

## Chapter Four: Case Studies Analysis

silhouette, function, clarity of shape and intensity of use<sup>8</sup>.

### Landmarks

Landmarks are distinguished by their dominance and singularity of shape, color, size, height, location, visibility and finally, their sharp contrast with background.

Characteristics of good landmarks may be visual (Façade Area, Shape, Color, and Visibility), semantic (meaning,) or structural attractions<sup>9</sup>.

Table 4-3 Urban image elements and their characteristics

Source: Author

## 4.5 London

London is the capital city of the United Kingdom of Great Britain and Northern Ireland. It is a city rich in history – London has risen to become one of the world's leading cities according to numerous industry rankings: e.g. the Saffron European City Brand Barometer<sup>10</sup> (2<sup>nd</sup> place), the PwC cities of opportunity 7<sup>11</sup> (1<sup>st</sup> place), the Guardian cities global brand survey<sup>12</sup> (3<sup>rd</sup> place), the Anholt-GfK Roper City Brands Index<sup>13</sup> (2<sup>nd</sup> place), the world city business brand barometer<sup>14</sup> (7<sup>th</sup> place), and finally Master Card 2015 global destination cities index<sup>15</sup> (1<sup>st</sup> place).

London is situated in southeastern England, lying astride the River Thames some 50 miles (80 km) upstream from its estuary on the North Sea. In satellite photographs the metropolis can be seen to sit compactly in a Green Belt of open land, with its

<sup>8</sup> K. Lynch, (1960), **The Image of the CITY**, The MIT Press, Cambridge.

<sup>9</sup> Raubal, M., & Winter, S., (2002), **Enriching Way finding Instructions with Local Landmarks**, unpublished paper, University of Munster, Germany.

<sup>10</sup> Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

<sup>11</sup> <http://www.pwc.com/us/en/cities-of-opportunity.html>, accessed (31-1-2017).

<sup>12</sup> Knapp, B., (2014), City Brand Barometer, <http://saffron-consultants.com/views/city-brand-barometer/>, accessed (26-4-2016).

<sup>13</sup> <http://www.gfk.com/en-us/insights/press-release/toronto-drops-out-of-top-10-in-latest-city-brands-index-report/>, accessed (20-3-2016).

<sup>14</sup> Saffron Brand Consultants, **The World City Business Brand Barometer: Revealing which cities get the business brand they deserve**, <http://saffron-consultants.com/>, accessed (25-4-2016).

<sup>15</sup> Wong, Y., Choong, D., (2015), **MasterCard Global Destination Cities Index**, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>.

## Chapter Four: Case Studies Analysis

principal ring highway (the M25 motorway) threaded around it at a radius of about 20 miles (30 km) from the city center<sup>16</sup>; as shown in fig. (4-9).

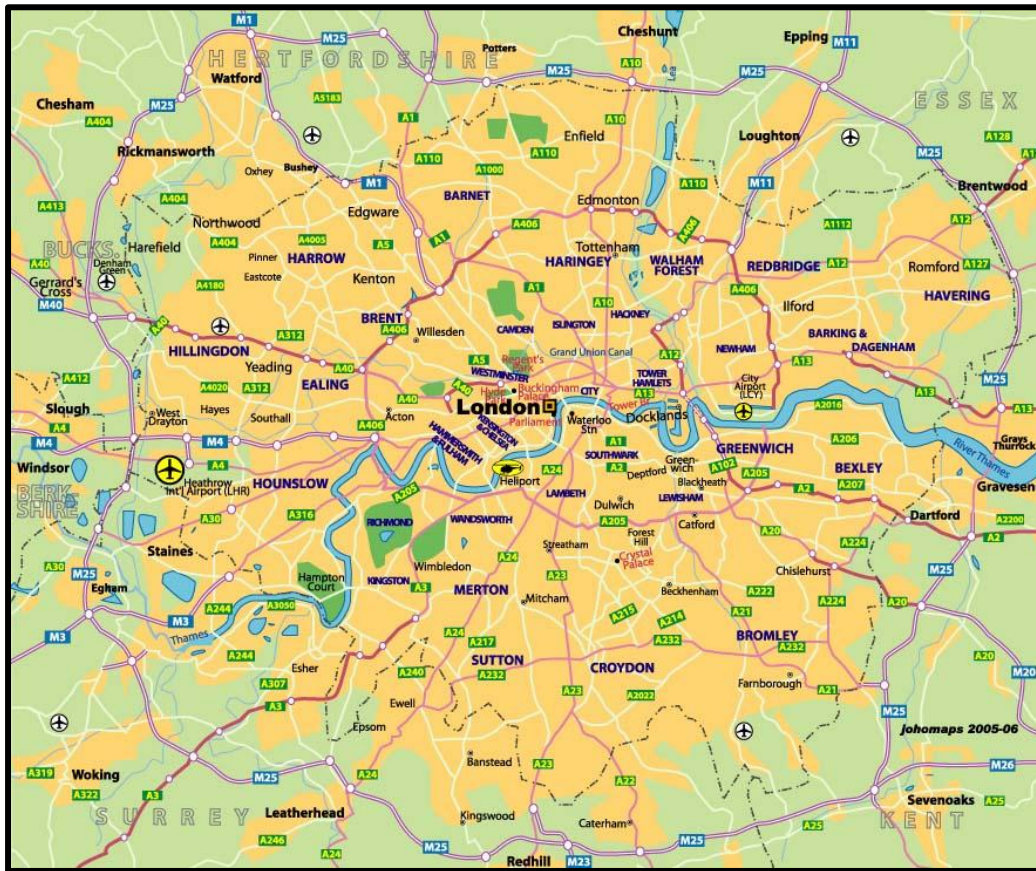


Fig. 4-9 London Map

Source: [http://www.johomaps.com/eu/ire\\_uk/uk/london/london1.jpg](http://www.johomaps.com/eu/ire_uk/uk/london/london1.jpg), accessed (29-12-2017).

### 4.5.1 Urban Image

London is packed with world-famous attractions and historic landmarks to explore. Many of these are found in Central London, the historic core of the city, and especially in the City of London and Westminster districts. One of the city's top attractions is the Palace of Westminster, home of the iconic Big Ben clock tower.

With sprawling green spaces, its huge gothic parliament buildings and perhaps the most famous residence in the world, Buckingham Palace, London can lay claim to being one of the most beautiful cities ever built.

#### 4.5.1.1 Paths

London has many important paths walks including:

**Piccadilly Street:** the street itself runs from Hyde Park Corner in the west to Piccadilly Circus in the east, as shown in fig.(4-10), and (4-11).

<sup>16</sup> <https://www.britannica.com/place/London>, accessed (31-10-2017).

## Chapter Four: Case Studies Analysis

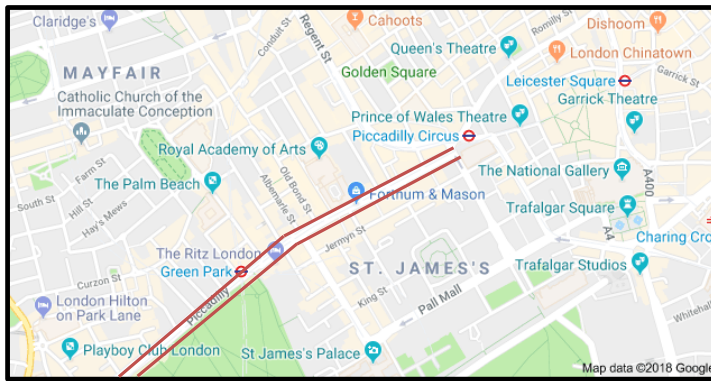


Fig. 4-10 Piccadilly Street map

Source: [https://www.google.com/maps/place/Piccadilly,+London,+UK/data=!4m2!3m1!1s0x48761a85fa1be191:0x126d4d8fa792a21a?sa=X&ved=0ahUKEwibv\\_WU1JPaAhVG0xQKHQo4AnwQ8gEIJDA](https://www.google.com/maps/place/Piccadilly,+London,+UK/data=!4m2!3m1!1s0x48761a85fa1be191:0x126d4d8fa792a21a?sa=X&ved=0ahUKEwibv_WU1JPaAhVG0xQKHQo4AnwQ8gEIJDA), accessed (30-3-2018).



Fig. 4-11 Piccadilly Street

Source: <https://kclr96fm.com/media/2015/03/piccadilly.jpg>, accessed (22-4-2018).

**The Strand Street:** located along the River Thames and connecting the City of London and Westminster; as shown in fig. (4-12), and (4-13).

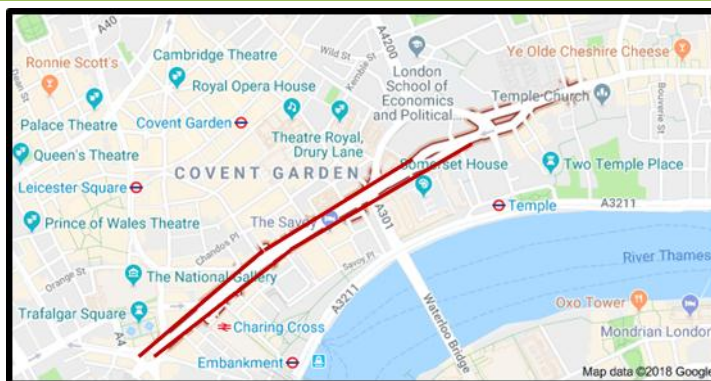


Fig. 4-12 Strand Street map

Source: <https://www.google.com/maps/place/Strand,+London,+UK/@51.511922,-0.1215893,17z/data=!3m1!4b1!4m5!3m4!1s0x487604ca3a62f9dd:0xebe931baa1181a63!8m2!3d51.511922!4d-0.1194006>, accessed (30-3-2018).



Fig. 4-13 Strand Street

Source: [https://secure.i.telegraph.co.uk/multimedia/archive/01933/Regent\\_1933630b.jpg](https://secure.i.telegraph.co.uk/multimedia/archive/01933/Regent_1933630b.jpg), accessed (22-4-2018).

**The Mall Street:** running between Buckingham Palace and Victoria Memorial, to Trafalgar Square via Admiralty Arch to the east; as shown in fig. (4-14), and (4-15).



## Chapter Four: Case Studies Analysis



Fig. 4-14 The Mall Street map

Source: <https://www.google.com/maps/place/The+Mall,+London+SW1A+2BJ,+UK/@51.5046485,-0.1360618,17z/data=!3m1!4b1!4m5!3m4!1s0x487604d0a6c529d5:0x2cd039d8aa010009!8m2!3d51.5046485!4d-0.1338731>, accessed (30-3-2018).



Fig. 4-15 Buckingham Palace

Source: [https://thumbs.imagekind.com/4471003\\_650/Buckingham-Palace-The-mall-london\\_art.jpg?v=1492695455](https://thumbs.imagekind.com/4471003_650/Buckingham-Palace-The-mall-london_art.jpg?v=1492695455), accessed (22-4-2018).

**Whitehall Street:** running south from Trafalgar Square towards Parliament Square; as shown in fig. (4-16), and (4-17). The street is recognized as the Center of the Government of the United Kingdom and is lined with numerous departments and ministries, including the Ministry of Defense, Horse Guards and the Cabinet Office.

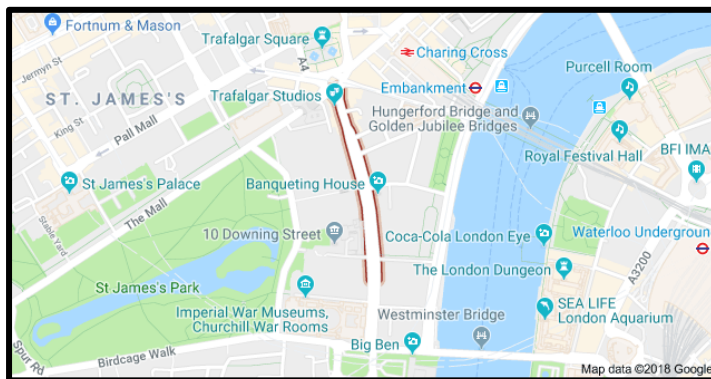


Fig. 4-16 Whitehall Street map

Source: [https://www.google.com/search?dcr=0&ei=sPC9WsGW18uukwWH9rHQDg&q=whitehall+street+london&oq=White+Street+london&gs\\_l=psv-ab.1.2.0i7i30k1110.49585.51094.0.55056.5.5.0.0.0.498.1238.0j3j1j0j1.5.0....0...1c.1.64.psv-ab..0.5.1236....0.r7qCafqJupY](https://www.google.com/search?dcr=0&ei=sPC9WsGW18uukwWH9rHQDg&q=whitehall+street+london&oq=White+Street+london&gs_l=psv-ab.1.2.0i7i30k1110.49585.51094.0.55056.5.5.0.0.0.498.1238.0j3j1j0j1.5.0....0...1c.1.64.psv-ab..0.5.1236....0.r7qCafqJupY), accessed (30-3-2018).



Fig. 4-17 The view of Whitehall Street

Source: <https://nhsrobwebster.files.wordpress.com/2016/04/whitehall.jpg>, accessed (22-4-2018).

**Oxford Street:** running from Marble Arch to Tottenham Court Road via Oxford Circus; as shown in fig. (4-18), and (4-19).

## Chapter Four: Case Studies Analysis



**Fig. 4-18 Oxford Street map**

Source: <https://www.google.com/maps/place/Oxford+St,+London,+UK/@51.5149566,-0.1467503,17z/data=!3m1!4b1!4m5!3m4!1s0x48761ad554c335c1:0xda2164b934c67c1a!8m2!3d51.5149566!4d-0.1445616>, accessed (30-3-2018).



**Fig. 4-19 View from Oxford Street**

Source: <https://www.dunya.com/files/2017/1/5/344568/344568.jpg?v=1483618017>, accessed (22-4-2018).

### 4.5.1.2 Edges

The most prominent and continuous edge in London is River Thames. Fig. (4-20) and (4-21) show aerial view over river Thames.



**Fig. 4-20 Aerial view of London city including river Thames.**

Source: <https://depositphotos.com/178836638/stock-video-london-february-2017-aerial-view.html>, accessed (1-3-2018).



**Fig. 4-21 Panoramic aerial view above the city of London and the River Thames**

Source: <https://www.shutterstock.com/video/clip-7454761-stock-footage-new-york-city-brooklyn-bridge-sunrise-and-early-morning-light-shot-in-k-dedicated-plane-hard.html>, accessed (1-3-2018).

### 4.5.1.3 Districts

London has unique districts that achieve the good physical characteristics of districts; some of them are:

**Canary Wharf:** one of the London's most bustling business districts; shown in fig. (4-22), and (4-23). It is also home to many of the tallest buildings in the United Kingdom, including One Canada Square, the second-tallest in Britain.

## Chapter Four: Case Studies Analysis



Fig. 4-22 Canary Wharf district

Source: <https://www.google.com/maps/place/Canary+Wharf,+London,+UK/@51.504385,-0.0168172,15z/data=!4m5!3m4!1s0x487602ba7a12992f:0x4d821857a5e4a41!8m2!3d51.5054306!4d-0.0235333>, accessed (2-4-2018).



Fig. 4-23 view of Canary Wharf district

Source: <https://media-cdn.tripadvisor.com/media/photo-s/0e/47/57/6d/canary-wharf.jpg>, accessed (22-4-2018).

**The City:** is London's oldest, most historic district, and it is where the ancient and modern worlds collide. The ancient walls of Londinium, as the city was called by the Romans, can still be seen around the district, but contemporary towers of glass and steel house global business giants on the same block. This juxtaposition of the past with the present makes The City one of London's most fascinating districts; fig. (4-24), and (4-25) show the location of the district and its surroundings.

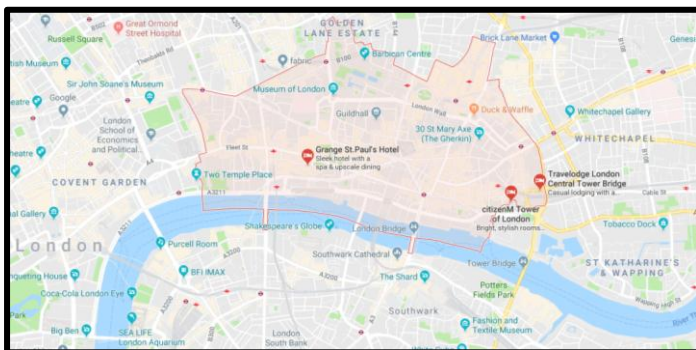


Fig. 4-24 The City district

Source: <https://www.google.com/maps/place/City+of+London,+London,+UK/@51.5124144,-0.0913421,14.25z/data=!4m5!3m4!1s0x487603554edf855f:0xa1185c8d19184c0!8m2!3d51.5123443!4d-0.0909852>, accessed (2-4-2018).



Fig. 4-25 Buildings of the City district

Source: <http://www.theactuary.com/EasysiteWeb/getresource.axd?AssetID=514297&type=full&servicetype=Inline>, accessed (22-4-2018).

### 4.5.1.4 Nodes

London has many famous and recognizable nodes; some of the most famous squares there are:

**Bloomsbury's Russell Square:** shown in fig. (4-26); is characterized by a playful fountain, majestic trees and winding pathways. The recently redeveloped square is one



## Chapter Four: Case Studies Analysis

of London's greatest public spaces, and its design echoes the pleasant symmetry and refinement of the surrounding Bloomsbury neighborhood.

**Trafalgar Square:** shown in fig. (4-27); is the one of the most famous squares in London. Thousands flood the square to ring in each New Year, and locals head there for open-air cinemas, festivals, music concerts and other cultural events.

**Parliament Square:** is directly opposite the Houses of Parliament; and host iconic buildings such as Big Ben and Westminster Abbey, as well as more modern landmarks such as The London Eye.



Fig. 4-26 Russell Square

Source: <http://the-travel-masters.com/wp-content/uploads/2013/11/Russell-Square-Park.jpg>, accessed (2-1-2018).



Fig. 4-27 Trafalgar Square

Source: <http://www.londonbb.com/wp-content/uploads/2013/07/Trafalgar-Square-Maze-013.jpg>, accessed (2-1-2018).

### 4.5.1.5 Landmarks

This part includes the landmarks (buildings, elements, or attractions) based on their characteristics from: dominance, exposure, singularity (shape, color, size, location, and height), contrast with the background, and meaning. From the most famous landmarks in London city are:

**Big Ben:** where the striking Victorian Gothic clock tower rises above the Houses of Parliament; as shown in fig. (4-28).

**London's City Hall:** is one of the most modern landmarks in the city, and its environmentally-friendly design represents the future of architecture in the capital.

**Palace of Westminster:** seen in fig (4-29); considered the seat of the British parliament. It is a place of utmost historical and cultural importance to the city that known for its ornate Neo-Gothic architecture and rising towers, it is one of the city's most iconic landmarks.

**Skyscrapers:** The tallest structure in London has been The Shard, which was topped out at 310 meters. There are many other skyscrapers in London such as: heron tower, canary wharf, 30 St Mary Axe (the Gherkin), and pinnacle.

**O2 Arena:** known as the Millennium Dome is a white tent-like structure; as shown in fig. (4-30), and springs up from the gritty Docklands area of East London.



## Chapter Four: Case Studies Analysis

**Tower Bridge (London Bridge):** London's most iconic bridge; shown in fig. (4-31). The Tower Bridge museum tells the history of the bridge and gives visitors access to the bridge's western walkway, offering outstanding views of the Thames.

**St. Paul's Cathedral:** known for its iconic dome and rich Baroque architecture.

**Admiralty Arch:** that is one of the finest architectural wonders in London; the elegant gateway to the Mall stands on Trafalgar Square's southwest corner; shown in fig. (4-32).

**London eye:** is one of the most famous amusement elements in the world; the icon is Europe's largest observation wheel; shown in fig. (4-33).

**Marble Arch:** where British architect John Nash left his stamp across the city of London under the patronage of George IV; from its perch at Park Lane's Top, the arch is a symbol of the city.

**Wellington Arch:** This majestic stone arch stands across from Apsley House, the mansion of the Duke of Wellington, at Hyde Park Corner; it was meant to be a grand entrance welcoming visitors to London's west side, and its design echoes that of the Marble Arch, another of the city's landmark gates<sup>17</sup>.

**London's National Gallery:** which stands on Trafalgar Square's north side and houses one of the world's most impressive art collections.



Fig. 4-28 Big Ben

Source: <https://www.lonelyplanet.com/news/wp-content/uploads/2017/08/London.jpg>, accessed (2-1-2018).



Fig. 4-29 Palace of Westminster

Source: <http://justfunfacts.com/wp-content/uploads/2016/12/palace-of-westminster.jpg>, accessed (2-1-2018).



Fig. 4-30 O2 Arena

Source: [https://www.theo2.co.uk/assets/img/Up\\_at\\_The\\_O2\\_5th-c01098c42e.jpg](https://www.theo2.co.uk/assets/img/Up_at_The_O2_5th-c01098c42e.jpg), accessed (31-12-2017).



Fig. 4-31 Tower Bridge (London Bridge)

Source: [https://assets.londonist.com/uploads/2016/09/i875/tower\\_bridge.jpg](https://assets.londonist.com/uploads/2016/09/i875/tower_bridge.jpg), accessed (31-12-2017).

<sup>17</sup> <http://www.visitcapitalcity.com/europe/london-united-kingdom>, accessed (24-12-2016).



Fig. 4-32 Admiralty Arch

[http://i.dailymail.co.uk/i/pix/2016/07/19/13/3669006700000578-3697279-image-a-30\\_1468929675264.jpg](http://i.dailymail.co.uk/i/pix/2016/07/19/13/3669006700000578-3697279-image-a-30_1468929675264.jpg), accessed (1-1-2018).



Fig. 4-33 London Eye

<https://upload.wikimedia.org/wikipedia/commons/thumb/d/d6/London-Eye-2009.JPG/1200px-London-Eye-2009.JPG>, accessed (1-1-2018).

### 4.5.2 The Relationship between Kevin Lynch Elements in London

This part concerns with analyzing the relation between the five elements of Kevin Lynch; the analysis will be on some area, squares, and districts.

Fig. (4-34) shows the Trafalgar square that is surrounded with the National Gallery on the north side and St Martin-in-the-Fields Church to the east. To the south west is The Mall leading towards Buckingham Palace via Admiralty Arch, while Whitehall is to the south and the Strand to the east. Charing Cross Road passes between the National Gallery and the church.

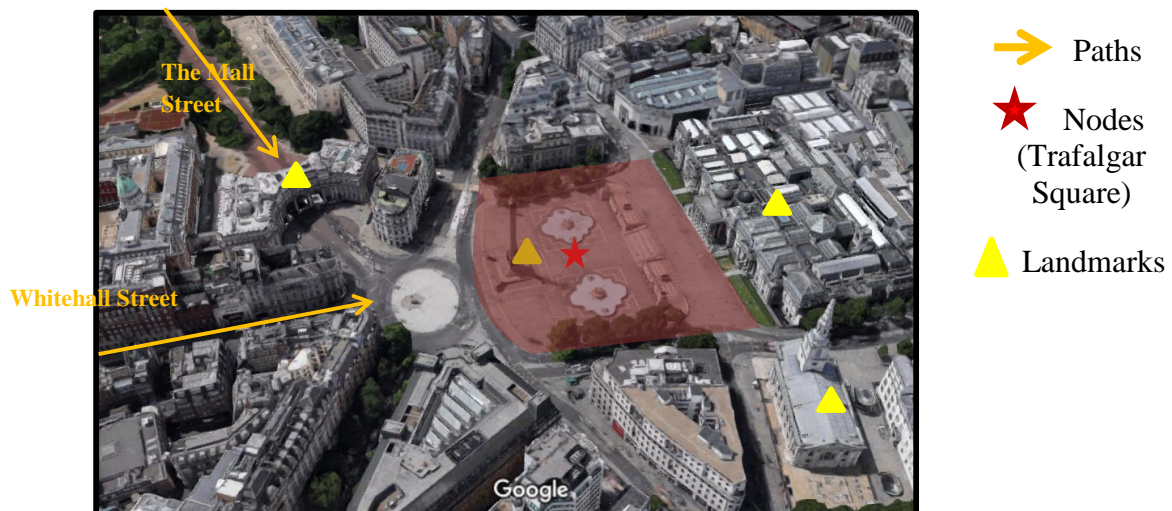


Fig. 4-34 Trafalgar square and its surroundings

Source: <https://www.google.com/maps/search/whitehall+traflargar+square/@51.5071331,-0.1238088,316a,35v,270h,39.41t/data=!3m1!1e3>, accessed (1-3-2018); and edited by the author.

Fig. (4-35) shows ST. James's park; is bounded by Buckingham Palace to the west, the Mall to the north, Horse Guards to the east, and birdcage Walk to the south. It meets Green Park at Queen's Gardens with the Victoria Memorial at its center, opposite the entrance to Buckingham Palace. St James's Palace is on the opposite side of The Mall.

## Chapter Four: Case Studies Analysis

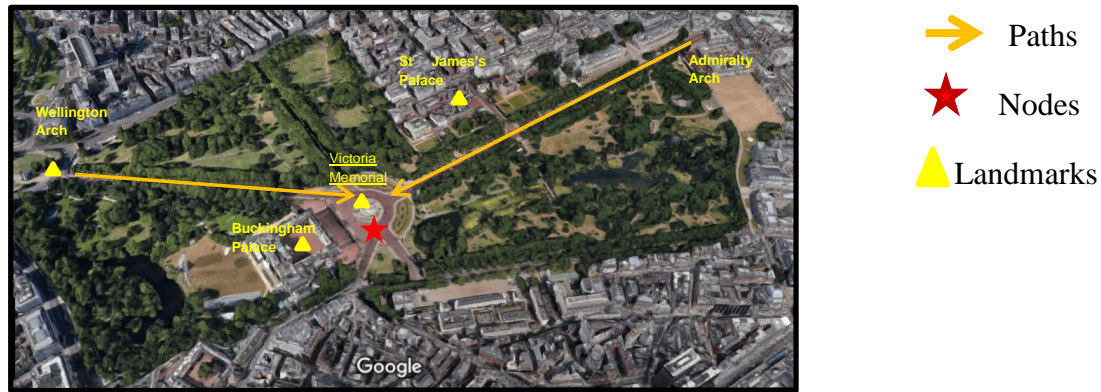


Fig. 4-35 Aerial view of ST. James's park

Source: <https://www.google.com/maps/place/The+Admiralty/@51.4942782,-0.139986,1136a,35v,39.13t/data=!3m1!1e3!4m5!3m4!1s0x487604ce295814a7:0x5e052ee3469538b8!8m2!3d51.5073185!4d-0.1288487>, accessed (1-3-2018); and edited by the author.

Fig. (4-36) shows Parliament Square; is a square at the northwest end of the Palace of Westminster in central London. It features a large open green area in the center with trees to its west, and it contains eleven statues of statesmen and other notable individuals. Landmarks looking upon the square include the churches Westminster Abbey, Palace of Westminster, Big Ben, Imperial War Museums, and Central Hall Westminster. paths that branch off the Parliament Square are St Margaret Street (towards Millbank), Broad Sanctuary (towards Victoria Street), Great George Street (towards Birdcage Walk), Parliament Street (leading into Whitehall), and Bridge Street (leading onto Westminster Bridge). River Thames also plays the role of strong edge (visually prominent, and continuous in form) that has many landmarks (that are disguised by their dominance and singularity) on it.

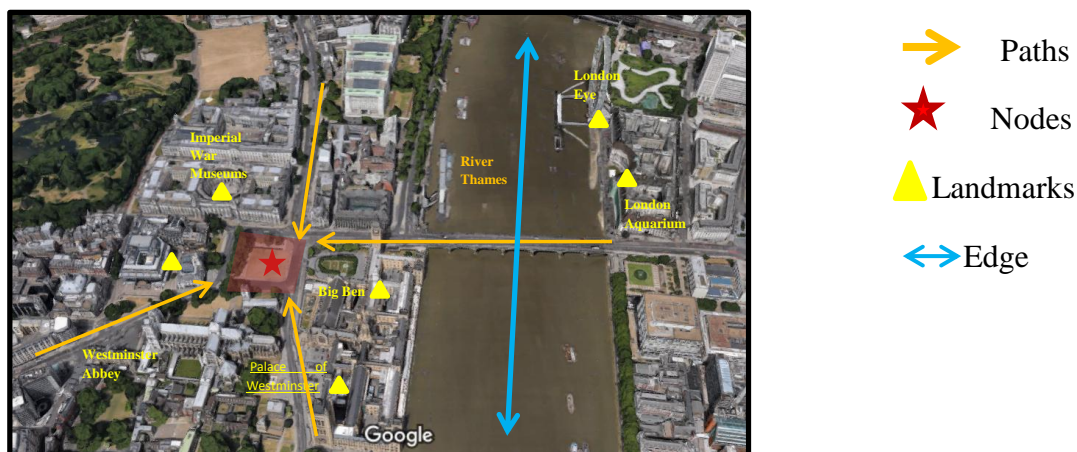


Fig. 4-36 Aerial view of Parliament Square and river Thames

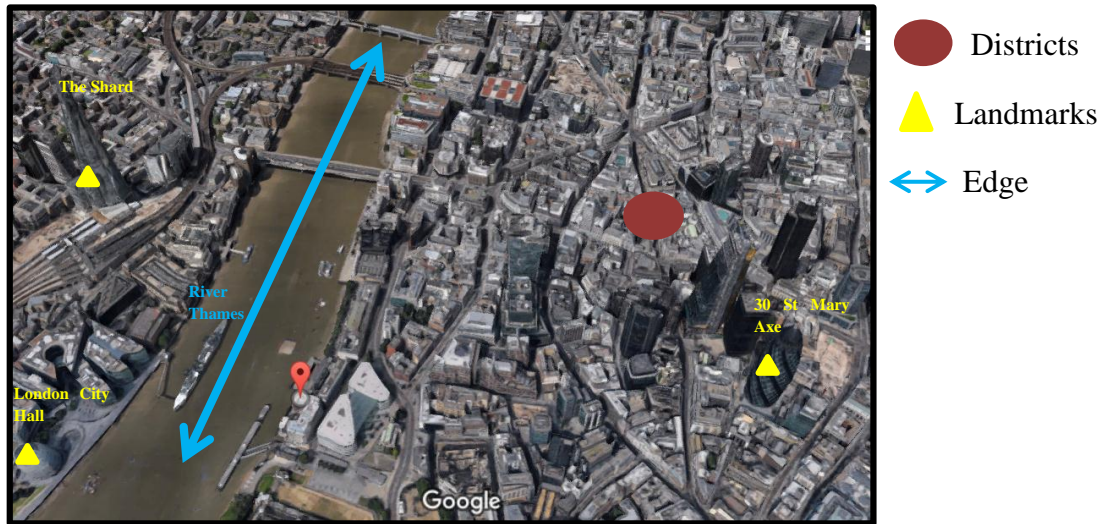
Source: <https://www.google.com/maps/place/Central+Hall+Westminster/@51.4951011,-0.1241464,796a,35v,39.26t/data=!3m1!1e3!4m13!1m7!3m6!1s0x487604c4ed80e753:0xc5e245185be41f37!2sParliament+Square,+Westminster,+London+SW1P+3JX,+UK!3b1!8m2!3d51.5006826!4d-0.1274981!3m4!1s0x487604db49adef9:0xb32c3c182d15cfaa!8m2!3d51.5000558!4d-0.1296473>, accessed (1-3-2018); and edited by the author.



## Chapter Four: Case Studies Analysis

Fig. (4-37) shows an aerial view to the city district with river Thames that works as an edge to this district. The City district contains many contrasts historical buildings with modern buildings, skyscrapers (such as 30 St Mary Axe) with low rise buildings which make it unique ones.

The River Thames is the silvery thread that provides continuity for a City that is always changing. The sinuous loops and eccentrically named reaches provide the focus for some of London's greatest sights. Royal Palaces, world renowned art galleries and theatres, a great fortress, a World War II battle cruiser, an observation wheel and many famous bridges can all be seen from the Thames.



**Fig. 4-37 Aerial view above the city district and river Thames**

Source: <https://www.google.com/maps/dir/51.504844,-0.0790465/51.5048344,-0.0786545/@51.508955,-0.0692473,963a,35v,270h,39.22t/data=!3m1!1e3>, accessed (1-3-2018);  
edited by the author.

Fig. (4-38) shows an aerial view to Canary Wharf business district; buildings in these districts are in contrast with the surrounding either in building type (business, residential, and commercial) or heights ( contains many of Europe's tallest buildings, including the second-tallest in the UK, One Canada Square). River Thames plays the role of the edge from two sides.

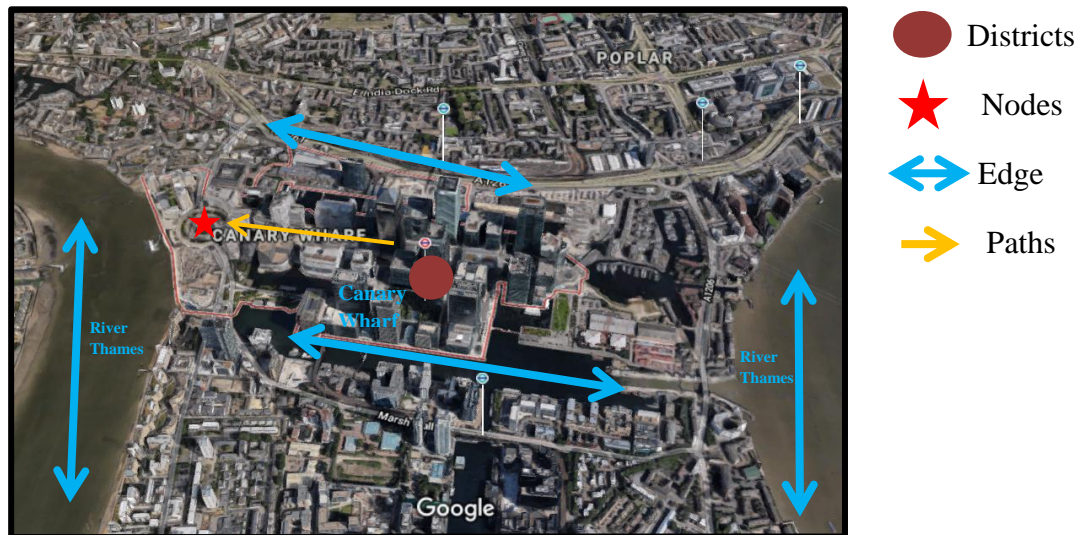


Fig. 4-38 Aerial view of Canary Wharf district

Source: <https://www.google.com/maps/place/Canary+Wharf,+London,+UK/@51.4918229,-0.0171103,1685a,35v,38.97t/data=!3m1!1e3!4m5!3m4!1s0x487602ba7a12992f:0x4d821857a5e4a41!8m2!3d51.5054306!4d-0.0235333>, accessed (2-3-2018); edited by the author.

## 4.6 Rome

Rome is the capital of Italy; it has a great history as a political capital, a religious center, and a memorial to the creative imagination of the past. It is located in the city is situated in the western side of the Italian Peninsula, inside Lazio<sup>18</sup>. The Vatican City is an autonomous nation topographically situated inside the city limits of Rome; as shown in fig. (4-39).

Rome has become one of the world's famous cities according to numerous industry rankings: e.g. the Saffron European City Brand Barometer<sup>19</sup> (5<sup>th</sup> place), the Anholt-GfK Roper City Brands Index<sup>20</sup> (6<sup>th</sup> place), the world city business brand barometer<sup>21</sup> (15<sup>th</sup> place), and finally MasterCard 2015 global destination cities index<sup>22</sup> (14<sup>th</sup> place).

<sup>18</sup> Ehrlich, B., Ring, R., Foot, J., (2017), **Rome: National Capital Italy**, <https://www.britannica.com/place/Rome#ref23874>, accessed (20-12-2017).

<sup>19</sup> Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

<sup>20</sup> <http://www.gfk.com/en-us/insights/press-release/toronto-drops-out-of-top-10-in-latest-city-brands-index-report/>, accessed (20-3-2016).

<sup>21</sup> Saffron Brand Consultants, **The World City Business Brand Barometer: Revealing which cities get the business brand they deserve**, <http://saffron-consultants.com/>, accessed (25-4-2016).

<sup>22</sup> Wong, Y., Choong, D., (2015), **MasterCard Global Destination Cities Index**, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>, accessed (30-11-2016).

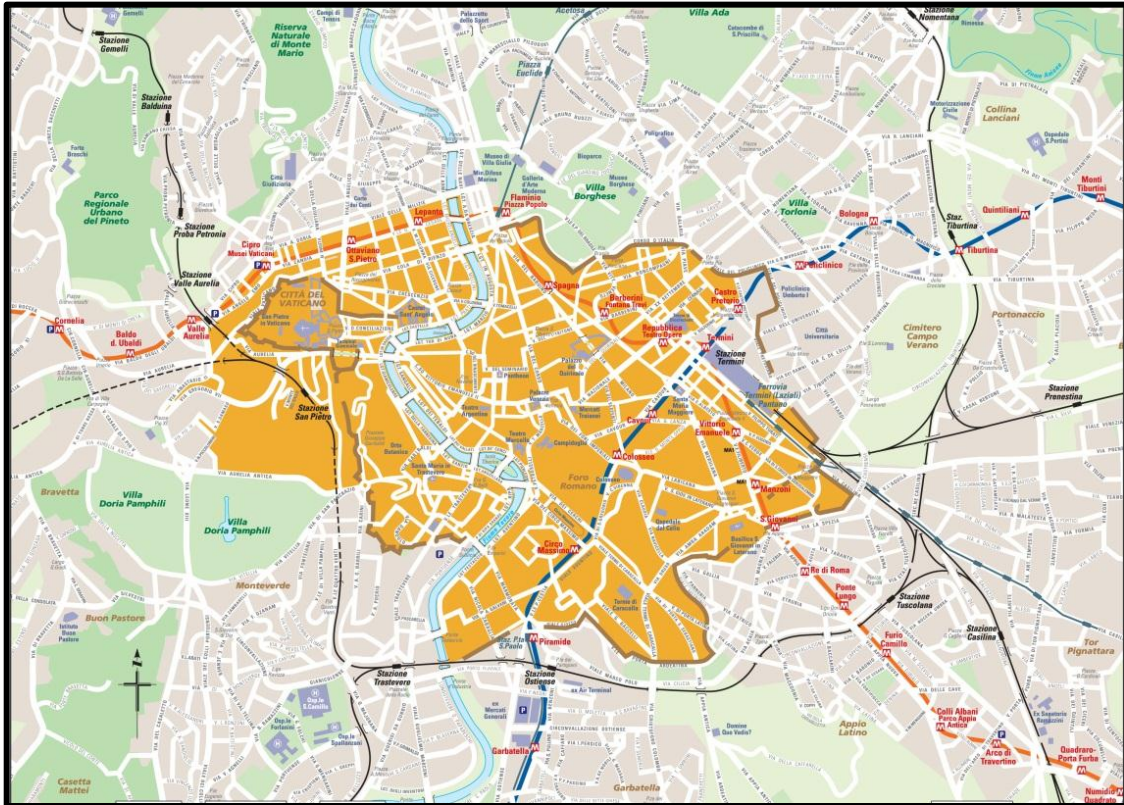


Fig. 4-39 Rome map

Source: [https://www.romeandvaticanpass.com/images\\_lib/1122944324\\_content\\_orp\\_web\\_res.jpg](https://www.romeandvaticanpass.com/images_lib/1122944324_content_orp_web_res.jpg), accessed (22-12-2017).

### 4.6.1 Urban Image of Rome

This part explores the urban image of Rome city based on these points: architectural style, street furniture, paths, Edges, nodes, districts, and landmarks.

#### 4.6.1.1 Paths

Rome has many famous paths that is rich with historical sightseeing and landmarks, and rich with many different activities to do; from these famous paths are:

**Via del Corso:** This long street has the famed Piazza del Popolo at its top end and at the bottom Piazza Venezia with the dominant Vittorio Emmanuel monument, from its main street; the Piazza di Spagna and the Trevi Fountain can be found on one side and the Pantheon on the other; as shown in fig. (4-40), and (4-41).



## Chapter Four: Case Studies Analysis

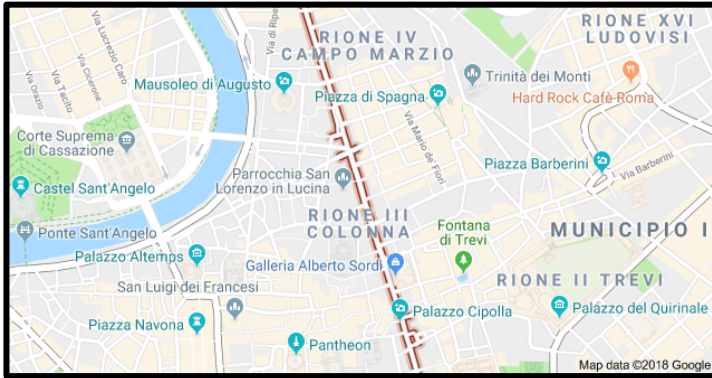


Fig. 4-40 Via del Corso map

Source: <https://www.google.com/maps/place/Via+del+Corso,+Roma+RM,+Italy/@41.9034651,12.4772104,17z/data=!3m1!4b1!4m5!3m4!1s0x132f6053f4560eaf:0x92dc2249ee91dd51!8m2!3d41.9034651!4d12.4793991>, accessed (2-4-2018).



Fig. 4-41 Via del Corso

Source: [https://civitavecchia.por-tmobility.it/sites/default/files/via-corso-veduta\\_p\\_venezia\\_anteprema\\_1.jpg](https://civitavecchia.por-tmobility.it/sites/default/files/via-corso-veduta_p_venezia_anteprema_1.jpg), accessed (24-4-2018).

**Via dei Fori Imperiali:** this street runs from the Coliseum up to Piazza Venezia and is adorned on both sides with spectacular views over the ancient roman ruins including Trajan's Market, the Temple of Concord and the Arch of Septimus Severus; as shown in fig. (4-42), and (4-43).

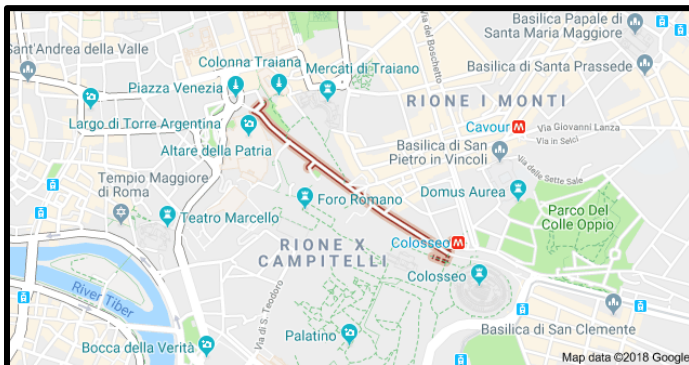


Fig. 4-42 Via dei Fori Imperiali map

Source: [https://www.google.com/maps/vt/data=Evd2YXwjrQ9IN-yphMIZ0mrWNYpMhAL01d2qOE63XfV\\_MrVrOIKxi9wFt03nIY9Rr6T0gpGxuCuRO6Av2HD6FJc9DvgzDW-N-RXQNu3fBZyiNNafM2sXqtnmPQahsiqnX\\_G2CUQSUpt-eA6qKg7ZhyZTDaf0dhOxUJ4xTOV1P8QJGDBtjpnUlhGhsWP3PWwsigcVsTIH9CM5kfls5o-oB4Q](https://www.google.com/maps/vt/data=Evd2YXwjrQ9IN-yphMIZ0mrWNYpMhAL01d2qOE63XfV_MrVrOIKxi9wFt03nIY9Rr6T0gpGxuCuRO6Av2HD6FJc9DvgzDW-N-RXQNu3fBZyiNNafM2sXqtnmPQahsiqnX_G2CUQSUpt-eA6qKg7ZhyZTDaf0dhOxUJ4xTOV1P8QJGDBtjpnUlhGhsWP3PWwsigcVsTIH9CM5kfls5o-oB4Q), accessed (2-4-2018).



Fig. 4-43 Via dei Fori Imperiali

Source: <http://www.ilprimatonazionale.it/wp-content/uploads/2015/10/via-dei-Fori-Imperiali.jpg>, accessed (24-4-2018).

**Corso Vittorio Emanuele II:** this Street is a principal road of importance in historic Rome. Running from the Piazza Venezia right through to the Tiber River and the bridge of the same name, the road passes through the famed 'Largo Argentina' and Campo dei Fiori, the Pantheon and Piazza Navona; as shown in fig. (4-44), and (4-45).

## Chapter Four: Case Studies Analysis



**Fig. 4-44 Corso Vittorio Emanuele II map**

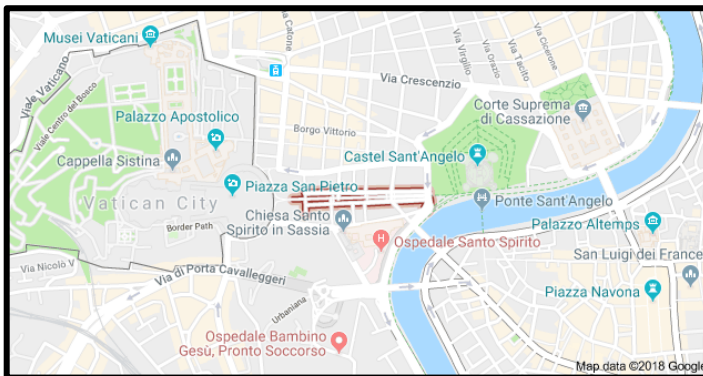
Source: <https://www.google.com/maps/place/Corso+Vittorio+Emmanuel+II,+00186+Roma+RM,+Italy/@41.897178,12.4692662,17z/data=!3m1!4b1!4m5!3m4!1s0x132f60455cfd291:0x94aad470b98e83dc!8m2!3d41.897178!4d12.4714549>, accessed (2-4-2018).



**Fig. 4-45 Corso Vittorio Emanuele II**

Source: <https://i.ytimg.com/vi/8ze0jXTxhE/maxresdefault.jpg>, accessed (24-4-2018).

**Via della Conciliazione:** this road has to have the finest architectural structure at its end the famous Vatican City; as shown in fig. (4-46), and (4-47). Via della Conciliazione leads from the river Tiber right up to St. Peter's Square taking in the Vatican in all its glory.



**Fig. 4-46 Via della Conciliazione map**

Source: <https://www.google.com/maps/vt/data=xEvmDs24Jz130oWPSkTWJugIRLHUaDzP8nF7vnJm0jOaaBLNNh4edhRu0BsL050yRu2q2qQs-dtbEYU6zFph3QBx6Lk4NIIjgFAoNXAoPBqprjcW1DzOKUNFvXssMCRDxvHaVx51ilLhTm2Bj47FxFu5CW2ymp-fDiZWdbdfrWuOyXSuJPVUNIxNqhEIC3RrqWY8u8iua4AN4xt8q0trzg>, accessed (2-4-2018).



**Fig. 4-47 Via della Conciliazione**

Source: <http://static.dagospia.com/img/foto/07-2016/via-della-conciliazione-oggi-815984.jpg>, accessed (24-4-2018).



### 4.6.1.2 Edges

Rome still shows its back to its river. The river has lost the access points as well as a solid connection with the city. The river-city relationship has become more symbolic than physical<sup>23</sup>.

The very origin of Rome is related to seven Roman hills and most of its public spaces are at least gently sloping, such as Piazza della Rotonda, Piazza di Montecitorio or Piazza Barberini. Sometimes the terrain has been leveled using terraces, as in Piazza del Campidoglio, Piazza del Quirinale, and Piazza Dante. One of forms overcoming the different elevations is steps, for example the famous Spanish Steps<sup>24</sup>.

### 4.6.1.3 Districts

Rome can be divided into several districts shown in fig. (4-48); the most famous of them are:

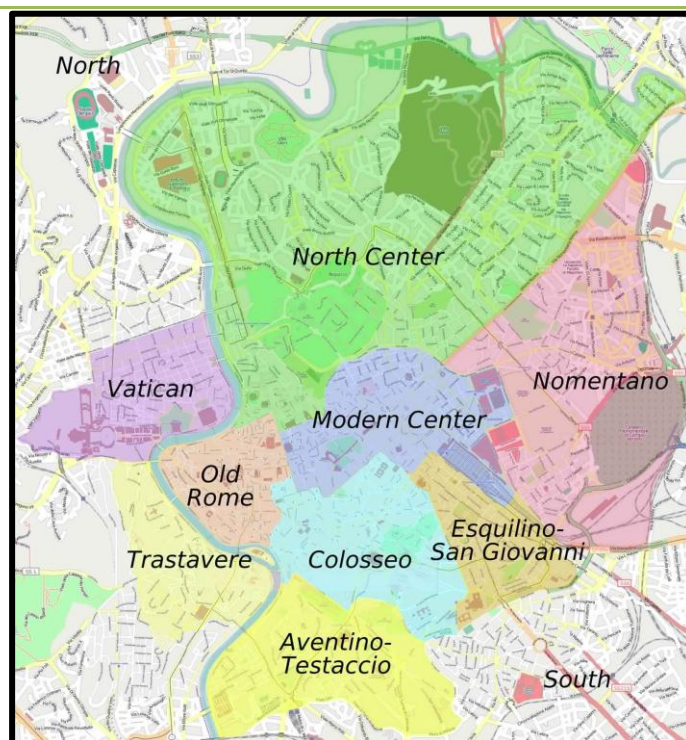


Fig. 4-48 Districts of Rome city.

Source: [http://www.200stran.ru/images/maps/1317237151\\_60a8c5.jpg](http://www.200stran.ru/images/maps/1317237151_60a8c5.jpg), accessed (28-4-2018).

**Old Rome:** The Renaissance-era center of the city, with beautiful squares, cathedrals, the Pantheon, and plenty of laid-back dining; includes piazza Navona, piazza Campo de' Fiori, and the (former) Jewish Ghetto.

<sup>23</sup> Polačkova, L., (2012), **Means of landscape architecture in the urban public space of Rome, Paris and Prague**, Acta univ. agric. et silvic. Mendel. Brun., Vol. LX, No. 8, pp. 281–298.

<sup>24</sup> Polačkova, L., (2012), Ibid.

## Chapter Four: Case Studies Analysis

---

**Colosseo:** The heart of ancient Rome, the Coliseum, the Imperial Fora and the Markets of Trajan, the Capitoline hill and its museums.

**Modern Centre:** Where many of the hotels are, as well as shopping and dining galore along the via Veneto; home to the areas around the Quirinal, Trevi fountain, piazza Barberini, Castro Pretorio and piazza della Repubblica.

### 4.6.1.4 Nodes

The history of Rome goes also and specially through its squares. Amidst wonderful monuments, baroque fountains, Roman ruins and old churches. The squares of Rome certainly are the best way to get to know the life and history of the city; from these squares are:

**Piazza Navona:** is a wonderful pedestrian square that holds two spectacular fountains designed by Bernini; shown in fig. (4-49). Encircling the square is the church of Sant’Agnese in Agone, as well as several palazzo and ochre-hued buildings. The square represents the true quintessence of Roman Baroque.

**St. Peter’s Square:** the grand piazza that fronts St. Peter’s Basilica shown in fig. (4-50); is a significant gathering place for tourists, especially during Christmas, Easter, and other Catholic faith-based festivals.

**Piazza di Spagna:** it is the location of the Spanish Steps, one of the most famous landmarks in Rome. This square is dominated by the broad, monumental stairway leading up to the Trinità dei Monti church, but it also features a small fountain by Bernini.



Fig. 4-49 Piazza Navona

Source:<https://www.tripsavvy.com/top-public-squares-of-rome-1547859>, accessed (24-12-2017).



Fig. 4-50 Saint Peter’s Square

Source:<https://www.tripsavvy.com/top-public-squares-of-rome-1547859>, accessed (24-12-2017).

### 4.6.1.5 Landmarks

This part includes landmarks (buildings, elements, or attractions) based on their characteristics from: dominance, exposure, singularity (shape, color, size, location, and height), contrast with the background, and meaning. From the most famous landmarks in Rome city are:

## Chapter Four: Case Studies Analysis

---

**Trevi Fountain:** The most famous fountain in all of Italy is the Trevi Fountain, an over-the-top Baroque masterpiece<sup>25</sup>; as shown in fig. (4-52).

**Bernini Fountains:** One of the most prolific artists in Rome was Gianlorenzo Bernini. He sculpted several fountains in the city, the most famous of which is the Four Rivers Fountain in Piazza Navona<sup>26</sup>.

**Saint Peter's Square Fountains:** There are two fountains in the square, one erected in the early 17th century and the second added by Bernini when he created the square in the mid-17th century<sup>27</sup>.fig. (4-51) shows one of these two fountains.

**The Fountain of the Four Rivers:** is the centerpiece of the Navona Square. The acclaimed design by Bernini shows four large figures, allegorical representations of what were considered the four greatest rivers in the world.

**Torre Eurosky:** the tallest building in the city (155 meters); and one of the highest residential towers in Italy.

**Torre Europarco:** is a high-rise building in Rome, Italy. It is 120 meters high residential building<sup>28</sup>. It is the third-tallest building in the city, after the nearby Torre Eurosky and St. Peter's Basilica. It lies within the Europarco.

**Vatican Museums:** This museum complex houses one of the world's most important collections brought together by popes over a period of four centuries, with the Sistine Chapel as its largest crowd puller; as shown in fig. (4-53).

**The Theater of Marcellus:** was conceived by Julius Caesar but eventually built by Emperor Augustus in 13 BC. It was the largest theater in ancient Rome, seating more than 12,000 spectators<sup>29</sup>; shown in fig. (4-54).

**Museum of Roman Civilization:** the highlights of this museum of the civilization of Rome are a large scale model of Imperial Rome and the reliefs of Trajan's Column. The museum is located in EUR, a suburb south of Rome.

**Coliseum:** one of the most famous buildings of the Roman Empire; shown in fig. (4-56). The building accommodated more than 55,000 spectators and was home to many games featuring gladiators and wild animals<sup>30</sup>.

---

<sup>25</sup>Renzulli, M., (2017), <https://www.tripsavvy.com/fountains-of-rome-1547854>, accessed (24-12-2017).

<sup>26</sup> Renzulli, M., (2017), Ibid.

<sup>27</sup> Renzulli, M., (2017), Ibid.

<sup>28</sup> <https://www.emporis.com/buildings/330030/torre-eurosky-rome-italy>, accessed (18-1-2018).

<sup>29</sup> <http://www.aviewoncities.com/rome/romeattractions.htm>, accessed (16-1-2018).

<sup>30</sup> <http://www.aviewoncities.com/rome/romeattractions.htm>, accessed (16-1-2018).

## Chapter Four: Case Studies Analysis

---

**The Pantheon:** was built by Emperor Hadrian as a temple for all pagan gods. The building's immense dome was the largest dome in the world for more than thirteen centuries.

**Capitoline Hill:** was the political and religious center of the Roman Empire. Here stood the majestic Temple of Jupiter Capitolinus, one of the most important temples of the antiquity.

**Victor Emmanuel II Monument:** This enormous monument honors Italy's first king, Victor Emmanuel II. It was built on a slope of the Capitoline Hill, at the heart of the city; shown in fig. (4-55).

**Trajan's Forum:** was built as the last and greatest of the Imperial Forums. The complex included a basilica, two libraries as well as a column and a temple dedicated to Trajan.

**Imperial Forums:** was started by Caesar as an extension of the Roman Forum became the city's most important political and economic center with temples, public squares, libraries, markets and a basilica.

**Forum Romanum:** As the de facto heart of Ancient Rome, the Forum boasted plenty of temples, arches and basilicas. Most are now reduced to rubble but with some imagination you can see the Roman Empire come back to life.

**Vatican City or 'Holy See':** the world's smallest state - is completely enclosed by the city of Rome. It incorporates the St. Peter's Basilica as well as the Vatican Museums and adjacent gardens.

**The Aurelian Wall:** was built to defend Rome against the ever growing threat of Germanic tribes invading the Roman Empire.

**The column of Marcus Aurelius:** was erected to commemorate the victories of Emperor Marcus Aurelius in his campaigns against Germanic tribes and the Sarmatians.

**Trajan's Column:** was erected in honor of Emperor Trajan. A long winding band of reliefs on the column depicts the victories of Emperor Trajan in the Dacian Wars.

**St. Peter's Basilica:** The largest church in the world, this great building with Michelangelo's impressive dome is the center of Christianity; shown in fig. (4-58). The opulent interior bears testimony to the wealth of the Catholic Church in the 16th and 17th century<sup>31</sup>.

**The Sistine Chapel:** a private chapel in the Vatican is world famous for its magnificent ceiling painting, a masterpiece of Western art created in the early sixteenth century by Michelangelo.

---

<sup>31</sup> <http://www.aviewoncities.com/rome/romeattractions.htm>, accessed (16-1-2018).

## Chapter Four: Case Studies Analysis

**The Basilica of Saint Mary Major:** is one of Rome's four papal basilicas and the largest church in the city dedicated to the Virgin Mary; shown in fig. (4-57). The church was built in the fifth century<sup>32</sup>.

**St. Paul Outside the Walls:** this church is one of the four major basilicas in Rome. It was originally built in the fourth century and was the largest church in Rome until the completion of the current St. Peter's Basilica<sup>33</sup>.

**Gesù:** this Baroque church, a model of counter-reformation architecture, is the world's oldest Jesuit church and one of the most famous churches in Rome. The interior is decorated with magnificent frescoes.

**Santa Prassede:** is a church known for its many mosaic decorations that were created in the early ninth century by Byzantine artists.

**Arch of Constantine:** is one of the most famous gateways in the world. It situated between the Coliseum and the Palatine Hill, this triumphal arch is the latest of the existing triumphal arches in Rome.

**The Arch of Titus:** is one of two remaining arches on the Forum Romanum. It was built to commemorate the capture of Jerusalem over the Jewish Zealots.

**The Arch of Septimius Severus:** was built as a triumphal arch to commemorate the victories of Emperor Severus in Parthia. It is one of the best preserved monuments on the Forum Romanum.

**The Arch of Janus:** is a four-sided arch that was built during the reign of Emperor Constantine over the intersection of two roads. It provided shelter for cattle merchants at the nearby market.



Fig. 4-51 Saint Peter's Square Fountains

Source:<https://www.tripsavvy.com/fountains-of-rome-1547854>, accessed (24-12-2017).



Fig. 4-52 Trevi Fountain

Source:<https://www.tripsavvy.com/fountains-of-rome-1547854>, accessed (24-12-2017).

<sup>32</sup> <http://www.aviewoncities.com/rome/romeattractions.htm>, accessed (16-1-2018).

<sup>33</sup> <http://www.aviewoncities.com/rome/romeattractions.htm>, accessed (16-1-2018).



## Chapter Four: Case Studies Analysis



Fig. 4-53 Vatican Museums

Source: <https://traveldigg.com/vatican-museum-one-of-the-oldest-museums-in-the-world/>, accessed (18-1-2018).



Fig. 4-54 The Theater of Marcellus

Source: <https://photo620x400.mnstatic.com/00407ac2e03e108fba6e0f8e5f5463fd/teatro-marcellus.jpg>, accessed (18-1-2018).



Fig. 4-55 Victor Emmanuel II Monument

Source: <http://www.touropia.com/tourist-attractions-in-rome/>, accessed (18-1-2018).



Fig. 4-56 Coliseum

Source: <http://www.aviewoncities.com/rome/colosseo.htm>, accessed (18-1-2018).



Fig. 4-57 The Basilica of Saint Mary

Source: [http://www.reidsitaly.com/images/lazio/rome/sights/sm\\_maggiore\\_facade.jpg](http://www.reidsitaly.com/images/lazio/rome/sights/sm_maggiore_facade.jpg), accessed (18-1-2018).



Fig. 4-58 St. Peter's Basilica

Source: <http://s3.thingpic.com/images/Eb/jnJRNJd8LVYCzm9vNZmyzSff.jpeg>, accessed (18-1-2018).

### 4.6.2 The relationship between Kevin Lynch Elements in Rome

This part analyzes some piazzas, districts, paths in Rome based on the five elements of Kevin Lynch.

## Chapter Four: Case Studies Analysis

Fig. (4-59) shows Via della Conciliazione (path) that leads to St. Peter's Square (node) with its unique Obelisk Vaticano, two fountains in the square (one erected in the early 17th century and the second added by Bernini), and fronts St. Peter's Basilica.

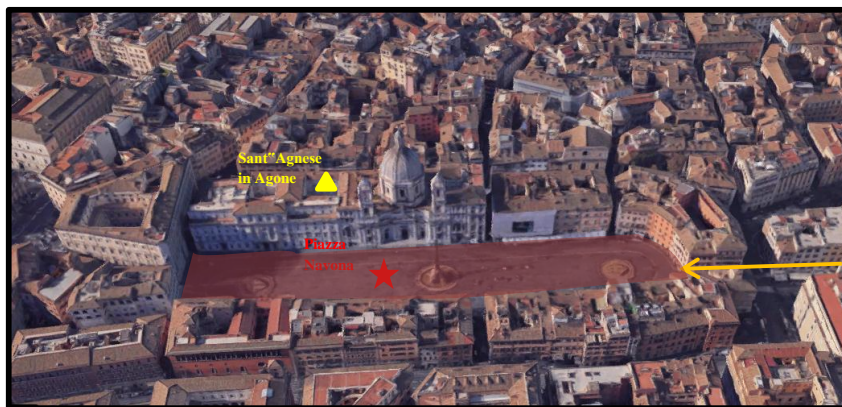


- Paths
- ★ Nodes
- ▲ Landmarks

Fig. 4-59 St. Peter's Basilica & St. Peter's Square

Source: <https://www.google.com/maps/place/Statua+di+San+Paolo/@41.9077222,12.4581043,747a,35y,180h,39.23t/data=!3m1!1e3!4m12!1m6!3m5!1s0x132f606638eb1621:0x702007e5da842c39!2sSt.+Peter's+Square!8m2!3d41.902218!4d12.456796!3m4!1s0x132f6066730a13a1:0xf50448a20771455a!8m2!3d41.9025406!4d12.4561988>, accessed (2-3-2018); and edited by the author.

Fig. (4-60) shows the piazza Navona (node) that contains landmarks that are famous for their singularity (shape, location, and visibility) and dominance; these landmarks are the spectacular fountains designed by Bernini (The Fountain of the Four Rivers), and the church of Sant' Agnese in Agone with its unique dome.



- Paths
- ★ Nodes
- ▲ Landmarks

Fig. 4-60 Piazza Navona

Source: <https://www.google.com/maps/place/Piazza+Navona/@41.8991084,12.4766547,303a,35y,270h,44.89t/data=!3m1!1e3!4m5!3m4!1s0x132f6083c19d1c3d:0xa35724562e82334a!8m2!3d41.8991633!4d12.4730742>, accessed (2-3-2018); edited by the author.

Fig. (4-61) shows two main paths Via del Corso and Via del Babuino. The first one famed Piazza del Popolo at its top end, passing by Piazza Colonna with Marcus Aurelius Column and at the bottom Piazza Venezia with the dominant Vittorio Emmanuel monument. The second path is Via del Babuino; starts at Piazza del Popolo, and ends at Piazza di Spagna with its Spanish Steps.



## Chapter Four: Case Studies Analysis

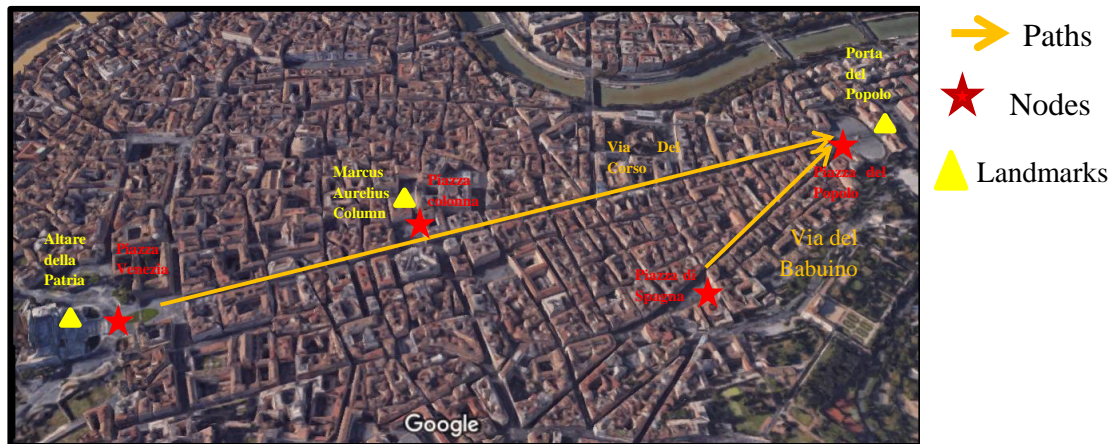


Fig. 4-61 An aerial view over the Via Del Corso and Via del Babuino

Source: <https://www.google.com/maps/place/Via+del+Corso,+Roma+RM,+Italy/@41.9016308,12.4934452,1303a,35v,270h,39.1t/data=!3m1!1e3!4m5!3m4!1s0x132f6053f4560eaf:0x92dc2249ee91dd51!8m2!3d41.9034651!4d12.4793991>, accessed (2-3-2018); edited by the author.

Fig. (4-62) shows Arch of Constantine; the gateways situated between the Coliseum and the Palatine Hill. It also shows the Via dei Fori Imperiali which starts from the Coliseum up to Piazza Venezia and is adorned on both sides with spectacular views over the ancient roman ruins including Trajan's Market, the Temple of Concord, The Imperial Fora, and the Arch of Septimus Severus.



Fig. 4-62 An aerial view from a part in Colosseo district

Source: <https://www.google.com/maps/search/pantheon,+Rome,+Metropolitan+City+of+Rome,+Italy/@41.9015488,12.4847256,1216a,35v,180h,39.13t/data=!3m1!1e3>, accessed (3-3-2018).

## 4.7 Paris

Paris is the capital of France and is located in the northwest region; fig. (4-63) shows the map of Paris. It occupies a central position in the rich agricultural region known as the Paris Basin, and it constitutes one of eight departments of the Île-de-France administrative region. It is by far the country's most important center of commerce and culture. It is characterized by a functional and urban diversity, due

## Chapter Four: Case Studies Analysis

historically to its central location with opportunities for commercial exchange on the one hand, and to a strong concentration of administrative bodies and political power on the other.

Paris become one of the world's leading cities according to numerous industry rankings: e.g. the Saffron European City Brand Barometer<sup>34</sup> (1<sup>st</sup> place), the PwC cities of opportunity 7<sup>35</sup> (7<sup>th</sup> place), the Guardian cities global brand survey<sup>36</sup> (4<sup>th</sup> place), the Anholt-GfK Roper City Brands Index<sup>37</sup> (1<sup>st</sup> place), the world city business brand barometer<sup>38</sup> (4<sup>th</sup> place), and finally Master Card 2015 global destination cities index<sup>39</sup> (3<sup>rd</sup> place).

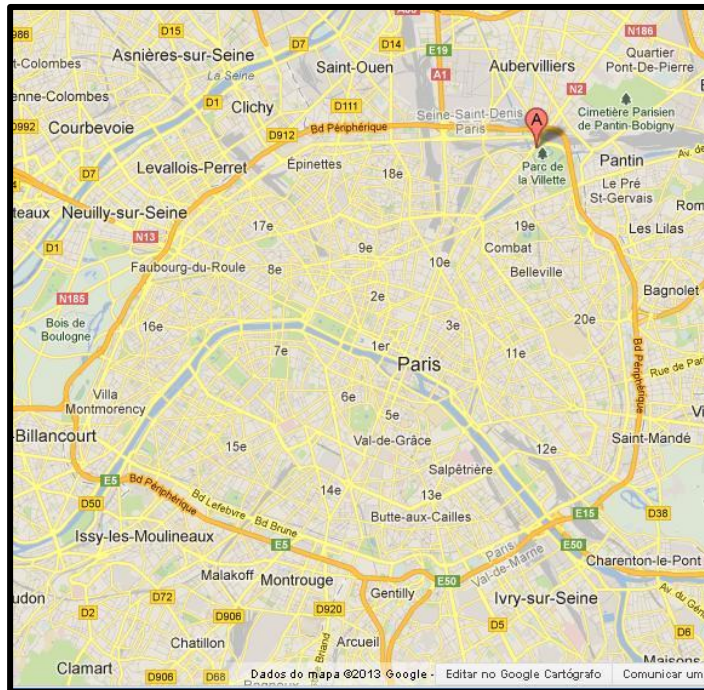


Fig. 4-63 Paris map

Source: <http://www.worldeasyguides.com/france/paris/parc-de-la-villette/parc-de-la-villette-on-map-of-paris/>, accessed (30-5-2018).

<sup>34</sup> Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

<sup>35</sup> <http://www.pwc.com/us/en/cities-of-opportunity.html>, accessed (31-1-2017).

<sup>36</sup> Knapp, B., (2014), **City Brand Barometer**, <http://saffron-consultants.com/views/city-brand-barometer/>, accessed (26-4-2016).

<sup>37</sup> <http://www.gfk.com/en-us/insights/press-release/toronto-drops-out-of-top-10-in-latest-city-brands-index-report/>, accessed (20-3-2016).

<sup>38</sup> Saffron Brand Consultants, **The World City Business Brand Barometer: Revealing which cities get the business brand they deserve**, <http://saffron-consultants.com/>, accessed (25-4-2016).

<sup>39</sup> Wong, Y., Choong, D., (2015), **MasterCard Global Destination Cities Index**, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>, accessed (30-11-2016).

### 4.7.1 Urban Image of Paris

This part explores the urban image of Paris city based on these points: architectural style, street furniture, paths, Edges, nodes, districts, and landmarks.

#### 4.7.1.1 Path

Paris is an amazing city for a stroll, but some streets simply stand out more than the others. From charming walkways to extravagant roads - here are some examples of them:

**Champs-Elysees:** is one of the most famous streets in the world. It runs from the Place de la Concorde in the east, with the Obelisk of Luxor, to the Place Charles de Gaulle in the west, the location of the Arc de Triumph; as shown in fig. (4-64), and (4-65).

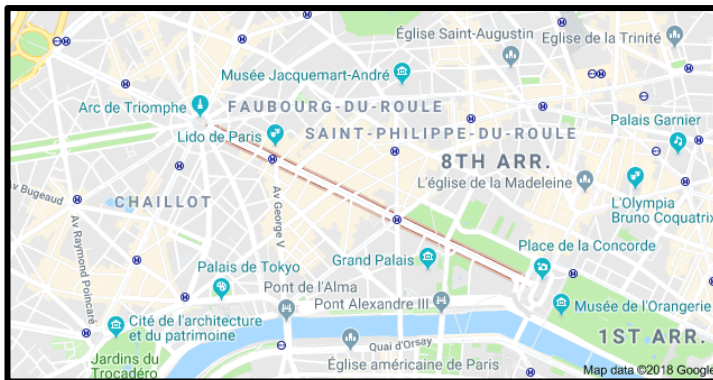


Fig. 4-64 Champs-Elysees map

Source:

<https://www.google.com.eg/maps/place/Av.+des+Champs-Élysées,+75008+Paris,+France/@48.8716907,2.2996331,17z/data=!3m1!4b1!4m5!3m4!1s0x47e66fc4f8007851:0x5aa1a787f38f64f6!8m2!3d48.8716907!4d2.3018218>, accessed (1-4-2018).



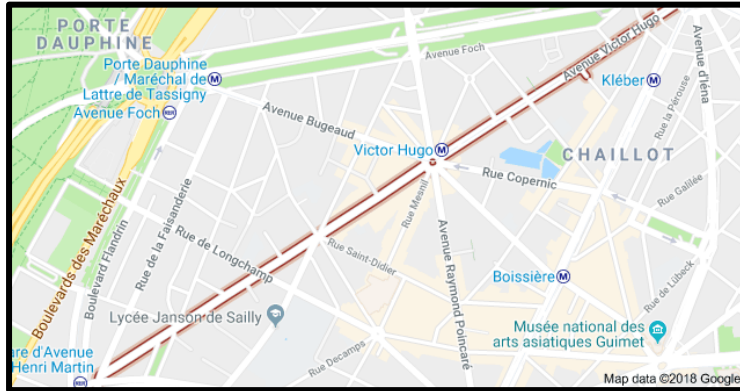
Fig. 4-65 Champs-Elysees

Source:<http://onebigphoto.com/uploads/2011/10/paris-champs-elysees.jpg>, accessed (28-4-2018).

**Avenue Victor Hugo:** it begins at the Arc de Triumph; as shown in fig. (4-66), and (4-67). It is the second longest avenue and named after the famous Victor Hugo. A statue of Hugo can be found at the intersection with avenue Henri-Martin. Avenue Victor Hugo is famous for its incredibly beautiful architecture.



## Chapter Four: Case Studies Analysis



**Fig. 4-66 Avenue Victor Hugo map**

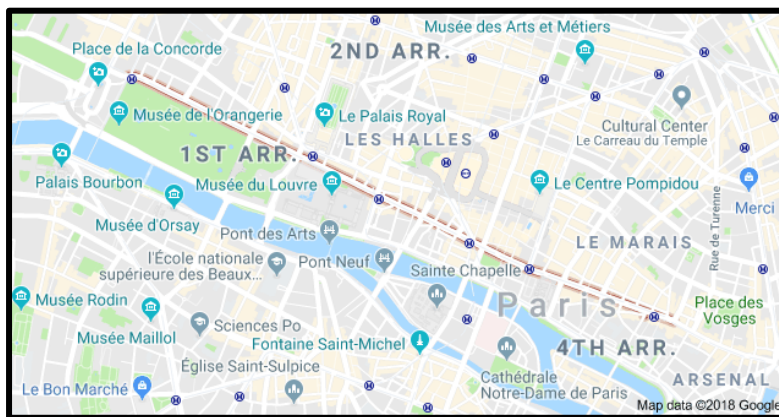
Source: [https://www.google.com/maps/vt/data=6xGJqFpzODtHBBaY\\_BCjznrX0YgE0Q7ggio\\_EmtcMHblIpw4p9ZrTaVWPm\\_n74V\\_3YBSb6rbAEQgDt9JX3T0TKJNawskTszIROgoZAJSE-08vjnwJq1\\_ASiEbbIariYa0ROpJjwMcdckgUfvGSJQi7elvJfagS3ldK3O9mFVq6VvyY38Bw23AE501iPVAwMc8VXmxPzrIipac2fhFEWjlo](https://www.google.com/maps/vt/data=6xGJqFpzODtHBBaY_BCjznrX0YgE0Q7ggio_EmtcMHblIpw4p9ZrTaVWPm_n74V_3YBSb6rbAEQgDt9JX3T0TKJNawskTszIROgoZAJSE-08vjnwJq1_ASiEbbIariYa0ROpJjwMcdckgUfvGSJQi7elvJfagS3ldK3O9mFVq6VvyY38Bw23AE501iPVAwMc8VXmxPzrIipac2fhFEWjlo), accessed (1-4-2018).



**Fig. 4-67 Avenue Victor Hugo**

Source: [https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSv-Rh0zi\\_nZvFVwxPCqH4lWB8wc5LGngJ6JPBB6WW6ugcBG4Zo](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSv-Rh0zi_nZvFVwxPCqH4lWB8wc5LGngJ6JPBB6WW6ugcBG4Zo), accessed (28-4-2018).

**Rue de Rivoli:** this highly energetic street runs through very heart of Paris, parallel to the river Seine; as shown in fig. (4-68), and (4-69). This beautiful boulevard is home to the Louvre and the Tuileries Garden.



**Fig. 4-68 Rue de Rivoli map**

Source: [https://www.google.com/maps/vt/data=nwBxo\\_sxQOXaPglrkrf6c7drjLHOOG\\_5UkqB5HVzqgtPOHU1adLyF1hX22HS5DKMSV8jdAyt\\_6iriSqlaiHX\\_jagvObLjHM4vTF9RC1jNEE2azsmWF4nCmFLk9A98DwMEDYr5hlu0c\\_HQiv-trq7mA0-5QEbSHN5EEig9cN5gQEZ3oWBqiq4AVJu2MFW-C66ugMpKdrszisn8Mv0slrsX2Q6f9zMXcNDsWFOax6kBXeq6OwSk3Qtfx0](https://www.google.com/maps/vt/data=nwBxo_sxQOXaPglrkrf6c7drjLHOOG_5UkqB5HVzqgtPOHU1adLyF1hX22HS5DKMSV8jdAyt_6iriSqlaiHX_jagvObLjHM4vTF9RC1jNEE2azsmWF4nCmFLk9A98DwMEDYr5hlu0c_HQiv-trq7mA0-5QEbSHN5EEig9cN5gQEZ3oWBqiq4AVJu2MFW-C66ugMpKdrszisn8Mv0slrsX2Q6f9zMXcNDsWFOax6kBXeq6OwSk3Qtfx0), accessed (1-4-2018).



**Fig. 4-69 Rue de Rivoli**

Source: [https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTdeDsbAEwz0EM\\_e0WbjDWlGZbHR8gRFnnWUZtrWtZZ5XS7mTMH](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTdeDsbAEwz0EM_e0WbjDWlGZbHR8gRFnnWUZtrWtZZ5XS7mTMH), accessed (28-4-2018).

**Avenue du Maréchal Gallieni:** this magnificent street runs just outside of the Hôtel des Invalides and a series of parks and green spaces; as shown in fig. (4-70), and (4-71).

## Chapter Four: Case Studies Analysis

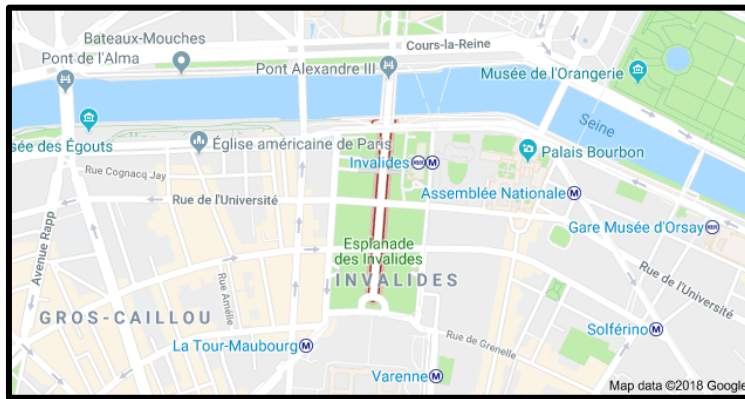


Fig. 4-70 Avenue du Maréchal Gallieni map

Source: [https://www.google.com/maps/vt/data=wYqTJ5oJHAz4-3eZ4mHTpG6RivQd5AF20\\_dHzcBudHXpNRNhVWBDSknN6Tp\\_dNXW7kewmS6c2jBnK8V\\_430crj2zZlFvdh3k9RlxSANpprN1Wm\\_uFF2UZEh2FYyYiCI4U-FDd\\_YiHba7BRzps7LF6i3EFMPPIL2ro1BkeVlaF1KrsD19BhKV\\_dxami501wA8aUZvDOYidRFYilGaJUJQNaTJHX0](https://www.google.com/maps/vt/data=wYqTJ5oJHAz4-3eZ4mHTpG6RivQd5AF20_dHzcBudHXpNRNhVWBDSknN6Tp_dNXW7kewmS6c2jBnK8V_430crj2zZlFvdh3k9RlxSANpprN1Wm_uFF2UZEh2FYyYiCI4U-FDd_YiHba7BRzps7LF6i3EFMPPIL2ro1BkeVlaF1KrsD19BhKV_dxami501wA8aUZvDOYidRFYilGaJUJQNaTJHX0), accessed (28-4-2018).



Fig. 4-71 Avenue du Maréchal Gallieni

Source: <http://fornacepolirone.it/fornacepolirone.com/repository/1/12/455/ita-461.jpg>, accessed (28-4-2018).

**The Rue Soufflot:** leads from the entrance to Luxembourg Garden to the Pantheon; as shown in fig. (4-72), and (4-73).

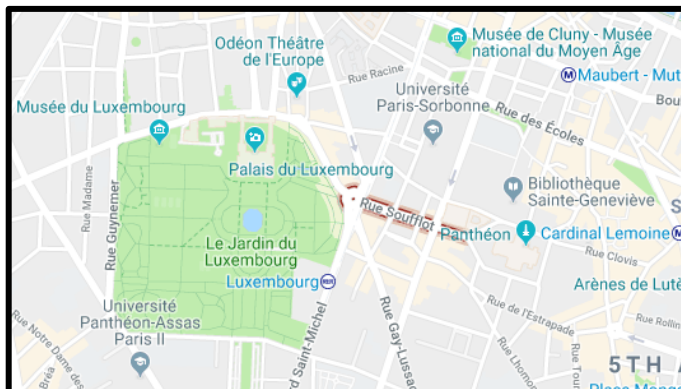


Fig. 4-72 The Rue Soufflot Map

Source: [https://www.google.com/maps/vt/data=pmzEDmIFqzjUmq1R28aNgGYYbZJuf0jZH61kWpy9r9eJnvGNThT3T-mJlqz6aVE2WRxwpsmnCqiF4A4dc36iFRlRQUxY89mQAjL6WKznGSSnlFUksDxqn71Iwiqpfh1KUWPs5fTnCMd4Zgs3qC-J95mY6EPbSoyvAiQdLyyKXU0PfUSE3LISi5M6JwSnXZz\\_wPjgZi6SIzamMfqiPCUwMU](https://www.google.com/maps/vt/data=pmzEDmIFqzjUmq1R28aNgGYYbZJuf0jZH61kWpy9r9eJnvGNThT3T-mJlqz6aVE2WRxwpsmnCqiF4A4dc36iFRlRQUxY89mQAjL6WKznGSSnlFUksDxqn71Iwiqpfh1KUWPs5fTnCMd4Zgs3qC-J95mY6EPbSoyvAiQdLyyKXU0PfUSE3LISi5M6JwSnXZz_wPjgZi6SIzamMfqiPCUwMU), accessed (1-4-2018).



Fig. 4-73 The Rue Soufflot

Source: [http://www.paristoric.com/images/iconographie/Arrond-05/paris\\_5\\_rue\\_soufflot.jpg](http://www.paristoric.com/images/iconographie/Arrond-05/paris_5_rue_soufflot.jpg), accessed (28-4-2018).

### 4.7.1.2 Edge

The prominent feature of Paris waterfront promenades is one of the symbols of the city. These features are: The Seine River, urban canals, e.g. Canal Saint Martin, Canal de l'Ourcq.

## Chapter Four: Case Studies Analysis

A typical feature of Paris is its local relief, or rather its ‘nonexistence’. The city is located in a broad shallow valley of the Seine and its areas are characterized by their flatness, except for artificial terrain modifications such as Place Georges Pompidou or Buttes Chaumont Park.

### 4.7.1.3 Districts

Paris has unique districts; some of these famous unique districts are:

**La Défense:** is a major business district just west of the city limits of Paris; fig. (4-74), and (4-75). It is part of the Paris Metropolitan Area in the Île-de-France region, located in the department Hauts-de-Seine spread across the commune of Courbevoie, as well as parts of Puteaux and Nanterre.



Fig. 4-74 La Défense district map

Source: [https://www.google.com/maps/vt/data=lv8b38eQzKsAEOEi9M2Wzww5T7W3nIR56R4f5vzavl4IuHFWU35t-08JZdc9E6xLVv2g2ZrKvjF702CmtOuXpFe\\_Gdx7KAoqmMBAqb83iV5zMeBc2ebPCK80IkQI4IJziXI4OuTAadYvB9yFXx7W7kbRp-ozh0SX2LuhmrIIQfWODh5-Hc9BiY9vB9jo8MjIQRqdv8DNVCF079ReTJDcIWP2qXSiD7ByO7j](https://www.google.com/maps/vt/data=lv8b38eQzKsAEOEi9M2Wzww5T7W3nIR56R4f5vzavl4IuHFWU35t-08JZdc9E6xLVv2g2ZrKvjF702CmtOuXpFe_Gdx7KAoqmMBAqb83iV5zMeBc2ebPCK80IkQI4IJziXI4OuTAadYvB9yFXx7W7kbRp-ozh0SX2LuhmrIIQfWODh5-Hc9BiY9vB9jo8MjIQRqdv8DNVCF079ReTJDcIWP2qXSiD7ByO7j), accessed (28-4-2018).



Fig. 4-75 La Défense

Source: <http://www.aviewoncities.com/img/paris/kvefr2198s.jpg>, accessed (15-1-2018).

**Ile de la Cité:** considered the heart of Paris and composed of two central islands in the Seine River; as shown in fig. (4-76), and (4-77). The Island has some magnificent sights such as the Notre-Dame and Sainte-Chapelle.

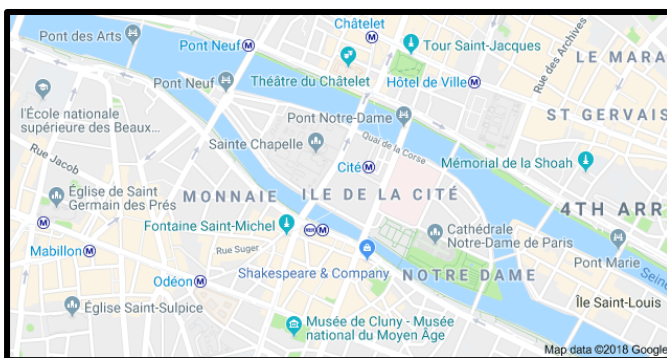


Fig. 4-76 Ile de la Cité district map

Source: <https://www.google.com/maps/vt/data=0DdKKGj8QbKxA-CPDMv5V9CbIP565creGARF->



Fig. 4-77 Ile de la Cité

Source: <http://paris1900.lartnouve>



## Chapter Four: Case Studies Analysis

[ekPHwu4LwxTa62tu8sSTfsIyyeCFmm58eRMkvbwRFjlp0TFFI2  
WaH7hrY-1mtad4ZIAbcmWL9X-q847m-  
jLggt9CDIPbzqxKJVseZYU-  
1qPzyankF10hPnitntZsMLAmpg2d1Bb\\_0dkopIEWvoxmSN3pdh7  
rZEtzZJEuodar3gfCxZpR4wwLqBKtCeqpChzq](http://ekPHwu4LwxTa62tu8sSTfsIyyeCFmm58eRMkvbwRFjlp0TFFI2WaH7hrY-1mtad4ZIAbcmWL9X-q847m-jLggt9CDIPbzqxKJVseZYU-1qPzyankF10hPnitntZsMLAmpg2d1Bb_0dkopIEWvoxmSN3pdh7rZEtzZJEuodar3gfCxZpR4wwLqBKtCeqpChzq), accessed (28-4-  
2018).

[au.com/paris00/ile\\_de\\_la\\_cite/1ilc  
it.JPG](http://au.com/paris00/ile_de_la_cite/1ilc<br/>it.JPG), accessed (15-1-2018).

### 4.7.1.4 Nodes

The spatial composition of a Paris square often has a central accent, such as a monument or a column; fountains are often placed at some of the space axes, organized by geometrical patterns based on a French classical garden model<sup>40</sup>. Some of the famous examples are:

**Place de la Concorde:** is situated at the end of the Champs-Élysées. Today it is famous for the Luxor Obelisk (a 3,300 year old Egyptian obelisk erected on the square in October 1836), the surrounding prestigious hotels, and the two monumental fountains (Fontaine des Mers and Fontaine des Fleuves)<sup>41</sup>; as shown in fig. (4-78).

**Place Charles de Gaulle:** historically known as the Place de l'Étoile, is a large road junction around the Arc de Triomphe in Paris, the meeting point of twelve straight avenues including the Champs-Élysées; as shown in fig. (4-79).

**Place de l'Opéra:** the place of the Palais Garnier Opera House.

**The Place Vendôme:** is Paris's most prestigious square. The tall bronze column at its center honors Napoleon's victory at the Battle of Austerlitz. The column is topped by a statue of the emperor.



Fig. 4-78 Place de la Concorde

Source: <https://traveldigg.com/wp-content/uploads/2016/06/Place-De-La-Concorde-Paris.jpg>, accessed (7-1-2018).

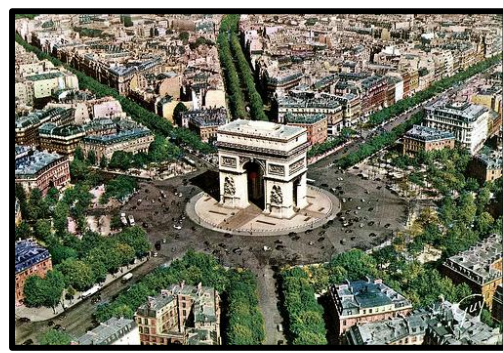


Fig. 4-79 Place Charles de Gaulle

Source: <http://europeantrips.org/wp-content/uploads/2012/04/Arc-de-Triomphe-de-l%E2%80%99%C3%89toile-Paris-Monument.jpg>, accessed (7-1-2018).

<sup>40</sup> Polačkova, L., (2012), **Means of landscape architecture in the urban public space of Rome, Paris and Prague**, ACTA UNIVERSITATIS AGRICULTURAE ET SILVICULTURAE MENDELIANAE BRUNENSIS, Vol. LX, No. 8, pp. 281–298.

<sup>41</sup> <https://en.parisinfo.com/transport/90907/Place-de-la-Concorde#>, accessed (7-1-2018).



### 4.7.1.5 Landmarks

This part includes the unique landmarks (buildings, elements, or attractions) based on their characteristics from: dominance, exposure, singularity (shape, color, size, location, and height), contrast with the background, and meaning. From the most famous landmarks in Paris city are:

**Flame of Liberty:** is a full-sized, gold-leaf-covered replica of the new flame at the upper end of the torch carried in the hand of the Statue of Liberty (Liberty Enlightening the World) at the entrance to the harbor of New York City; shown in fig. (4-80).

**La Defense monument:** located in La Défense business district; shown in fig. (4-81). It commemorates the Parisian resistance during the Franco-Prussian War.

**Centre Pompidou:** the Pompidou center was designed in the style of high-tech architecture. With its color-coded pipes and ducts, the design of the modern art museum has been the source of much controversy since its construction; shown in fig. (4-83).

**Palais du Luxembourg:** The Luxembourg Palace, surrounded by its beautiful gardens, was built in 1617. It owes its name to the Duke of Piney-Luxembourg, landlord of a domain which was later acquired by Maria de Medici, widow of the King of France, Henri IV. The Italian-born Queen wished to create a residence to remind her of the Pitti Palace as well as establishing gardens evoking those of Boboli in Florence.

**The Louvre Pyramid:** was built as the main entrance to the Louvre Museum. The modern glass design forms a nice contrast with the historic architecture of the Louvre Palace; shown in fig. (4-82).

**Versailles Palace:** The magnificent palace of Versailles is a testimony of the Sun King's extravaganza. The palace and its magnificent formal garden became the quintessential model for palaces in Europe.

**Eiffel Tower:** is the symbol of Paris and one of the city's must-see attractions; shown in fig. (4-85).

**The Tour Montparnasse:** Its name is derived from Mount Parnassus, a flattened Parisian hill that was likened to the home of the Muses.

**Tour Triangle:** The glass pyramid with a trapezoidal base will contain a hotel, office space, childcare, and cultural facilities.

**Pont Neuf:** The bridge has a total of twelve arches, with one span of seven arches joining the right bank and another span of five arches connecting Île de la Cité with the left bank.

**The Pont Alexandre III:** Aligned with the Esplanade des Invalides, the Pont Alexandre III connects the Grand and Petit Palais on the right bank with the Hôtel des Invalides on the left bank. The bridge is lavishly decorated with lampposts and sculptures of cherubs and nymphs; as shown in fig. (4-84).

**The Pont des Arts:** is probably considered the most romantic bridge in Paris. Linking the Right Bank (near the Louvre) and the Left Bank a few meters away from

## Chapter Four: Case Studies Analysis

---

the Pont Neuf, it is also a pedestrian bridge where you can sit or even picnic while enjoying a great view.

**Opéra de Paris Garnier:** Now known as the Palais Garnier, this opulent building in Second Empire baroque style was constructed as one of the grandest opera houses ever built; as shown in fig. (4-86).

**Louvre:** One of the most famous museums in the world with a fabulous collection. It is housed in the Louvre Palace, once the residence of France's royal family; as shown in fig. (4-87).

**Rodin Museum:** This museum is dedicated to France's most famous sculptor Auguste Rodin, known for famous works such as *The Thinker* and *The Kiss*. The museum is housed in a mansion where Rodin once lived and worked.

**Musée de Cluny:** The National Museum of the Middle Ages, also known as the Cluny Museum has a magnificent collection of medieval art. It is housed in a medieval mansion with Gallo-Roman ruins.

**The Petit Palais (small palace):** was built as a temporary structure for the World Fair of 1900. The magnificent Beaux-Arts building housed a large exposition of French Art. Today it is home to the Museum of Fine Arts.

**L'Institut du Monde Arabe:** Built in 1988 as a cultural center. Its purpose is to foster knowledge of Arab world culture by the exchange of information on the arts, sciences and modern technologies.

**Palais de Chaillot:** This modernist complex was built for the World Fair of 1937. It houses several museums, an aquarium and a theater.

**The Orsay Museum:** is housed in a grand railway station built in 1900 along the Seine River. Home of many sculptures and impressionist paintings it has become one of Paris's most popular museums.

**Les Invalides:** The grand complex of Les Invalides on the Left Bank is easily recognizable by its magnificent golden dome. It was built by Louis XIV to house the homeless and wounded veterans of the King's army. Today the Hôtel des Invalides is famous for housing the tomb of French emperor Napoleon Bonaparte. It also hosts three museums: the Army museum, the Order of the Liberation museum, and the Relief map museum.

**Panthéon:** Situated in the Latin Quarter, the Panthéon stands at the top of the Sainte-Geneviève hill. A massive colonnaded dome tops the neo-classical white monument. Originally a church, the Panthéon has since become a necropolis for France's greatest citizens and a popular national monument.

**Cité médiévale de Provins:** is on the UNICCO World Heritage list. Stroll down the winding streets lined with timber framed houses, or on the ramparts, the 13th century fortress, the Tour César keep, or the Grange aux Dîmes where a reconstitution of Middle-Age market scenes.

## Chapter Four: Case Studies Analysis

---

**Obélisque de Luxor:** Two 3,300-year-old twin obelisks once marked the entrance to the Luxor Temple. One was brought to Paris in 1829 as a gift. It is the oldest monument of Paris.

**Hôtel de Ville (Paris):** Built in 1628 as the city's local administration. It serves multiple functions, housing the local administration, the Mayor of Paris.

**Notre Dame Cathedral:** The Notre Dame de Paris is one of the first Gothic cathedrals ever built; as shown in fig. (4-89). From the lookout at the north tower you have a great view over the city.

**The Madeleine:** is a church built as a Greek temple. The enormous building, surrounded by 52 Corinthian columns, is one of Paris's best known monuments thanks in part to its prominent location.

**The Cimetière du Père-Lachaise:** is one of the world's most famous and most-visited cemeteries. Long list of famous people are buried here, from Rossini and Sarah Bernhardt to Edith Piaf and Jim Morrison.

**Sainte-Chapelle:** This chapel was built in 1248 by King Louis IX at the Île de la Cité to store important religious relics. The magnificent chapel in Gothic style is a masterpiece of medieval architecture.

**Saint-Germain-des-Prés:** is the oldest church in Paris and its roots go back to 512AD, when it was founded as a basilica. The church is at the center of a popular quarter of the same name.

**Basilica du Sacre-Coeur:** This Montmartre landmark, a 19th-century basilica built by the French government following the Franco-Prussian War, features a large medieval dome that provides excellent views of the city; as shown in fig. (4-88).

**Arc de Triumphant:** one of the most famous monuments in Paris; shown in fig. (4-90). It stands in the western end of the Champs-Élysées and honors those who fought and died for France in the French Revolutionary and the Napoleonic Wars, with the names of all French victories and generals inscribed on its inner and outer surfaces. It was constructed in 1806-1836 and is 50 meters (164 ft) in high

**Porte Saint-Denis:** is a Parisian monument located in the 10th arrondissement, at the site of one of the gates of the Wall of Charles V, one of Paris' former city walls. It is located at the crossing of the Rue Saint-Denis continued by the Rue du Faubourg Saint-Denis, with the Boulevard de Bonne-Nouvelle and the Boulevard Saint-Denis; shown in fig. (4-91).

**The Grande Arche de la Défense:** is a modern triumphal arch built at the end of the twentieth century in La Défense, Paris's modern business district. The arch marks the end of the Triumphal Way, the east-west axis that connects the Louvre with La Défense.

**The Arc de Triomphe du Carrousel:** is the smallest of the three arches on the Triumphal Way, the central axis between the Louvre and La Défense. The arch is crowned with a bronze chariot.

## Chapter Four: Case Studies Analysis



Fig. 4-80 Flame of Liberty

Source:<http://i7.alamy.com/zooms/66840f1ad9e5488595469750f97c8e65/flame-of-liberty-monument-paris-france-d438kt.jpg>, accessed (7-1-2018).

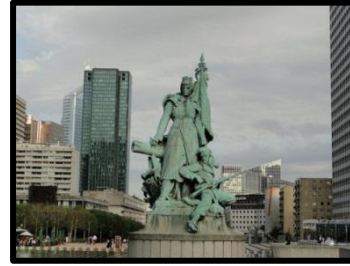


Fig. 4-81 La Defense monument

Source:<http://static.panoramio.com/photos/large/85564691.jpg>, accessed (7-1-2017).



Fig. 4-82 The Louvre Pyramid

<https://i.pinimg.com/originals/40/4e/86/404e86ab14e323784a0d6c3df2f8c6e5.jpg>, accessed (15-12-2018).



Fig. 4-83 Centre Pompidou

[https://www.parisdigest.com/photos/centre\\_pompidou\\_museum\\_paris\\_france.jpg](https://www.parisdigest.com/photos/centre_pompidou_museum_paris_france.jpg), accessed (15-1-2018).



Fig. 4-84 The Pont Alexandre III

Source:[http://www.parisattractions.org/wp-content/uploads/2015/04/Pont\\_Alexandre\\_III\\_Paris\\_Bridges.jpg](http://www.parisattractions.org/wp-content/uploads/2015/04/Pont_Alexandre_III_Paris_Bridges.jpg), accessed (8-1-2018).



Fig. 4-85 Eiffel tower

Source:[http://cdn.history.com/sites/2/2015/04/hith-eiffel-tower-iStock\\_000016468972Large.jpg](http://cdn.history.com/sites/2/2015/04/hith-eiffel-tower-iStock_000016468972Large.jpg)



Fig. 4-86 Opéra de Paris Garnier

Source:<http://www.aviewoncities.com/img/paris/kvefr2576s.jpg>, accessed (15-1-2018).



Fig. 4-87 Louvre museum

Source:<https://www.discoverwalks.com/blog/wp-content/uploads/2016/07/louvre-big.jpg>, accessed (15-1-2018).



## Chapter Four: Case Studies Analysis



Fig. 4-88 Basilica du Sacre-Coeur

Source:<http://www.reidsguides.com/paris/images/sights/sacre-coeur-long.jpg>, accessed (16-1-2018).



Fig. 4-89 Notre Dame Cathedral

Source:[http://yallabook.com/guide/uploade/files/151022\\_d59c0bdab7.jpg](http://yallabook.com/guide/uploade/files/151022_d59c0bdab7.jpg), accessed (16-1-2018).



Fig. 4-90 Arc de Triumph

Source:<https://odis.homeaway.com/odis/listing/0bceddbb-f91e-4e7c-a223-61b3c8709240.c10.jpg>, accessed (9-1-2018).



Fig. 4-91 Porte Saint-Denis

Source:<https://files1.structurae.de/files/photos/1798/s05468.jpg>, accessed (9-1-2018).

### 4.7.2 The relationship between Kevin Lynch Elements in Paris

This part analyzes some piazzas, districts, paths in Paris based on the five elements of Kevin Lynch.

Fig. (4-92) shows the following:

Path 1: Avenue Victor Hugo; starts at Place Charles de Gaulle (Arc de Triumph), and ends with statue of Hugo.

Path 2: Avenue Kleber; starts at Arc de Triumph and leads to Palais de Chaillot.

Path 3: Champs-Elysees; runs from the Place de la Concorde in the east, with the Obelisk of Luxor, to the Place Charles de Gaulle in the west, the location of the Arc de Triumph. It runs through the Élysée Palace and the Jardin des Champs-Élysées, a park which contains the Grand Palais, the Petit Palais, the Théâtre Marigny, and several restaurants, gardens and monuments.

Path 4: Runs from the Place de la Concorde with the Obelisk of Luxor, passing through Tuileries Garden, end at The Arc de Triomphe du Carrousel the gateway of the Louvre.

Path 5: running northwest from the Louvre to the Palais Garnier.

Path 6: running from Pont Alexandre III to Esplanade des Invalides.

## Chapter Four: Case Studies Analysis

Path 7: running through Champ de Mars heading to Eiffel tower.



Fig. 4-92 Aerial view over Paris

Source: <https://www.google.com/maps/place/Esplanade+Jacques+Chaban-Delmas,+75007+Paris,+France/@48.8871969,2.3088494,3097a,35v,180h,38.72t/data=!3m1!1e3!4m13!1m7!3m6!1s0x47e66e1f06e2b70f:0x40b82c3688c9460!2sParis,+France!3b1!8m2!3d48.856614!4d2.3522219!3m4!1s0x47e6702fc05e9ae9:0x6d43efef8950071b!8m2!3d48.8472859!4d2.311635>, accessed (5-3-2018); edited by the Author.

Fig. (4-93) shows the Ile de la Cité district; surrounded by Seine river (edges), and includes famous landmarks (Pont Neuf bridge, Sainte Chapelle, and Notre-Dame de Paris).

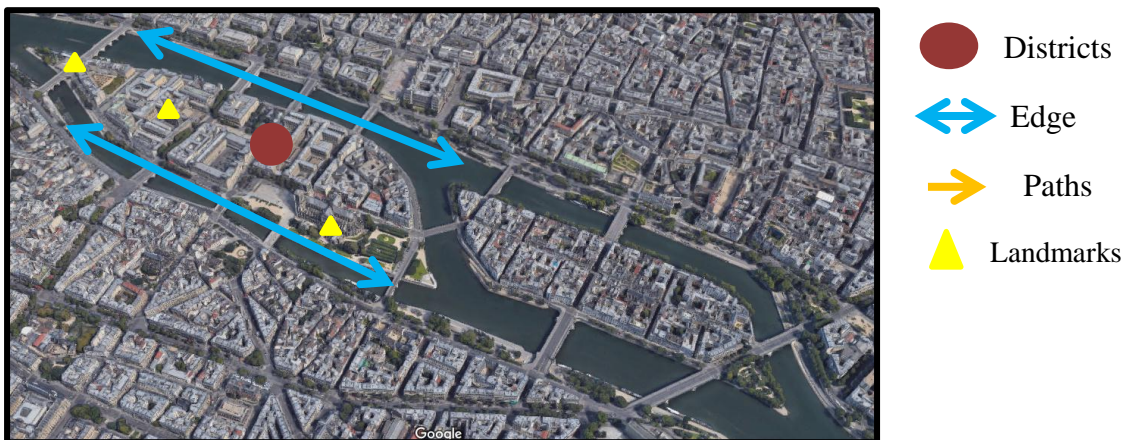


Fig. 4-93 Aerial view over Ile de la Cité district

Source: <https://www.google.com/maps/place/Champ+de+Mars/@48.8446718,2.352739,1153a,35v,39.14t/data=!3m1!1e3!4m12!1m6!3m5!1s0x47e66fd7ecd7eabf:0xd4625f46e1fb71f0!2sEsplanade+d+Invalides!8m2!3d48.8599152!4d2.3131693!3m4!1s0x47e670209c1c4807:0x9702c4c43d00821e!8m2!3d48.8556481!4d2.2986303>, accessed (5-3-2018); edited by the Author.

Fig. (4-94) shows La Défense district where; the buildings are in contrast with the surroundings (Shape, height, function, and size). There is a strong path surrounded by skyscrapers and ends at The Grande Arche de la Défense.

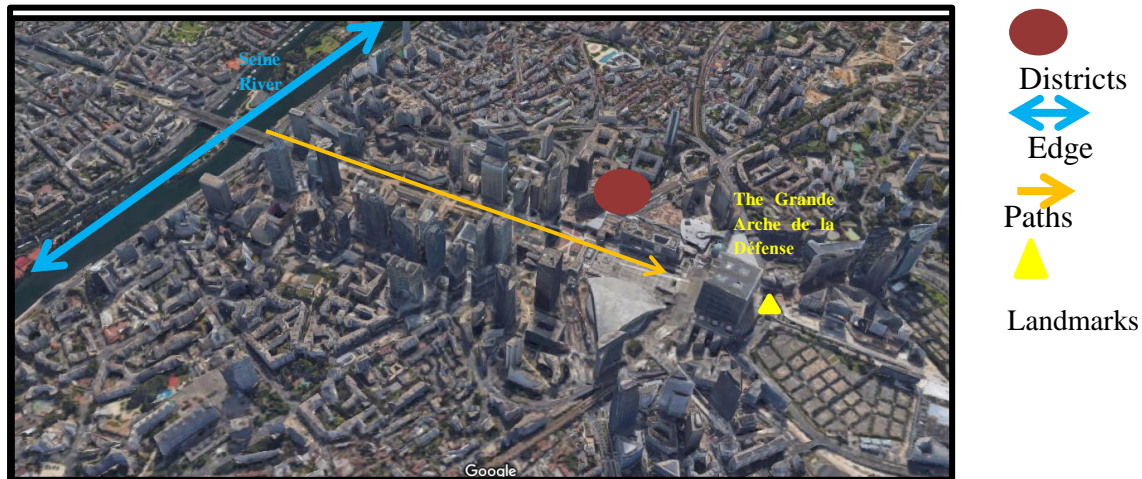


Fig. 4-94 Aerial view on La Défense district

Source: <https://www.google.com.eg/maps/place/La+D%C3%A9fense,+France/@48.9032252,2.2438048,1735a.35v,180h,38.97t/data=!3m1!1e3!4m5!3m4!1s0x47e66505aaadd1dd:0xf187c86ce82c7889!8m2!3d48.8897359!4d2.2418428>, accessed (5-3-2018); edited by the Author.

### 4.8 Discussing the Composition of Kevin Lynch Elements among the Three Cities

While each element carries a meaning of its own, the order in which these elements are gathered within a whole provides different meanings to users. Moreover, the order itself is very important in perceiving the parts and the wholes.

“Based on Gestalt thought, an ordered environment is one in which the parts from the whole in such a way that redundancy, self-contradiction, and conflict are avoided”<sup>42</sup>. The simplest form of order can be obtained by applying the same series of principles in the whole pattern. Order “is dependent on two elements: pattern and changes in pattern”<sup>43</sup>.

Fig. (4-95) and (4-96) shows the clarity, simplicity, arrangement, and regularity of the urban pattern in Rome and Paris; which helps in giving the sense of orientation and way-finding more successfully. Patterns, though, should be composed of repetitive and distinctive elements. Thus, the pattern is a combination of variety of components and their relationships among each other. The use of similar elements having clear and recognizable relationship creates good composition; that help observer understand the whole organization of the city.

<sup>42</sup> Lang, J., (1987), **Creating Architectural Theory**, Van Nostrand Reinhold, New York.

<sup>43</sup> Lozano, E. (1990), **Community Design and the Culture of Cities**, Cambridge University Press, UK.



## Chapter Four: Case Studies Analysis



**Fig. 4-95 Old Rome District**

Source: <https://www.google.com/maps/place/Rome,+Metropolitan+City+of+Rome,+Italy/@41.8951538,12.497562,1785m/data=!3m1!1e3!4m5!3m4!1s0x132f6196f9928ebb:0xb90f770693656e38!8m2!3d41.9027835!4d12.4963655>, accessed (21-4-2018).



**Fig. 4-96 Urban Pattern in Paris**

Source: <https://www.google.com/maps/place/Paris,+France/@48.8730258,2.3035203,1908m/data=!3m1!1e3!4m5!3m4!1s0x47e66e1f06e2b70f:0x40b82c3688c9460!8m2!3d48.856614!4d2.3522219>, accessed (21-4-2018).

Since diversity and orientation are the two qualities of place; where diversity represent the variety of components that increases the sense of place, and Orientation needs to be clear and easy in order to experience a physical setting so that a cognitive image can be formed.

The edge of Seine River in Ile de la Cité district, Paris has variety of buildings. These building vary in color, shape and size, however, similarity and continuity in building heights are observed; as shown in Fig. (4-97), and (4-98).



**Fig. 4-97 variety and diversity in Ile de la Cité district**

Source: <http://cdn-5.aparisguide.com/ile-de-la-cite/ile-cite-paris2.jpg>, accessed (21-4-2018).



**Fig. 4-98 Buildings elevations in in Ile de la Cité district**

Source: <https://erasmusu.com/en/erasmus-paris/what-to-see/palais-de-la-cite-8979>, accessed (21-4-2018).

Paths and edges are the main elements that afford the sense of physical and psychological orientation and way finding. A good continuance is the main qualification of paths and edges; as they facilitate the perception of a place. Fig. (4-99) and (4-100) show River Thames and Seine River that act as strong continuous edge in London and Paris.

## Chapter Four: Case Studies Analysis



Fig. 4-99 River Thames London

Source: <https://www.unicorntheatre.com/files/Tales%20from%20the%20river%20thames-1024x600.jpg>, accessed (21-4-2018).



Fig. 4-100 Seine River Paris

Source: [https://d2gg9evh47fn9z.cloudfront.net/800px\\_COLOURBOX2452133.jpg](https://d2gg9evh47fn9z.cloudfront.net/800px_COLOURBOX2452133.jpg), accessed (21-4-2018).

Paths have significant characteristics differentiating it from others. The variety of activities combined with differentiated physical elements can provide variety of senses. Using landmarks in helping and guiding observer in way-finding process; the dominance of one element can make it identifiable in the whole pattern as it acts as a directional differentiation. Using a well-defined beginning and end to strengthen and identify paths.

Fig. (4-101) and (4-102) shows the continuity, variety of activities, and the strong start point (Trafalgar Square) to end point (Parliament Square); While fig. (4-103) and (4-104) shows the strong path that heading to the dominant landmark (Eiffel tower), this dominance is due to its shape, structure, height, and meaning.

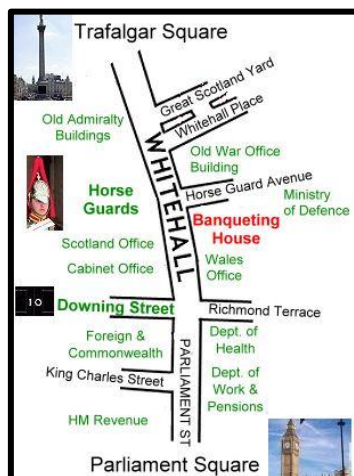


Fig. 4-101 Map of Whitehall Street

<http://projectbritain.com/london/images/whitehall/map.jpg>, accessed (21-4-2018).



Fig. 4-102 Street view of Whitehall Street

<http://ak4.picdn.net/shutterstock/videos/14804194/thumb/1.jpg>, accessed (21-4-2018).



## Chapter Four: Case Studies Analysis



**Fig. 4-103 The strong path that Heading to Eiffel tower**

Source:<http://www.energepic.com/unique-view-of-the-eiffel-tower-bird-perspective/>, accessed (21-4-2018).



**Fig. 4-104 The dominance of Eiffel tower in Paris**

Source:<http://www.tokkoro.com/picsup/305602-2-city-eiffel-tower-france-megalopolis-monuments-paris-paris-tower-park-skyscrapers-tower.jpg>, accessed (21-4-2018).

The special façade compositions can also play an important role in identifying paths. Not only façades but also landscape elements, urban furniture, different levels and types of paving are also determinative<sup>44</sup>. This helps in structuring closure and proximity to obtain felt volume. In geometric sense, these can be identified as separated objects of a composition. Fig. (4-105) and (4-106) show Via della Conciliazione; the strong identified path heading to St. Peter's square and ends at St. Peter's Basilica.



**Fig. 4-105 St. Peter's Basilica & St. Peter's Square**

Source:<https://avatars.mds.vandex.net/get-pdb/33827/bd1a1ec3-acc8-4e05-b5d3-5bdabfe2b816/s800>, accessed (21-4-2018).



**Fig. 4-106 Via della Conciliazione leading to St. Peter's Square**

Source:<http://www.aviewoncities.com/img/rome/sveit0077s.jpg>, accessed (21-4-2018).

The repetition and rhythmic compositions stressed and strengthen the legibility of the environment; parallel to this, landmarks encountered on a route should have a rhythmic sequence for quality in form. Hierarchy also had a basic quality and regulator of the composition of the urban image; where elements are distributed along a gradient of importance. Besides paths, the hierarchy of focal points is also significant indicators in way-finding and orientation processes. The hierarchical organization of landmarks

<sup>44</sup> K. Lynch, (1960), **The Image of the CITY**, The MIT Press, Cambridge.

## Chapter Four: Case Studies Analysis

and nodes give clues about the place. The Champs-Élysée Boulevard has strong imageability with strictly continuous paths and edges, and well-defined focal points (nodes, and landmarks) along the pathway; as shown in fig.(4-107).



**Fig. 4-107 The Champs-Élysée Boulevard**

Source: <https://www.restreets.org/sites/default/files/iiCSchamps1.jpg>, accessed (21-4-2018).

Creating harmony among physical components or characteristics increases the intensity of the urban image of the place. In architecture the characteristics such as form, material or color should be in harmony to emphasize aesthetic aspects. In the urban environment, unity of a setting enables it to be distinguished from its surroundings; thereby helping people draw its visual boundaries. Moreover, the uniformity in physical elements in terms of scale, material, color and harmony among objects strengthen the city's urban image.

### 4.9 Proposal of Urban Image Guideline

After analyzing the three cities based on the urban image elements, the following guideline; shown in table (4-4) was concluded:

Elements	Strategies
Paths	Has a clear start point and end point.
	There is a concentration and variation of activities along it; thinking carefully about the range of desirable activities for the environment being created and to vary designs to suit each place.
	Identify paths by creating strong entrances and leaves (ex: gateways).

## Chapter Four: Case Studies Analysis

	<p>Create paths that lead to unique and dominant landmarks (unique in shape, function, height, importance, exposure, and meaning); and pass through strong nodes (squares, plazas. Etc.).</p>
	<p>Create or orient paths toward interesting views, nodes, parks, and open spaces.</p>
	<p>Visually simple, and free of clutter. Regardless of whether a street is a straightforward or complex space, what matters is the simplicity and clarity of its paving, street furniture, lighting and landscaping.</p>
	<p>Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.</p>
	<p>Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.</p>
<b>Nodes</b>	<p>Create nodes that are supported by physical form (fountains, oblique, sitting steps, gateways, and statues).</p>
	<p>Create nodes that are surrounded (enclosed) by landmarks (especially the historical one).</p>
	<p>Create recognizable node that has its identity through singularity and continuity of walls, floor, planting, lighting, topography, silhouette, function, clarity of shape, and intensity of use.</p>
	<p>Locate nodes on main routes in order to make the movement economy more efficient.</p>
	<p>Design plazas that allow for diverse functions and consider the needs of users with varying mobility levels (physical activities, passive activities, and cultural events).</p>
<b>Edges</b>	<p>Create edges to distinguish areas having different features from each other.</p>
	<p>Create edges that are visually prominent, continuous in form and impenetrable to cross movement.</p>
	<p>If there aren't natural edges (rivers, mountains, or topography);</p>

## Chapter Four: Case Studies Analysis

	artificial forms can be used, such as artificial form such as greenbelt, waterfront, highway, elevated motorways, and bridges.
<b>Districts</b>	Differentiate districts through their distinct characteristics that result from using different architectural vocabularies in facades, particular types of landscape elements, property of concavity, height of buildings, different types of housing, classification of activities, social classes.
	Using buildings that are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.
	Districts should be surrounded with Edges in order to be distinguished from the surrounding.
<b>Landmarks</b>	Create Landmarks that are distinguished by their dominance and singularity of shape, color, size, height, location, visibility and finally, their sharp contrast with background.
	Create Landmarks that are distinguished by their contrast with the surroundings; as a modern building among classic ones.
	Create Landmarks that are remarkable for their prominent position as seen from far and near distance.
	Create Landmarks at places of spatial decision making; when it is located at a focal point along a route.
	Landmarks should have strong visual characteristics; such as color, shape, façade areas with respect to the surroundings, and located in a prominent position.
	Landmarks become stronger when they have meaning and represent a great value (political, cultural, or historical).

**Table 4-4**Proposal of Urban image guideline

Source: Author

### 4.10 Conclusions

After conducting questionnaire 1 and analyzing the three cities (London, Rome, and Paris); these points can be concluded:

People are familiar with landmarks of cities more than the urban image of cities, this happened in most cases; except Amsterdam and Copenhagen the opposite



## Chapter Four: Case Studies Analysis

---

happened. The top three cities that people identified their landmarks and urban image are London, Rome, and Paris; this is due to their strong urban image and the dominant unique landmarks.

From the previous points of the urban image elements; we can conclude that good elements could have one or more of these characteristics:

- Singularity or Differentiation (Element can be singled out if it is unique in shape, color, proportion, surface and in contrast with its surroundings, then it is recognizable.)
- Dominance (through its size, height and other physical characteristics improves image quality).
- Continuity (It can be achieved by similarity, nearness of objects, harmony and sequence of events along paths and edges).
- Unity or equivalence (Elements should be in relation to each other)
- Meaning (are the non-physical characteristics that may refer to historical, social, religious or functional significance).
- Clarity and simplicity (Simple forms are easily recognizable)
- Legibility and clarity (It means the ease with which the environment can be grasped)
- Exposure
- Permeability and variety

From the study of the composition of Lynch elements with each other in the three cities; we can conclude that strong urban image can be created from:

- The simple clear urban pattern gives the sense of orientation and way-finding much more than complex irregular ones.
- Strong path heading to a unique, dominance landmark; while passing through distinguished node (with landmark, fountain, or statue).
- Strong path; starts and ends with strong landmark, passes through strong unique node and a concentration and variation of activities or landmarks along it.
- Districts with unique landmarks, paths, nodes, buildings in contrast of the surroundings and having strong edges; can strengthen the urban image.
- The strength of the urban image increased when the degree of the enclosure increase; where the streets and other public spaces are visually defined by buildings, walls, trees, and other vertical elements.
- Nodes with distinct, recognizable, and memorable physical elements give the high imageability.
- The complexity of a place enriches the urban image of cities; this Complexity refers to the visual richness of a place and the variety of the physical environment.
- The urban image elements become stronger when they have a high degree of transparency; where people can see or perceive objects and activity.

## 5 Chapter Five: Applying the Urban Image Guideline Proposal

5.1 Introduction .....	119
5.2 Cairo.....	119
5.2.1 The urban image of Cairo .....	120
5.2.2 The Relationship between Kevin Lynch Elements in Cairo .....	128
5.3 Applying the Urban Image Guideline Proposal.....	130
5.3.1 Methodology of Applying the Urban Image Guideline Proposal .....	131
5.3.2 Urban image Questionnaire.....	131
5.4 Data Analysis .....	144
5.4.1 Statistical Techniques Used .....	144
5.4.2 Data Entry .....	145
5.4.3 Pilot Sample .....	147
5.5 Results of the Analysis .....	148
5.5.1 The Urban Image of the Four Cities .....	148
5.5.2 The Urban Image strength of Cities .....	160
5.6 Conclusions.....	167



### 5.1 Introduction

Developing countries aim to be an attractive place, by building a strong image. To develop city branding, cities should improve their image, structure, and buildings. In this realm, successful city branding forms one of the main elements of the visual image, which help attracting tourists and residents.

This chapter examines the current situation of Cairo's urban image, and assess the urban image of the four capitals (London, Rome, Paris, and Cairo) based on the urban image guideline proposal in order to conclude points of weakness and strength of the urban image of each city, and studies the relationship between elements that shaped the urban image of cities. Finally conducting a proposed mathematical model to evaluate the urban image of cities based on elements of the proposed urban image guideline.

### 5.2 Cairo

Cairo, Egypt's capital; is one of the largest cities in Africa. It located in the northeast of the country; and considered is the gateway to the Nile delta, where the lower Nile separates into the Rosetta and Damietta branches<sup>1</sup>; as shown in fig. (5-1).

The city juxtaposes ancient and new, East and West. The modern landmarks of Western-style high-rise hotels and apartment buildings overlook the Nile River, the architectural monuments dating from Roman, Arab, and Turkish times. In addition to department stores, cinemas, hotels, and town houses, Cairo contains a large functioning bazaar and an extensive, semi-walled medieval city endowed with more than 400 registered historic monuments—including mosques, mausoleums, and massive stone gates—dating to 130 CE<sup>2</sup>.

“Throughout the centuries, rulers of Egypt have been estranged from Egyptians, shielded in their fortresses from the people and invaders alike” says Assem al-Dessouky, professor of modern history at Cairo University. Since 6335 BC, when the ancient military city of Oun (Heliopolis) was built, it became customary for rulers to live within walled cities. Oun, as a walled city, was later replaced by the famous Babylon fortress, parts of which remain in Coptic Cairo. Then came the city of Fustat, with the beginning of Muslim rule, followed by the cities of Askar and Qatea, which were the headquarters of the Abbasid and Tulunid dynasties respectively<sup>3</sup>.

And finally there was Islamic Cairo, or the “mountainous fortress,” which Ayyubid Sultan Saladin expanded to include within its walls the remains of the three previous capitals. The 1863 scheme, known as Khedival Cairo, after Ismail, was the next city center — only it was no longer walled. It extended from Abdeen Square through Tahrir Square and Ramses Square, all the way to Attaba<sup>4</sup>.

---

<sup>1</sup> <https://www.britannica.com/place/Cairo>, accessed (14-4-2018).

<sup>2</sup> <https://www.britannica.com/place/Cairo>, accessed (14-4-2018).

<sup>3</sup> Abdel hafiz, A., (2012), **A history of urban development from pharaonic to the future**, Al Ahram weekly newspaper, 22/11/2012.

<sup>4</sup> Abdel hafiz, A., (2012), Ibid.

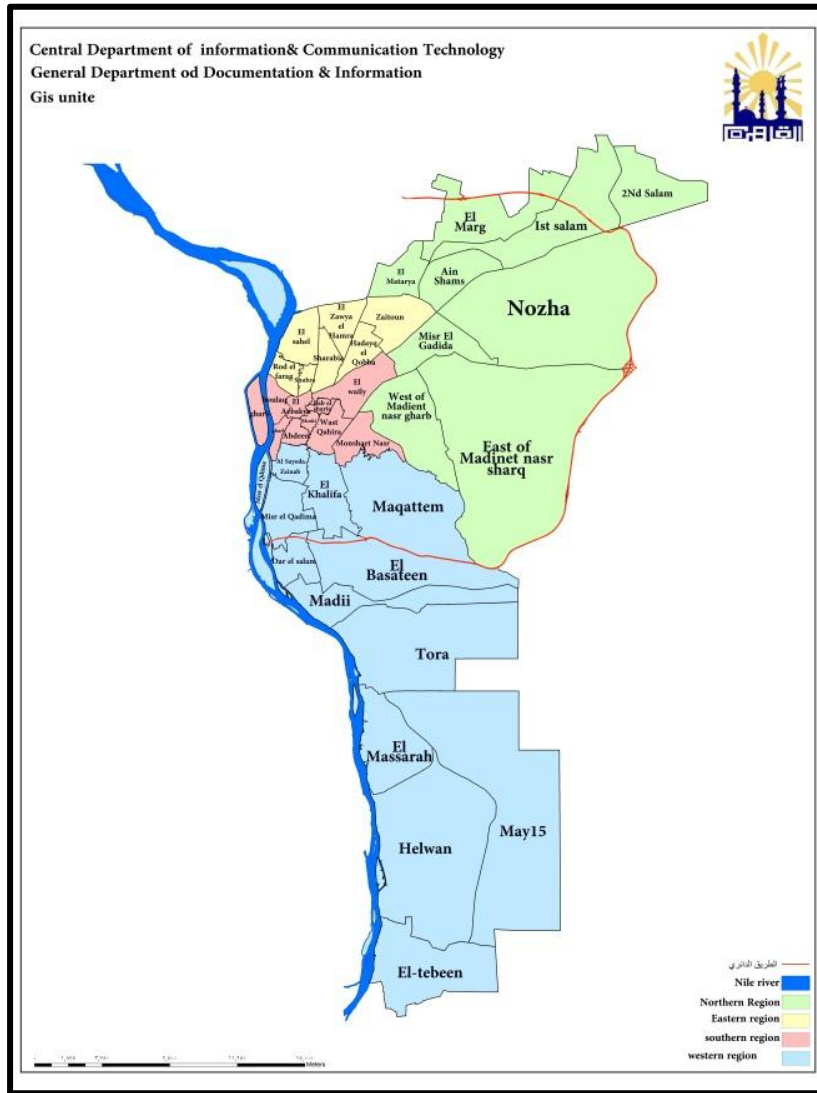


Fig. 5-1 Cairo map

Source: [http://www.cairo.gov.eg/CairoPortal/tourism/discover\\_cairo/cairo\\_maps.aspx](http://www.cairo.gov.eg/CairoPortal/tourism/discover_cairo/cairo_maps.aspx), accessed (11-4-2018).

## 5.2.1 The urban image of Cairo

This part explores the urban image of Cairo city based on these points: architectural style, street furniture, paths, Edges, nodes, districts, and landmarks.

### 5.2.1.1 Paths

Many streets in Cairo, the old city with the magnificent history, have witnessed the grand civilizations that once called this city home. Here are some of the most important and interesting paths in the city.

**Muizz Street:** considered to be one of the oldest streets in Cairo and is one of the most vibrant and historic spots in the city. It extends from Bab A-Futuh (one of three remaining gates in the walls of Old Cairo) to Bab Zuweila; rich with dozens of historic

buildings from different eras including the Tulunid, Fatimid and Mamluk eras. Fig.(5-2), and (5-3) show Muizz street map with the main attractions.

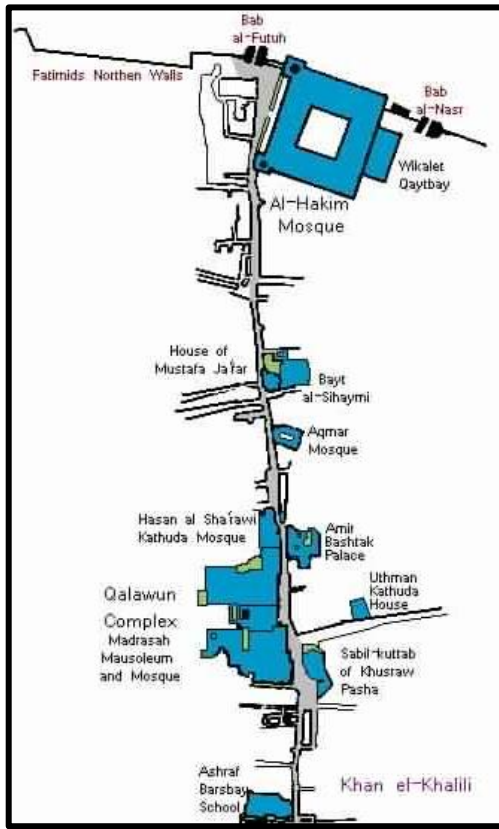


Fig. 5-2 Muizz Street from El-Futuh gate to Khan El-Khalili

<http://travelswithsheila.com/wp-content/uploads/2012/05/from-Khan-to-gate.jpg>, accessed (14-4-2018).

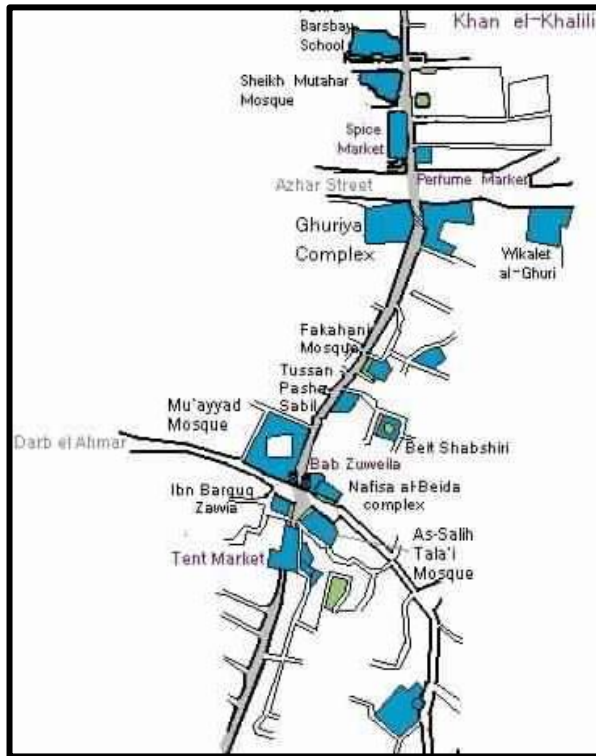


Fig. 5-3 Muizz Street from Khan El-Khalili to Zuwayla gate

[http://travelswithsheila.com/wp-content/uploads/2012/05/Muizz\\_Street-to-khan1.jpg](http://travelswithsheila.com/wp-content/uploads/2012/05/Muizz_Street-to-khan1.jpg), accessed (14-4-2018).

**Saleeba Street:** is significant historic spot that dates back to the middle Ages' Cairo with numerous examples of great architecture from the Islamic period. The area, which now can be considered as an open-air museum; extending from the Citadel to the Ibn Tulun, and Sayyida Zeinab Mosque, the area has an abundance of Islamic monuments including mosques, schools, kuttab (an Islamic primary school mostly connected to the mosque), shrines and others; as shown in fig. (5-4), and (5-5).





Fig. 5-4 Saleeba Street map

Source: <https://www.google.com/maps/place/Al+Saleeba,+Cairo+Governorate/data=!4m2!3m1!1s0x145840b2a079185b:0xd862a935639ae49?sa=X&ved=2ahUKewiNva-NurnaAhXFBZoKHUnTD0cQ8gEwAHoECAAQKA>, accessed (14-4-2018).



Fig. 5-5 Saleeba Street

Source: [https://farm4.static.flickr.com/3522/3966091373\\_7a4f1de406\\_b.jpg](https://farm4.static.flickr.com/3522/3966091373_7a4f1de406_b.jpg), accessed (6-5-2018).

**Talaat Harb Street:** Named after Talaat Pasha Harb, a famous Egyptian economist, the street was once a center for many social activities among the elites in Cairo. Now, it is considered as one of the most active streets in the city. It is located in the heart of Cairo's Europeanized area, downtown; shown in fig. (5-6), and (5-7).

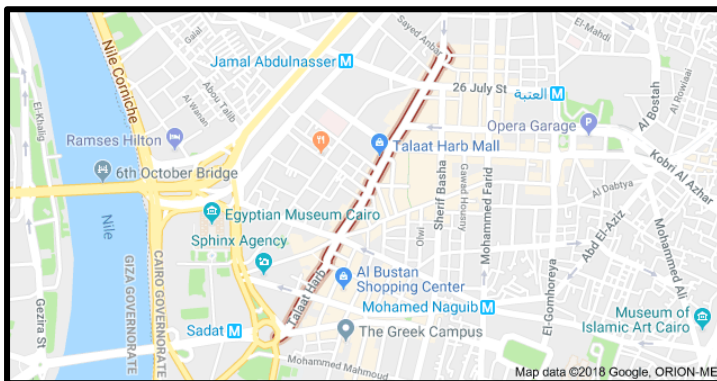


Fig. 5-6 Talaat Harb Street map

Source: [https://www.google.com/maps/vt/data=cu3gVi9SVdSkUehRfIqV4BpCc7kJyY4TixkNLAjYIZ2iu9b95bwehvkNvG9gck-W4JKOwUH5xnTviNSwHnOFDYHEgE1XOL6JJvF32jAUJdyku6U5d4ei9B\\_sir1sW1pTVIxYSAG52Mg6HQomPexUN6Hs8uNUT8faV2UD9lMeuLHkcW0peg8UtklhHOxPu3pNKYsq9F21N-uaqJz4iow](https://www.google.com/maps/vt/data=cu3gVi9SVdSkUehRfIqV4BpCc7kJyY4TixkNLAjYIZ2iu9b95bwehvkNvG9gck-W4JKOwUH5xnTviNSwHnOFDYHEgE1XOL6JJvF32jAUJdyku6U5d4ei9B_sir1sW1pTVIxYSAG52Mg6HQomPexUN6Hs8uNUT8faV2UD9lMeuLHkcW0peg8UtklhHOxPu3pNKYsq9F21N-uaqJz4iow), accessed (14-4-2018).



Fig. 5-7 Talaat Harb Street

Source: [https://ak2.picdn.net/shutterstock/videos/34802572/thumb/1.jpg?i10c=img.resize\(height:160\)](https://ak2.picdn.net/shutterstock/videos/34802572/thumb/1.jpg?i10c=img.resize(height:160)), accessed (6-5-2018).

**El Tahrir Street:** starts from the Gomhereya Square (the location of Abdeen palace), to Tahrir Square, then Qasr El- nil Bridge, reaching Opera Square, passing by Cairo Opera house and Mahmoud Mukhtar museum, and ends at El-Galaa Bridge; as shown in fig. (5-8), and (5-9).

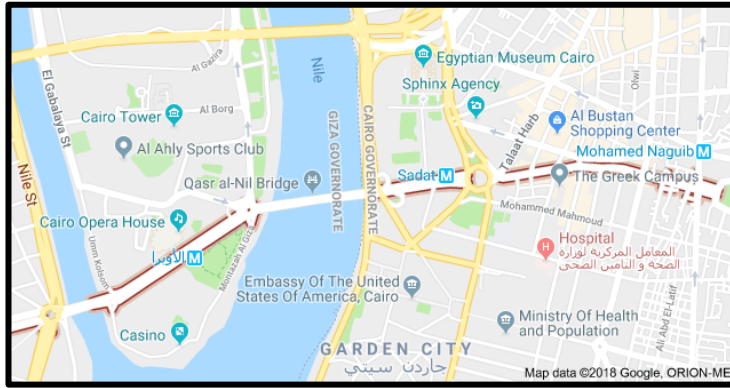


Fig. 5-8 El- Tahrir Street map

Source: <https://www.google.com/maps/place/El+Tahrir/data=!4m2!3m1!1s0x145840ce4e765e11:0x3aabc54aa10fb3d?sa=X&ved=2ahUKEwjUvuLhq7naAhUEvqYKHfpqAqIQ8gEwAHoECAAKQA>, accessed (14-4-2018).



Fig. 5-9 El- Tahrir Street

Source: <https://egyptianstreets.com/wp-content/uploads/2015/01/Screen-Shot-2015-01-31-at-12.57.13-pm.png>, accessed (6-5-2018).

**El Alfi street:** is located in the downtown commercial area joining Orabi Square with Azbakeya gardens passing by Emad EIDin Street. It was transferred from a vehicular street to a pedestrian mall; traffic was banned and an urban space became available to the community<sup>5</sup>; as shown in fig. (5-10).



Fig. 5-10 El Alfy Street

Source: <http://identity-mag.com/west-el-balad-streets-just-makeover/>, accessed (15-4-2018).

### 5.2.1.2 Edges

The most prominent and continuous edge in Cairo is River Nile. Fig. (5-11) and (5-12) shows aerial view over river Nile.

<sup>5</sup> Attia, S., Shafik, Z., El Halafawy, A., Khalil, H., (2017), **Urban Regeneration Of Public Space – Al-Alfi Street – Downtown Cairo**, International Conference on Urban Regeneration and Sustainability (Sustainable City 2016), Vol. 12, No. 4, p. 808–818.



Fig. 5-11 Aerial view of Cairo city including river Nile.

Source: <http://www.nationsonline.org/gallery/Egypt/Cairo-River-Nile-Egypt.jpg>,



Fig. 5-12 River Nile as a strong edge in Cairo

Source: <https://i.pinimg.com/originals/cd/62/bb/cd62bb136a985888dd324fa6c386c16a.jpg>,

### 5.2.1.3 Districts

Cairo has unique districts that have the good physical characteristics of districts; some of them are:

**Coptic Cairo:** is a part of Old Cairo which encompasses the Babylon Fortress, the Coptic Museum, the Hanging Church, the Greek Church of St. George, Mosque of Amr Ibn al-As, and many other Coptic churches and historical sites.

**Islamic Cairo:** after the Muslims conquered Egypt, they built their city, Al-Fustat; it contains many important sites including the Mosque of Sultan Hassan, Mosque of al-Azhar and the Khan al-Khalili market, which is considered the heart of this area.

**Zamalek:** The Nile island of Gezira is home to the district of Zamalek; shown in fig. (5-13), and (5-14). The Palace of Arts is housed in the Nile Grand Hall on the former Gezira Fair Grounds, and features a schedule of rotating exhibitions in its galleries, nearby is the Museum of Modern Egyptian Art, and Cairo Tower.



Fig. 5-13 Zamalek district map

Source: [https://www.google.com/maps/vt/data=r3NtHeB9BQUt7V\\_Dtv44dijiGhMurR\\_dNkKFgms6WnI6YeIYyyEik0rUEnZjBWhU5FWe0O27GNN25sFChghuR0\\_cGvCuLGIHydvjJyWmxF0tGORIGpCGs4n\\_eXPkgYR7S9ifdrA7kOPyv1TUCnFxpTFV3DM91awkWHAdYexBNijYcOEROMvDVLmI3Z3Vw6AG7v0F2Fr2U4o6QGLM7wQPznMFgePAXDAidiXJ](https://www.google.com/maps/vt/data=r3NtHeB9BQUt7V_Dtv44dijiGhMurR_dNkKFgms6WnI6YeIYyyEik0rUEnZjBWhU5FWe0O27GNN25sFChghuR0_cGvCuLGIHydvjJyWmxF0tGORIGpCGs4n_eXPkgYR7S9ifdrA7kOPyv1TUCnFxpTFV3DM91awkWHAdYexBNijYcOEROMvDVLmI3Z3Vw6AG7v0F2Fr2U4o6QGLM7wQPznMFgePAXDAidiXJ), accessed (9-5-2018).

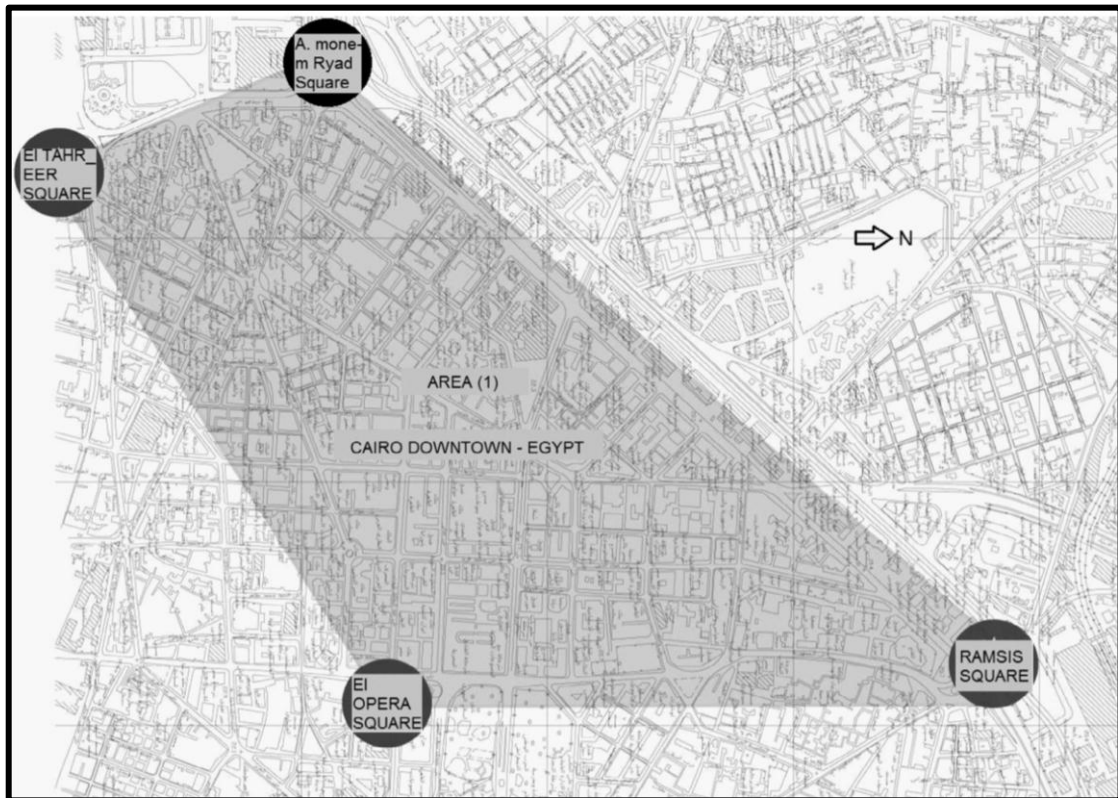


Fig. 5-14 Zamalek district

Source: <https://media-cdn.tripadvisor.com/media/photo-s/01/79/a3/1f/cairo.jpg>, accessed (9-5-2018).



**Downtown Cairo:** was designed by prestigious French architects who were commissioned by Khedive Ismail during his visit to Paris; to include broad, linear gridded streets, geometric harmony and modern European architectural style. It is the commercial heart of the modern city of Cairo; centered on Midan Talaat Harb, located to the east and north-east of Midan Tahrir (Tahrir Square), and the east end of Downtown is marked by Midan Ataba; as seen in fig. (5-15).



**Fig. 5-15 Borders of Cairo downtown area**

Source: Hassan, A., Lee, H., Yoo, U., (2013).

### 5.2.1.4 Nodes

Cairo has many famous and recognizable nodes; some of them are:

**Tahrir Square:** is a major public town square in Downtown Cairo, Egypt. The square has been the location and focal point for political demonstrations in Cairo, most notably those that led to the 2011 Egyptian revolution; shown in fig. (5-16).

**Salah El-deen Square:** is located between Salah El-Deen El-Ayyouba Citadel and the mosques of Sultan Hassan, El-Rifa'i, Mahmoudiya, medium-sized garden and Mustafa Kamel Museum; as shown in fig. (5-17).

**Opera Square:** located in Zamalek; the square has been the location of Cairo Opera House, the palace of arts, and some museums (modern art museums and Mahmoud Mukhtar museum).

**Ramses Square:** one of the most important squares in Cairo, it links many main streets which are Ghamra, Ramses, Faggala, Clot bey, Gomhuria, Sabbtia, Glaa and Shubra.



Fig. 5-16 Tahrir Square

Source: <http://www.trbimg.com/img-56a655a8/turbine/la-tahrir-square-20160125-002/1300/1300x731>, accessed (9-5-2018).



Fig. 5-17 Salah El-deen square

[https://ak5.picdn.net/shutterstock/videos/1006592185/thumb/1.jpg?i10c=img\\_resize\(height:160\)](https://ak5.picdn.net/shutterstock/videos/1006592185/thumb/1.jpg?i10c=img_resize(height:160)), accessed (9-5-2018).

### 5.2.1.5 Landmarks

Cairo is full of ancient landmarks, which are numerous and stand alongside more contemporary monuments that are the result of modern Egypt, some of these landmarks are:

**The Egyptian Museum:** is home to an extensive collection of ancient Egyptian antiquities; shown in fig. (5-19).

**The Cairo Tower:** is a free-standing concrete tower located in Zamalek; with height 187 m and takes the shape of lotus plant<sup>6</sup>; as shown in fig. (5-23).

**Abdeen Palace:** is a historic Cairo palace, and one of the official residences and the principal workplace of the President of Egypt, located above Qasr el-Nil Street in eastern Downtown Cairo, Egypt.

**Salah el-deen Citadel:** shown in fig. (5-21); is a medieval Islamic fortification in Cairo, Egypt; located on Mokattam hill near the center of Cairo. Saladin built this fortress to protect the old city of Cairo, and it mainly consists of enclosure walls and watchtowers, as well as many gates.

**The Great Mosque of Muhammad Ali Pasha:** is situated in the Citadel of Cairo in Egypt. This mosque, along with the citadel, is one of the landmarks and tourist attractions of Cairo and is one of the first features to be seen when approaching the city any direction.

**The Ibn Tulun Mosque:** is a huge and historic mosque in Cairo built by Ahmad Ibn Tulun; it is also famed for its lovely architecture and unique minaret.

**Al-Azhar Mosque:** located in El Hussein Square, established in a porticoes style shortly after the founding of Cairo itself, was originally designed by the Fatimid

<sup>6</sup> <http://www.cairotower.net/>, accessed (12-4-2018).

general Jawhar El-Sequili (Gawhara Qunqubay, Gawhar al-Sakkaly) and built on the orders of Caliph Muezz Li-Din Allah.

**The Hanging Church of Saint Mary:** located in the heart of Old Coptic Cairo in the Old Cairo district; and built on top of the Roman fortress gatehouse called Babylon.

**The Coptic Museum:** is located within the walls of the fortress of Babylon, part of the old city walls built by Emperor Trajan in 98 A.D., which also houses the old churches of Cairo: St. Sergius and St. Barbara of the 4th century and the Hanging Church “El Muallaqa” of the 6th century<sup>7</sup>.

**The Mosque-Madrassa of Sultan Hassan:** is a massive mosque and madrassa located in the Old city of Cairo, it was built during the Mamluk Islamic era in Egypt.

**Opera House:** The Cairo Opera House, part of Cairo's National Cultural Center, is the main performing arts venue in the Egyptian capital. The Italian engineers Avoscani and Rossi commissioned a design that takes into account the technical precision and architectural splendor; to decorate the opera and beautify it<sup>8</sup>; as shown in fig. (5-18).

**The Al-Hussain Mosque:** is located in Cairo, Egypt, near the Khan El-Khalili bazaar; and considered to be one of the holiest Islamic sites in Egypt; shown in fig. (5-20).

**Bab Zuweila:** shown in fig. (5-22); is one of three remaining gates in the walls of the Old City of Cairo; located at the south end of Al-Muizz Al-Deen Street, where there are two minarets that tower over the gates of Fatimid Cairo.



Fig. 5-18 Cairo Opera House

Source: [http://www.ehabweb.net/?attachment\\_id=6574](http://www.ehabweb.net/?attachment_id=6574), accessed (12-4-2018).



Fig. 5-19 The Egyptain Museum

Source: <http://www.sc-exhibitions.com/wp-content/uploads/images/boxes/the-egyptian-museum-in-cairo-photo-sandro-vannini.jpg>, accessed (12-4-2018).

<sup>7</sup> <http://www.coptic-cairo.com/museum/about/about.html>, accessed (12-4-2018).

<sup>8</sup> <http://www.cairoopera.org/history.php>, accessed (12-4-2018).





Fig. 5-20 The Al-Hussain Mosque

Source:

<https://www.molon.de/galleries/Egypt/Cairo/Islamic/img.php?pic=1>, accessed (12-4-2018).



Fig. 5-21 Salah el-deen Citadel

Source:

<http://cultura.culturamix.com/blog/wp-content/gallery/cidдела-de-saladino-1/Cidдела-de-Saladino-1.jpg>, accessed (12-4-2018).



Fig. 5-22 Bab Zuweila

Source: [https://media-](https://media-cdn.tripadvisor.com/media/photo-s/01/24/2a/2d/bab-zuweila-gates.jpg)

[cdn.tripadvisor.com/media/photo-s/01/24/2a/2d/bab-zuweila-gates.jpg](https://media-cdn.tripadvisor.com/media/photo-s/01/24/2a/2d/bab-zuweila-gates.jpg), accessed (12-4-2018).

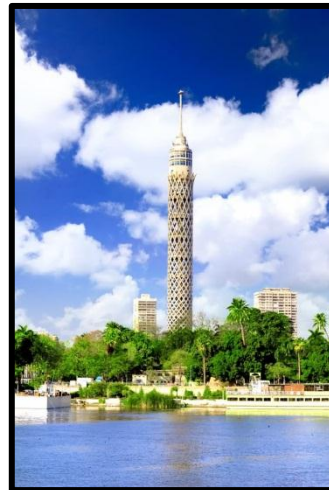


Fig. 5-23 Cairo Tower

Source: <https://www.askideas.com/media/42/Beautiful-Day-Time-View-Of-The-Cairo-Tower-Cairo.jpg>, accessed (12-4-2018).

## 5.2.2 The Relationship between Kevin Lynch Elements in Cairo

This part concerns by analyzing the relation between the five elements of Kevin Lynch; the analysis will be on some area, squares, and districts.

Fig. (5-24) shows Muizz Street (path) that is commonly considered to consist of two sections, with the dividing line being Al-Azhar Street. The northern part of the street extends from the Al-Hakim Mosque and Bab El- futuh in the north to Al-Azhar Street and includes many landmarks as: Al-Aqmar Mosque (one of the few extant Fatimid mosques), the Qalawun complex, Bayt al-Suhaymi, Sabil-Kuttab of Khusraw Pasha, and several well preserved medieval mansions and palaces. The southern part extends from the Ghuriya complex to the Bab Zuweila and Mosque of Muayyad.

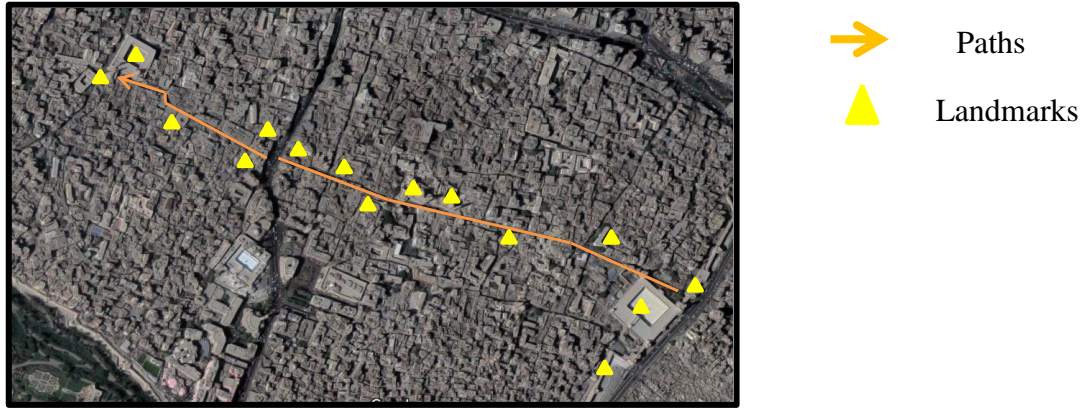


Fig. 5-24 Muizz Street

Source: <https://www.google.com/maps/place/Al+Moez+Ldin+Allah+Al+Fatmi,+El-Gamaleya,+Cairo+Governorate/@30.0502663,31.2610471,1480a,35v,270h/data=!3m1!1e3!4m5!3m4!1s0x1458409e3b8bb121:0x9373489d8a5bf150!8m2!3d30.0509306!4d31.2615748>, accessed (12-4-2018).

Fig. (5-25) shows Tahrir Square and its linkage with the surrounding nodes; where: Meret Pasha Street (path) runs from Tahrir Square (node) to Abdel Moneim Riad Square (node), and passes through Egyptian Museum Cairo.

Talaat Harb Street (path) which links two main nodes; which are: Tahrir Square with Talaat Harb Square.

El Tahrir Street: that links between Tahrir Square and El-Gomhoreya Square; where Abdeen Palace is located.

Tahrir Square links with Opera Square through El Tahrir Street and Kasr el Nile Bridge. Opera Square centered with its Statue of Saad Zaghloul and surrounded with museum of modern art and Cairo opera house.

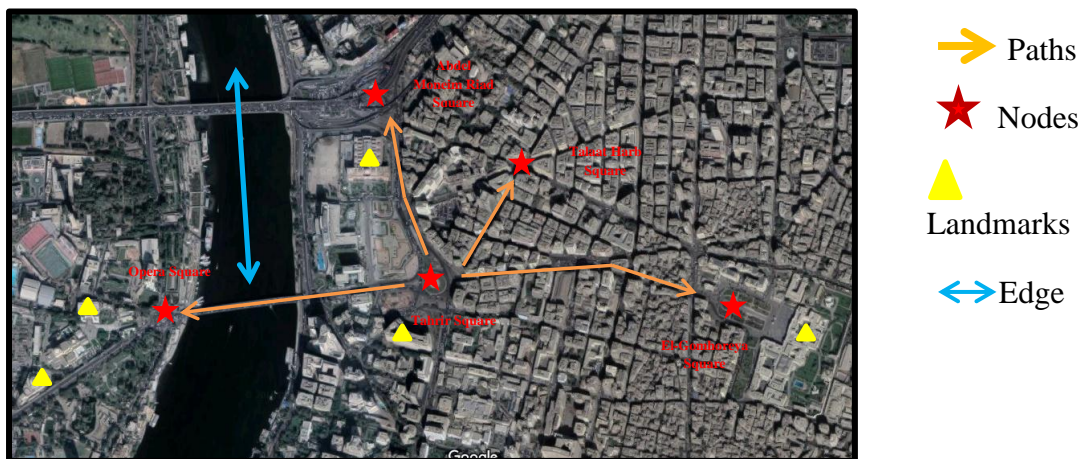


Fig. 5-25 Tahrir Square and its surroundings

Source: <https://www.google.com/maps/place/Abdeen+Palace+Museum/@30.0459297,31.2369971,1559m/data=!3m1!1e3!4m5!3m4!1s0x145840baf551f617:0xbafb145a268367fd!8m2!3d30.0430033!4d31.2477796>, accessed (12-4-2018).



## Chapter Five: Applying the Urban Image Guideline Proposal

Fig. (5-26) shows Zamalek district; surrounded by river Nile (edges), and includes famous landmarks (Cairo Tower, Cairo Opera House, and museum of modern art).

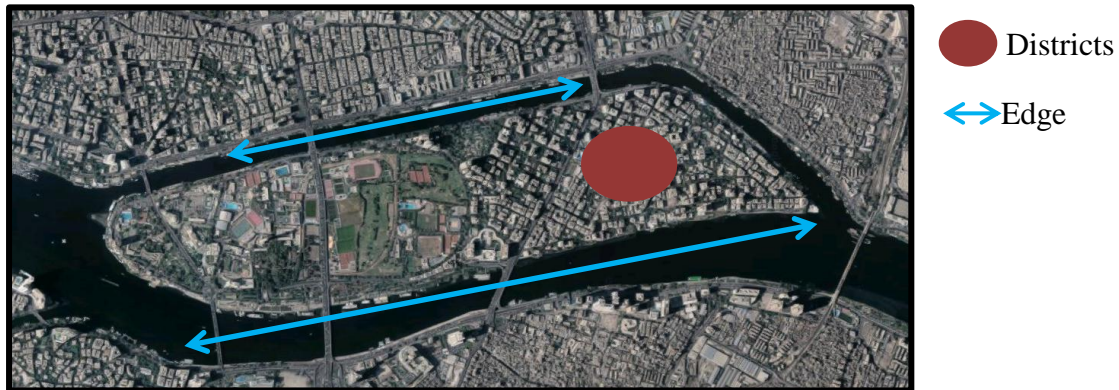


Fig. 5-26 Zamalek District

<https://www.google.com/maps/place/Zamalek,+Cairo+Governorate/@30.0551637,31.221327,4206a,35v,270h/data=!3m1!1e3!4m5!3m4!1s0x145840e059d98225:0x91cb6f582e8b215c!8m2!3d30.0609422!4d31.219709>, accessed (12-4-2018).

Fig. (5-27) shows Salah El-deen Square (node) that surrounded with many famous landmarks (as Salah El-Deen El-Ayyouba Citadel, The Great Mosque of Muhammad Ali Pasha, the mosques of Sultan Hassan, El-Rifa'i mosque, and Mustafa Kamel Museum), and linked to Ibn Tulun mosque through saleeba street.



Fig. 5-27 Aerial view over Salah El-Din square with Saleeba Street

<https://www.google.com/maps/place/Salah+El+Din+Al+Ayouby+Citadel/@30.0301475,31.2571575,1057m/data=!3m1!1e3!4m5!3m4!1s0x145840ac90c2ed63:0x2fdb96e4e9f72e6f!8m2!3d30.0298604!4d31.2611055>, accessed (14-4-2018).

### 5.3 Applying the Urban Image Guideline Proposal

This part is concerned with applying of the urban image guideline on Cairo to explore points of weakness and strength of its urban image; through conducting a

questionnaire of urban image of Cairo, London, Rome, and Paris to evaluate each element of the urban image according to its importance.

### 5.3.1 Methodology of Applying the Urban Image Guideline Proposal

Fig. (5-28) shows the methodology of applying the urban image guideline proposal guideline on the four cities.

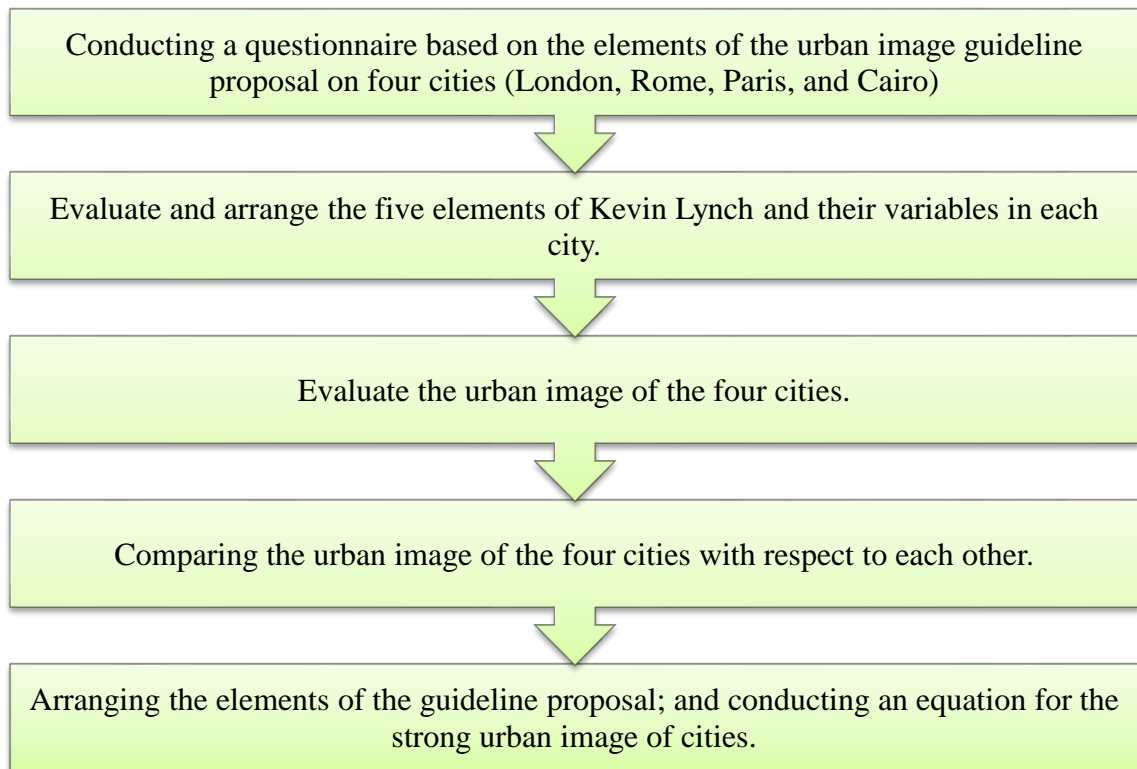


Fig. 5-28 Methodology of applying the urban image guideline proposal

Source: Author

### 5.3.2 Urban image Questionnaire

To evaluate the urban image of Cairo, structured questionnaire/survey was chosen as the most suitable data collection method.

#### 5.3.2.1 The Aim of this Questionnaire

This questionnaire has several aims; these aims are:

Evaluate the urban image of the four cities with respect to each other.

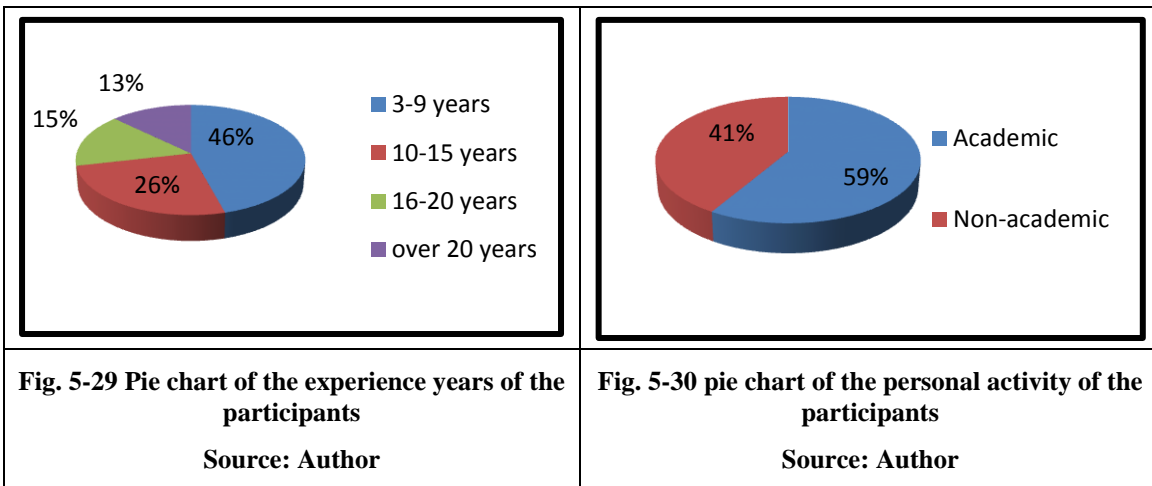
Evaluate the five elements of Kevin Lynch for each city and their strategies; and arranged them according to their importance in each city.

Evaluate and arrange the five elements of Kevin Lynch and their strategies and arrange them according to their importance in the urban image of cities.

Conduct the proposed mathematical model for estimating the strong urban image based on the elements of the proposed guideline, in order to assess the urban image of any city.

### 5.3.2.2 Sampling Methodology

Sampling has been conducted based on simple random sampling method; targeted population was architects, planners, and experts (+15 years" experience); either academic or non-academic. This questionnaire has been conducted during three weeks to a group of 70 participants with different characteristics; shown in fig. (5-29), and (5-30).



### 5.3.2.3 The Structure of the Questionnaire

The questionnaire is divided into 2 parts:

**The first part consists of:** general information (asking about years of experience and the professional activity of the population), urban image of London (assess the elements that create the urban image of London), urban image of Rome (assess the elements that create the urban image of Rome), urban image of Paris (assess the elements that create the urban image of Paris), and the urban image of Cairo (assess the elements that create the urban image of Cairo); shown in fig. (5-31).

**The second part:** composed of four pages each one contains images that show the urban image of each Capital; shown in fig. (5-32).



**CAIRO UNIVERSITY  
FACULTY OF ENGINEERING**



**Questionnaire- Identifying the Urban Image of Cities**

This questionnaire is a key research tool that has been designed to investigate the urban image strength of 4 cities (London, Paris, Rome, and Cairo), in order to assess the urban image of each city of them, and study the effect of each element of them on of the urban image of cities.

**A. General Information:**

<b>1. Years of Experience</b>	<input type="radio"/> 3-9	<input type="radio"/> 10-15	<input type="radio"/> 16-20	<input type="radio"/> 20+
<b>2. Professional Activity</b>	<input type="radio"/> Academic	<input type="radio"/> Not Academic		

**B. Urban Image of London:**

Please rate these points according to their achievement in the urban image of London.

1-Very weak, 2-Weak, 3-Neutral, 4-Strong, 5-Very Strong

Elements	Strategies	1	2	3	4	5
	Has a clear start point and end point.					
	There is a concentration and variation of activities along it.					
	Identify paths by creating strong entrances and leaves (ex: gateways).					
	Paths are leading to dominant and unique landmarks; and pass through strong nodes (squares, plazas, Etc.).					
	Paths are heading toward interesting views, nodes, parks, and open spaces.					
<b>Paths</b>	Paths are visually simple, and free of clutter.					
	Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.					
	Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.					
	Overall how could you evaluate the paths in London					
	Nodes are supported by physical form (fountains, sitting steps, gateways, and statues)					
<b>Nodes</b>	Nodes are surrounded (enclosed) by landmarks (especially the historical one).					
	Nodes are recognizable by their identity					
	Nodes are located on main routes to make the movement economy more efficient.					



## Chapter Five: Applying the Urban Image Guideline Proposal

	Plazas allow diverse functions and consider the needs of users with varying mobility levels				
	How could you evaluate the strength of nodes in London				
	Edges help in distinguishing areas having different features from each other.				
	Edges are visually prominent, continuous in form and impenetrable to cross movement.				
<b>Edges</b>	If there aren't natural edges (rivers, mountains, or topography); artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.				
	How can you evaluate the strength of the edges in London				
	Districts are Differentiated through their distinct characteristics (using different architectural vocabularies in facades, particular types of landscape elements, property of concavity, height of buildings, different types of housing, classification of activities, social classes).				
<b>Districts</b>	Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.				
	Districts are surrounded with strong Edges in order to be distinguished from the surrounding.				
	Districts in London can be evaluated as				
	Landmarks are distinguished by their dominance and singularity.				
	Landmarks that are distinguished by their contrast with the surroundings.				
<b>Landmarks</b>	Landmarks are remarkable for their prominent position as seen from far and near distance.				
	Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.				
	Landmarks have strong visual characteristics (color, shape, façade areas with respect to the surroundings, and located in a prominent position).				
	Having landmarks that represent a great value and have a meaning (political, cultural, religious, or historical).				
	The strength of landmarks in London can be evaluated as				
	Overall How could you evaluate the urban image of London				
<b>C. Urban Image of Rome:</b>					
Please rate these points according to their achievement in the urban image of Rome.					
1-Very weak, 2-Weak, 3-Neutral, 4-Strong, 5-Very Strong					
<b>Elements</b>	<b>Strategies</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Paths</b>	Has a clear start point and end point.				

## Chapter Five: Applying the Urban Image Guideline Proposal

	There is a concentration and variation of activities along it.			
	Identify paths by creating strong entrances and leaves (ex: gateways).			
	Paths are leading to dominant and unique landmarks; and pass through strong nodes (squares, plazas, Etc.).			
	Paths are heading toward interesting views, nodes, parks, and open spaces.			
	Paths are visually simple, and free of clutter.			
	Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.			
	Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.			
	Overall how could you evaluate the paths in Rome			
	Nodes are supported by physical form (fountains, sitting steps, gateways, and statues)			
	Nodes are surrounded (enclosed) by landmarks (especially the historical one).			
	Nodes are recognizable by their identity			
	Nodes are located on main routes to make the movement economy more efficient.			
	Plazas allow diverse functions and consider the needs of users with varying mobility levels			
	How could you evaluate the strength of nodes in Rome			
	Edges help in distinguishing areas having different features from each other.			
	Edges are visually prominent, continuous in form and impenetrable to cross movement.			
	If there aren't natural edges (rivers, mountains, or topography); artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.			
	How can you evaluate the strength of the edges in Rome			
	Districts are Differentiated through their distinct characteristics (using different architectural vocabularies in facades, particular types of landscape elements, property of concavity, height of buildings, different types of housing, classification of activities, social classes).			
	Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.			
	Districts are surrounded with strong Edges in order to be distinguished from the surrounding.			
<b>Nodes</b>				
<b>Edges</b>				
<b>Districts</b>				

## Chapter Five: Applying the Urban Image Guideline Proposal

	Districts in Rome can be evaluated as				
	Landmarks are distinguished by their dominance and singularity.				
	Landmarks that are distinguished by their contrast with the surroundings.				
	Landmarks are remarkable for their prominent position as seen from far and near distance.				
<b>Landmarks</b>	Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.				
	Landmarks have strong visual characteristics (color, shape, façade areas with respect to the surroundings, and located in a prominent position).				
	Having landmarks that represent a great value and have a meaning (political, cultural, religious, or historical).				
	The strength of landmarks in Rome can be evaluated as				
	Overall How could you evaluate the urban image of Rome				
<b>D. Urban Image of Paris:</b>					
Please rate these points according to their achievement in the urban image of Paris.					
1-Very weak, 2-Weak, 3-Neutral, 4-Strong, 5-Very Strong					
<b>Elements</b>	<b>Strategies</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b> <b>5</b>
	Has a clear start point and end point.				
	There is a concentration and variation of activities along it.				
	Identify paths by creating strong entrances and leaves (ex: gateways).				
	Paths are leading to dominant and unique landmarks; and pass through strong nodes (squares, plazas, Etc.).				
	Paths are heading toward interesting views, nodes, parks, and open spaces.				
<b>Paths</b>	Paths are visually simple, and free of clutter.				
	Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.				
	Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.				
	Overall how could you evaluate the paths in Paris				
<b>Nodes</b>	Nodes are supported by physical form (fountains, sitting steps, gateways, and statues)				
	Nodes are surrounded (enclosed) by landmarks (especially the historical one).				

## Chapter Five: Applying the Urban Image Guideline Proposal

	Nodes are recognizable by their identity			
	Nodes are located on main routes to make the movement economy more efficient.			
	Plazas allow diverse functions and consider the needs of users with varying mobility levels			
	How could you evaluate the strength of nodes in Paris			
	Edges help in distinguishing areas having different features from each other.			
	Edges are visually prominent, continuous in form and impenetrable to cross movement.			
	If there aren't natural edges (rivers, mountains, or topography); artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.			
	How can you evaluate the strength of the edges in Paris			
<b>Edges</b>	Districts are Differentiated through their distinct characteristics (using different architectural vocabularies in facades, particular types of landscape elements, property of concavity, height of buildings, different types of housing, classification of activities, social classes).			
	Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.			
<b>Districts</b>	Districts are surrounded with strong Edges in order to be distinguished from the surrounding.			
	Districts in Paris can be evaluated as			
	Landmarks are distinguished by their dominance and singularity.			
	Landmarks that are distinguished by their contrast with the surroundings.			
	Landmarks are remarkable for their prominent position as seen from far and near distance.			
<b>Landmarks</b>	Placing landmarks at places of spatial decision making: when it is located at a focal point along a route.			
	Landmarks have strong visual characteristics (color, shape, façade areas with respect to the surroundings, and located in a prominent position).			
	Having landmarks that represent a great value and have a meaning (political, cultural, religious, or historical).			
	The strength of landmarks in Paris can be evaluated as			
	Overall How could you evaluate the urban image of Paris			
<b>E. Urban Image of Cairo:</b>				
Please rate these points according to their achievement in the urban image of Cairo.				
1-Very weak, 2-Weak, 3-Neutral, 4-Strong, 5-Very Strong				

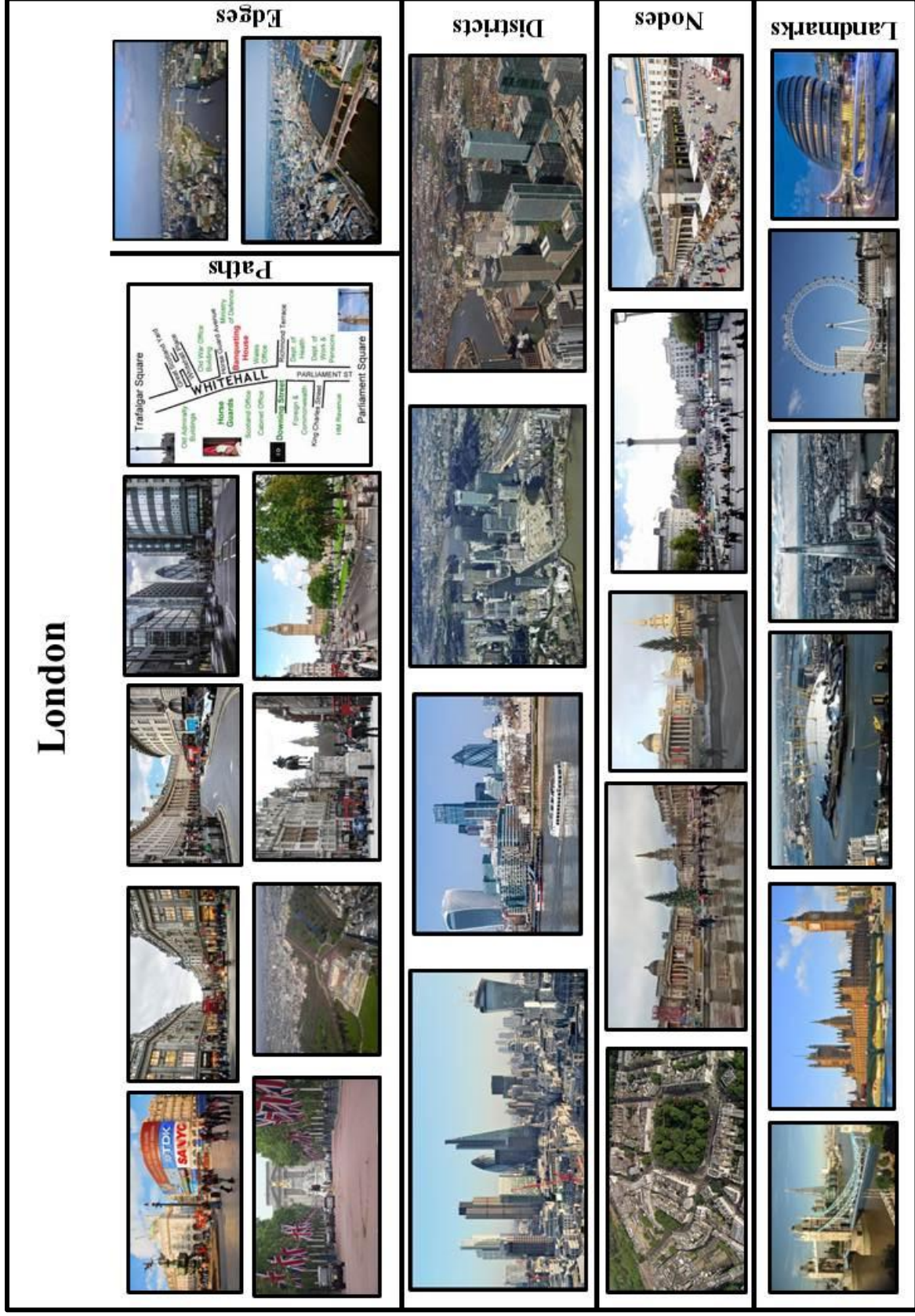
## Chapter Five: Applying the Urban Image Guideline Proposal

Elements	Strategies	1	2	3	4	5
	Has a clear start point and end point.					
	There is a concentration and variation of activities along it.					
	Identify paths by creating strong entrances and leaves (ex: gateways).					
	Paths are leading to dominant and unique landmarks; and pass through strong nodes (squares, plazas. Etc.).					
	Paths are heading toward interesting views, nodes, parks, and open spaces.					
	Paths are visually simple, and free of clutter.					
	Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.					
	Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.					
	Overall how could you evaluate the paths in Cairo					
	Nodes are supported by physical form (fountains, sitting steps, gateways, and statues)					
	Nodes are surrounded (enclosed) by landmarks (especially the historical one).					
	Nodes are recognizable by their identity					
	Nodes are located on main routes to make the movement economy more efficient.					
	Plazas allow diverse functions and consider the needs of users with varying mobility levels					
	How could you evaluate the strength of nodes in Cairo					
	Edges help in distinguishing areas having different features from each other.					
	Edges are visually prominent, continuous in form and impenetrable to cross movement.					
	If there aren't natural edges (rivers, mountains, or topography); artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.					
	How can you evaluate the strength of the edges in Cairo					
	Districts are Differentiated through their distinct characteristics (using different architectural vocabularies in facades, particular types of landscape elements, property of concavity, height of buildings, different types of housing, classification of activities, social classes).					

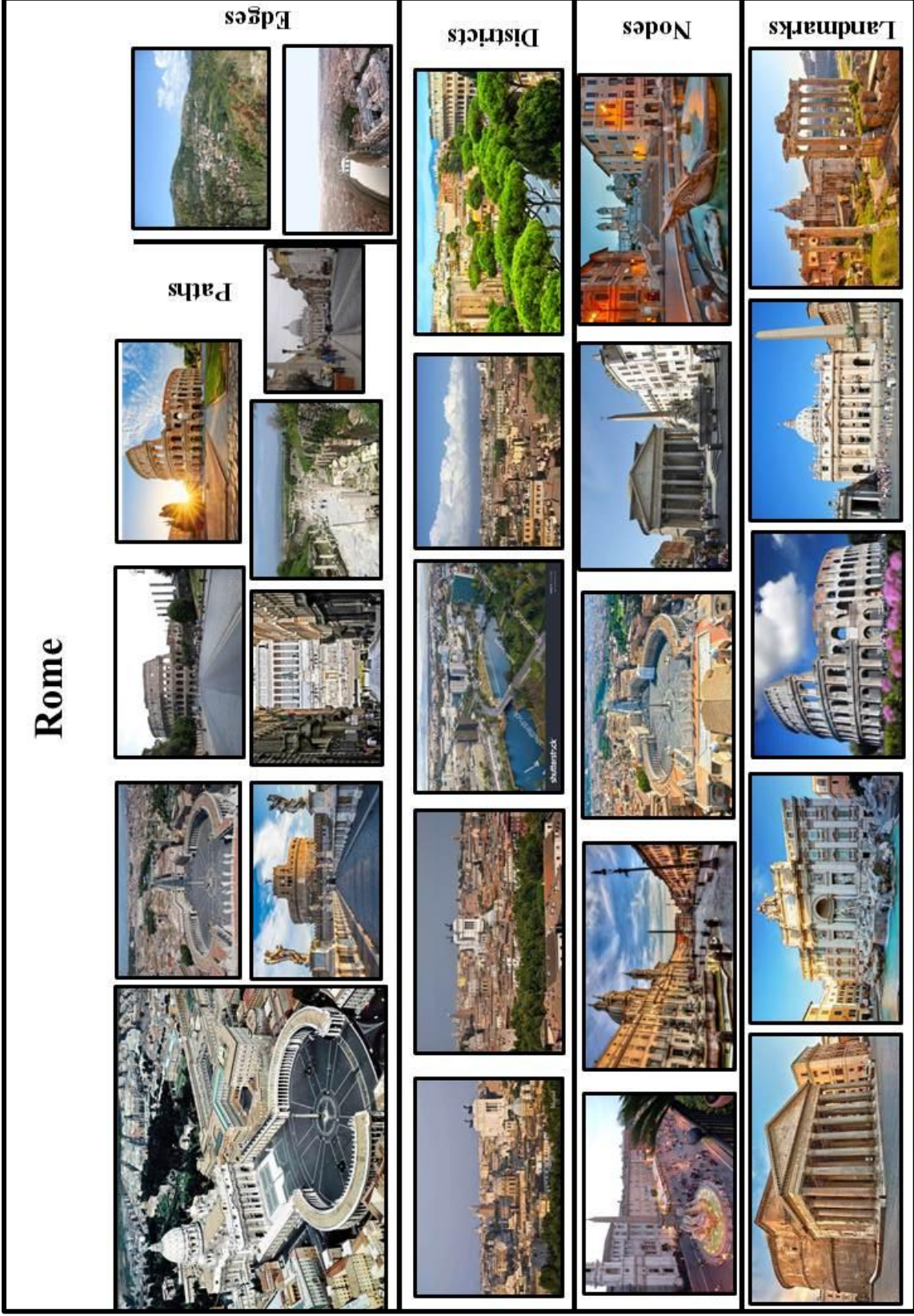




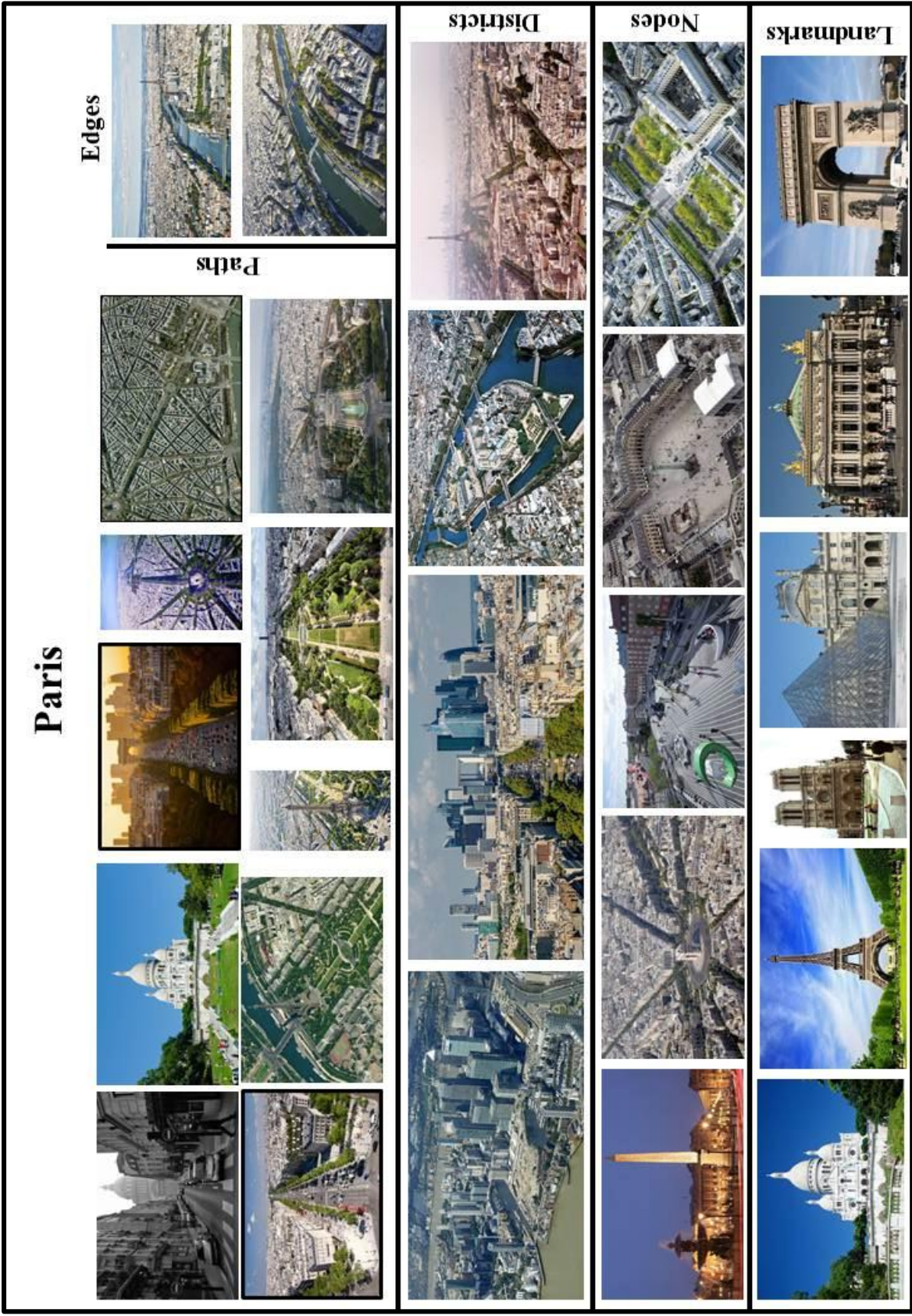














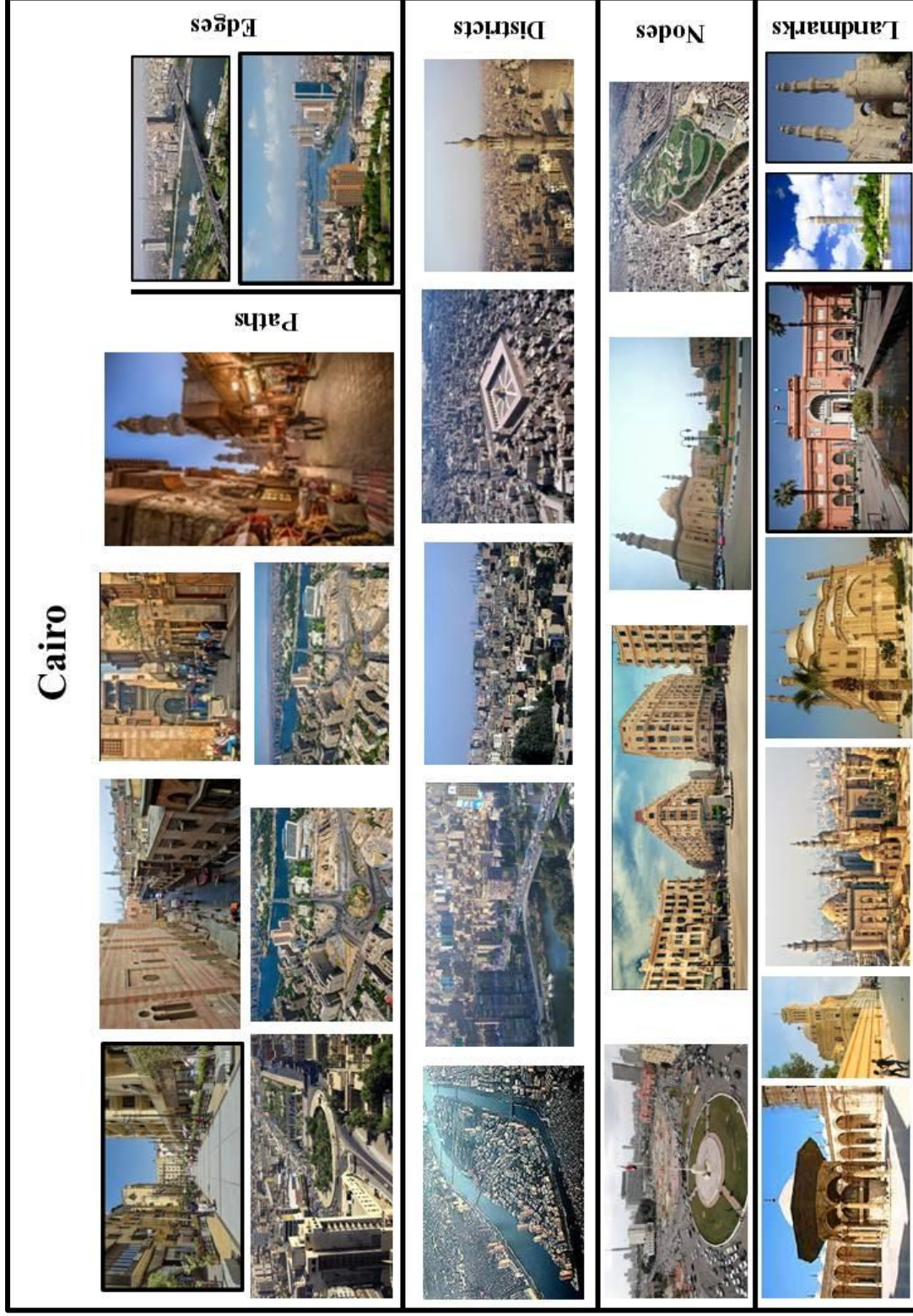


Fig. 5-32 The urban image of the 4 cities

Source: Author

## 5.4 Data Analysis

All the data for the research sample were manually dumped (data dump tables). The information was then entered into the computer using the statistical research program SPSS, which is the abbreviation for Statistical Package for Social Sciences. The idea of this program is based on the probability theory, from which we can predict the relationships between different variables and in the case of multiple cases. Using statistical analysis to reach the main objectives of the Research, and commensurate with the hypotheses that were formulated in order to reach the most accurate results.

### 5.4.1 Statistical Techniques Used

A number of steps were used to reach the required results; where many different statistical methods were selected to deal with the data for the final research samples; these methods are:

#### 5.4.1.1 Relative Importance Index (RII)

RII is simply a mean score for an item, used to determine the relative ranking of the items.

#### 5.4.1.2 One-Sample Kolmogorov-Smirnov Test (One-Sample KST)

It is a nonparametric test of the equality of continuous, one-dimensional probability distributions that can be used to compare a sample with a reference probability distribution.

#### 5.4.1.3 Kruskal Wallis Test (KWT)

It is a non-parametric method used for comparing two or more independent samples of equal or different sample sizes.

#### 5.4.1.4 Parametric One-Way Analysis of Variance (ANOVA)

Analysis of variance (ANOVA) is a procedure that determines the proportion of variability attributed to each of several components. It is one of the most useful and adaptable statistical techniques available.

#### 5.4.1.5 Correlation coefficients

It is used to measure the strength of a relationship between variables. It aims at determining the relative importance of the variables and identifying the strength of the relationship between them. This relationship is measured by the so-called correlation coefficient ( $r$ ), which is between zero (indicates weak relationship or not significant) and the correct one (indicates a strong relationship). The signals (+1, -1) show the direction of the relationship, the positive signal indicates a positive relationship and the negative signal indicates an inverse relationship

### **5.4.1.6 Multiple Gamma Regression Analysis with Log Link Function**

This statistical analysis estimates the relationship between two or more variables; where, the gamma GLM generalizes linear regression by allowing the linear model to be related to the response variable via a link function (log) and by allowing the magnitude of the variance of each measurement to be a function of its predicted value.

### **5.4.2 Data Entry**

Every variable in the urban image guideline was given a symbol to be inserted in SPSS program; these symbols are:

<b>Urban Image Elements</b>	<b>Symbol</b>	<b>Variables</b>
<b>Paths ( X1)</b>	X11	Has a clear start point and end point.
	X12	There is a concentration and variation of activities along it.
	X13	Identify paths by creating strong entrances and leaves (ex: gateways).
	X14	Paths are leading to dominant and unique landmarks; and pass through strong nodes (squares, plazas. Etc.).
	X15	Paths are heading toward interesting views, nodes, parks, and open spaces.
	X16	Paths are visually simple, and free of clutter.
	X17	Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.
	X18	Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.
<b>Nodes (X2)</b>	X21	Nodes are supported by physical form (fountains, sitting steps, gateways, and statues)
	X22	Nodes are surrounded (enclosed) by landmarks (especially the historical one).
	X23	Nodes are recognizable by their identity



**Chapter Five: Applying the Urban Image Guideline Proposal**

---

	X24	Nodes are located on main routes to make the movement economy more efficient.
	X25	Plazas allow diverse functions and consider the needs of users with varying mobility levels
<b>Edges (X3)</b>	X31	Edges help in distinguishing areas having different features from each other.
	X32	Edges are visually prominent, continuous in form and impenetrable to cross movement.
	X33	If there aren't natural edges (rivers, mountains, or topography); artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.
<b>Districts (X4)</b>	X41	Districts are Differentiated through their distinct characteristics (using different architectural vocabularies in facades, particular types of landscape elements, property of concavity, height of buildings, different types of housing, classification of activities, social classes).
	X42	Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.
	X43	Districts are surrounded with strong Edges in order to be distinguished from the surrounding.
<b>Landmarks (X5)</b>	X51	Landmarks are distinguished by their dominance and singularity.
	X52	Landmarks that are distinguished by their contrast with the surroundings.
	X53	Landmarks are remarkable for their prominent position as seen from far and near distance.
	X54	Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.
	X55	Landmarks have strong visual characteristics (color, shape, façade areas with respect to the surroundings, and located in a prominent position).
	X56	Having landmarks that represent a great value and have a meaning (political, cultural, religious, or historical).

**Table 5-1 The symbols of each variables of the urban image**

**Source: Author**

### 5.4.3 Pilot Sample

In this part, we assess the reliability of the questionnaire used to measure the results of the study; this sample was collected during 10 days from 25 populations. Two statistical techniques were used; these techniques are:

#### 5.4.3.1 Item-Total Analysis (Spearman Correlation Analysis)

Generally, item-total correlations of greater than 0.7 are considered desirable. Those of less than 0.3 are considered weak; any questions with correlations of less than 0.3 should be removed from the scale. The results revealed that all correlations are greater than 0.3 so the items in each scale are considered to be internally consistent (\*\*Correlation is significant at the 0.01 level (2-tailed)); as shown in table (5-2), (5-3), (5-4), (5-5), and (5-6).

Strategies	I.C. Coefficient	p-value
X11	0.751**	0.000
X12	0.567**	0.000
X13	0.854**	0.000
X14	0.737**	0.000
X15	0.775**	0.000
X16	0.705**	0.000
X17	0.679**	0.000
X18	0.727**	0.000

Table 5-2 Item total analysis output for Paths

Source: Author

Strategies	I.C. Coefficient	p-value
X21	0.785**	0.000
X22	0.800**	0.000
X23	0.770**	0.000
X24	0.854**	0.000
X25	0.776**	0.000

Table 5-3 Item total analysis output for Nodes

Source: Author

Strategies	I.C. Coefficient	p-value
X31	0.786**	0.000
X32	0.714**	0.000
X33	0.817**	0.000

Table 5-4 Item total analysis output for Edges

Source: Author

Strategies	I.C. Coefficient	p-value
X41	0.735**	0.000
X42	0.852**	0.000
X43	0.863**	0.000

Table 5-5 Item total analysis output for districts

Source: Author

Strategies	I.C. Coefficient	p-value
X51	0.761**	0.000
X52	0.753**	0.000
X53	0.798**	0.000
X54	0.786**	0.000
X55	0.794**	0.000
X56	0.727**	0.000

Table 5-6 Item total analysis output for landmarks

Source: Author

### 5.4.3.2 Reliability Analysis (Cronbach's Alpha).

Numbers close to 1.00 are very good, but numbers close to 0.00 represent poor internal consistency. Table (5-7) shows the five elements of lynch with the number of variable in each one of them, and their Cronbach's Alpha output.

Elements	N of Items	Cronbach's Alpha
Paths	8	0.8809
Nodes	5	0.8655
Edges	3	0.6998
Districts	3	0.7684
Landmarks	6	0.8734
Total	25	0.9481

Table 5-7 Cronbach's Alpha Output

Source: Author

## 5.5 Results of the Analysis

The analysis results are divided in to two main parts; which are:

### 5.5.1 The Urban Image of the Four Cities

This part shows the arrangements of elements that create the urban image of cities in each city according to their RII, and the overall ranking of Lynch elements among cities by using KWT and ANOVA test.

### 5.5.1.1 Rankings of the four cities

Fig. (5-33) and (5-34) show the rankings of the urban image of the four cities, where Rome has the highest rankings unlike Cairo that ranked the 4<sup>th</sup> place.

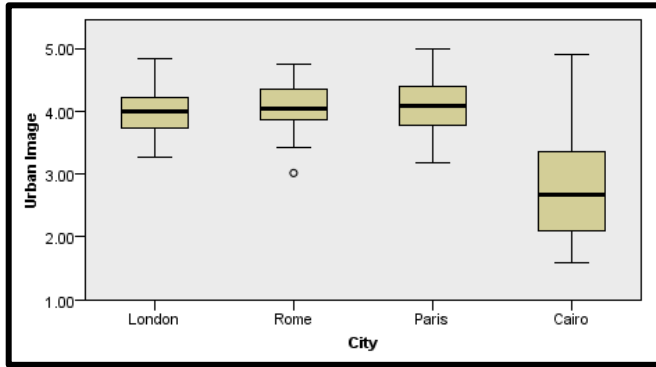


Fig. 5-33 Independent samples KWT test of urban image of the four cities

Source: Author

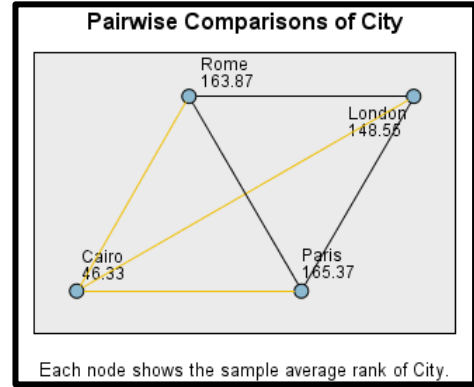


Fig. 5-34 Pairwise comparison of the urban image of the four cities

Source: Author

### 5.5.1.2 Lynch Elements

This part shows the arrangements of the five elements of Kevin Lynch in each city by using the RII. Table (5-8) shows that London and Rome have the same ranking for paths, nodes, and landmarks, landmarks ranked the highest RII for all the four cities, while paths and nodes coming in the second or third place in all cities except Cairo (as nodes ranked the 4<sup>th</sup> place).

Elements	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
<b>Paths</b>	0.787	3	0.839	3	0.827	2	0.5500	3
<b>Nodes</b>	0.7954	2	0.856	2	0.814	3	0.534	4
<b>Edges</b>	0.760	5	0.758	4	0.784	5	0.558	2
<b>Districts</b>	0.765	4	0.744	5	0.800	4	0.488	5
<b>Landmarks</b>	0.854	1	0.861	1	0.854	1	0.625	1

Table 5-8 RII Output for Lynch elements for each city

Source: Author

### 5.5.1.3 Paths

Fig. (5-35) shows the rankings of paths among the four cities as the following: Rome ranks the 1st place (mean rank = 181.757), Paris ranks 2nd place (mean rank = 172.449), London Ranks the 3rd place (mean rank = 146.391), and Cairo ranks the 4th place (mean rank = 50.551). Fig. (5-36) shows the relationship between the rankings of paths in each city; the yellow line shows that this difference in ranking is significant (there is a real difference in paths between Cairo-London, Cairo- Rome, and Cairo-Paris) while the black line shows that these differences is not significant.

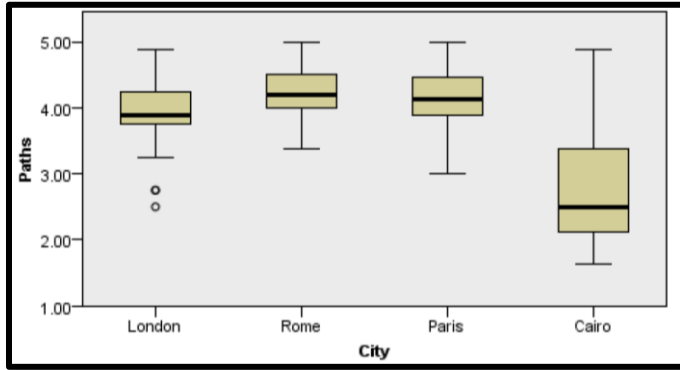


Fig. 5-35 Independent samples KWT test of paths

Source: Author

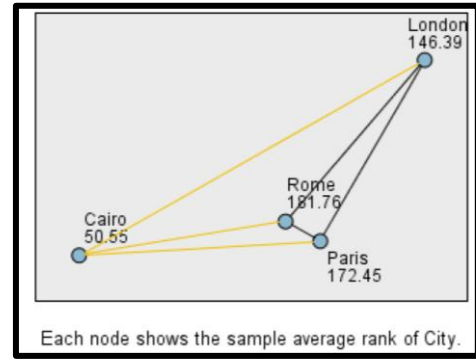


Fig. 5-36 Pairwise comparison of paths in the four cities

Source: Author

Table (5-9) shows the arrangement of strategies of paths in each of the four cities; where X14 (Paths are leading to dominant and unique landmarks; and pass through strong nodes) ranked the 1<sup>st</sup> place in London and Rome, while X13 (identify paths by creating strong entrances and leaves; ex: gateways) ranked 1<sup>st</sup> place in Paris, and X12 (There is a concentration and variation of activities along paths) ranked 1<sup>st</sup> place in Cairo.

Strategies	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
X11	0.7686	6	0.838	4	0.826	4	0.5536	3
X12	0.7686	7	0.780	8	0.809	8	0.617	1
X13	0.771	5	0.835	5	0.847	1	0.5159	7
X14	0.854	1	0.885	1	0.8232	5	0.559	2
X15	0.811	2	0.864	3	0.8290	2	0.5420	5
X16	0.768	8	0.8116	6	0.8290	3	0.5159	8
X17	0.777	4	0.884	2	0.8232	6	0.5420	6
X18	0.780	3	0.8116	7	0.814	7	0.5536	4

Table 5-9 RII Output for Paths

Source: Author

### 5.5.1.4 Nodes

Fig. (5-37) shows the rankings of nodes among the four cities as the following: Rome ranks the 1<sup>st</sup> place (mean rank = 186.831), Paris ranks 2<sup>nd</sup> place (mean rank = 162.058), London Ranks the 3<sup>rd</sup> place (mean rank = 148.993), and Cairo ranks the 4<sup>th</sup> place (mean rank = 50.134). Fig. (5-38) shows the relationship between the rankings of nodes in each city; the yellow line shows that this difference in ranking is significant (there is a real difference in nodes between Cairo-London, Cairo- Rome, Cairo-Paris, and Rome-London) while the black line shows that these differences is not significant.

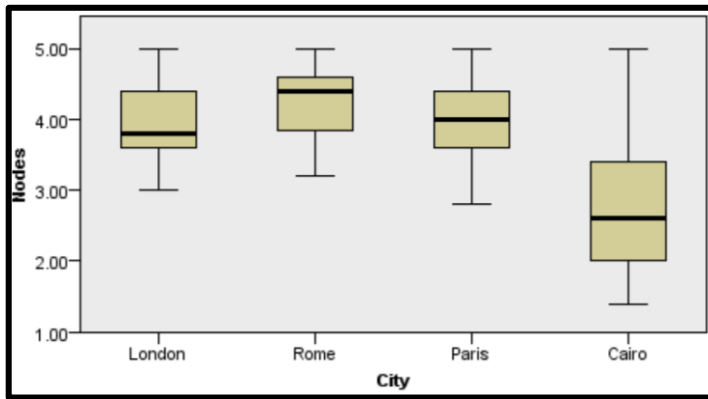


Fig. 5-37 Independent samples KWT test of nodes

Source: Author

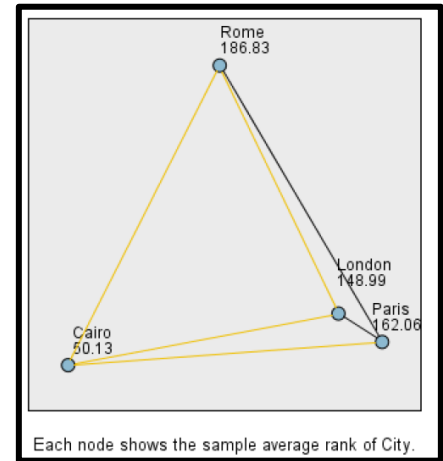


Fig. 5-38 Pairwise comparison of nodes in the four cities

Source: Author

Table (5-10) shows the arrangement of strategies of nodes in each of the four cities; where X21 (Nodes are supported by physical form) ranked the 1<sup>st</sup> place in Paris and Rome, and 2<sup>nd</sup> in London. While X22 (Nodes are surrounded (enclosed) by landmarks (especially the historical one)) ranked 1<sup>st</sup> place in London, 2<sup>nd</sup> place in Rome and Paris. Finally in Cairo X23 (Nodes are recognizable by their identity) ranked 1<sup>st</sup> place in Cairo.

Strategies	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
X21	0.826	2	0.887	1	0.838	1	0.526	4
X22	0.829	1	0.872	2	0.835	2	0.535	3
X23	0.780	4	0.862	3	0.791	4	0.565	1
X24	0.791	3	0.814	5	0.823	3	0.554	2
X25	0.751	5	0.843	4	0.786	5	0.487	5

Table 5-10 RII Output for nodes

Source: Author

### 5.5.1.5 Edges

Fig. (5-39) shows the rankings of edges among the four cities as the following: Paris ranks the 1st place (mean rank = 166.36), London ranks 2nd place (mean rank = 154.68), Rome Ranks the 3rd place (mean rank = 153), and Cairo ranks the 4th place (mean rank = 70.39). Fig. (5-40) shows the relationship between the rankings of edges in each city; there is a real difference in edges between Cairo-London, Cairo- Rome, and Cairo-Paris (yellow line) while the black line shows that these differences is not significant.



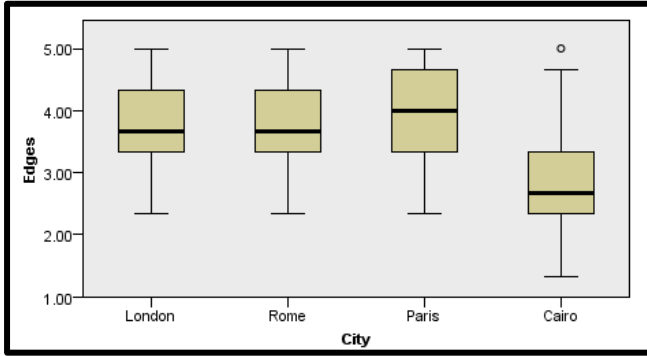


Fig. 5-39 Independent samples KWT test of edges

Source: Author

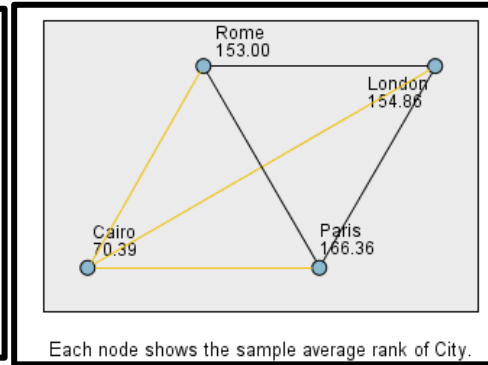


Fig. 5-40 Pairwise comparison of edges in the four cities

Source: Author

Table (5-11) shows the rankings of strategies of the edges in each city; where X32 (Edges are visually prominent, continuous in form and impenetrable to cross movement) ranks the 1<sup>st</sup> place in London, Rome, and Cairo. While X31 (Edges help in distinguishing areas having different features from each other) ranks the 1<sup>st</sup> place in Paris.

Strategies	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
X31	0.746	3	0.751	2	0.809	1	0.574	2
X32	0.771	1	0.771	1	0.788	2	0.583	1
X33	0.768	2	0.747	3	0.756	3	0.512	3

Table 5-11 RII Output for edges

Source: Author

### 5.5.1.6 Districts

Fig. (5-41) shows the rankings of districts among the four cities as the following: Paris ranks the 1st place (mean rank = 180.79), London ranks 2nd place (mean rank = 164.01), Rome Ranks the 3rd place (mean rank = 153.88), and Cairo ranks the 4th place (mean rank = 52.33). Fig. (5-42) shows the relationship between the rankings of districts in each city; where, there is a real difference in districts between Cairo-London, Cairo- Rome, and Cairo-Paris (yellow line), while the black line shows that these differences is not significant.

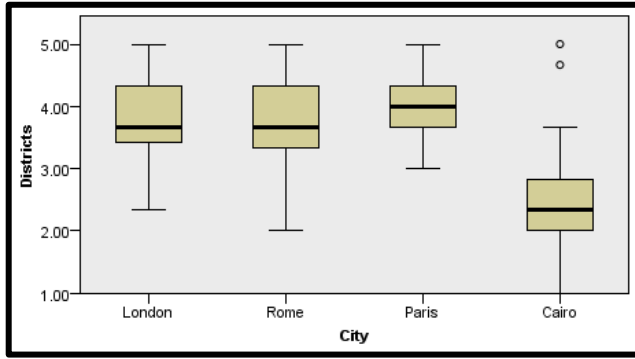


Fig. 5-41 Independent samples KWT test of districts

Source: Author

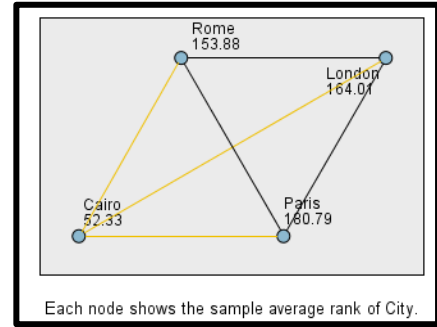


Fig. 5-42 Pairwise comparison of districts in the four cities

Source: Author

Table (5-12) shows the rankings of strategies of the districts in each city; where X41 (Districts are Differentiated through their distinct characteristics) ranks the 1<sup>st</sup> place in London and Cairo, X42 (Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities) ranks the 1<sup>st</sup> place in Rome, while X43 (Districts are surrounded with strong Edges in order to be distinguished from the surrounding) ranks 1<sup>st</sup> place in Paris.

Strategies	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
X41	0.800	1	0.754	2	0.800	2	0.536	1
X42	0.743	3	0.768	1	0.786	3	0.449	3
X43	0.762	2	0.710	3	0.812	1	0.478	2

Table 5-12 RII Output for districts

Source: Author

### 5.5.1.7 Landmarks

Fig. (5-43) shows the rankings of landmarks among the four cities; where: Rome ranks the 1st place (mean rank = 160.65), Paris ranks 2nd place (mean rank = 156.83), London Ranks the 3rd place (mean rank = 156.82), and Cairo ranks the 4th place (mean rank = 68.39). Fig. (5-44) shows the relationship between the rankings of landmarks in each city; where, there is a real difference in landmarks strength between Cairo-London, Cairo- Rome, and Cairo-Paris (yellow line), while the black line shows that these differences is not significant.

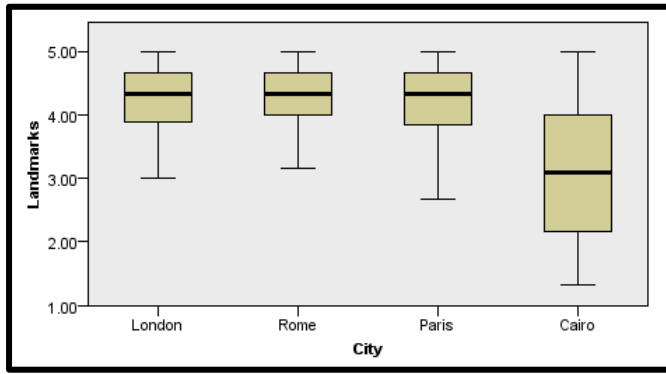


Fig. 5-43 Independent samples KWT test of landmarks

Source: Author

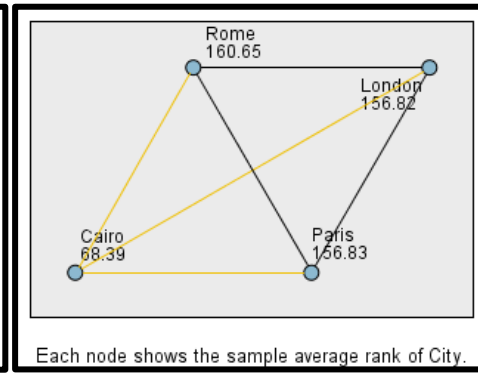


Fig. 5-44 Pairwise comparison of landmarks in the four cities

Source: Author

Table (5-13) shows the rankings of strategies of the landmarks in each city; where X53(Landmarks are remarkable for their prominent position as seen from far and near distance.) ranks the 1<sup>st</sup> place in London and Paris, while X56 (Having landmarks that represent a great value and have a meaning) ranks the 1<sup>st</sup> place in Rome, and Cairo.

Strategies	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
X51	0.879	2	0.841	5	0.864	4	0.661	2
X52	0.852	4	0.874	3	0.803	6	0.6058	4
X53	0.881	1	0.861	4	0.876	1	0.6058	5
X54	0.820	6	0.829	6	0.850	5	0.568	6
X55	0.858	3	0.881	2	0.8667	2	0.629	3
X56	0.841	5	0.888	1	0.8667	3	0.667	1

Table 5-13 RII Output for landmarks

Source: Author

### 5.5.1.8 Arrangement of Variables in each City

Table (5-14) shows the arrangements of all the variables (strategies) that affect the strength of the urban image in each city according to their RII; where:

X53 (Landmarks are remarkable for their prominent position as seen from far and near distance) ranks 1<sup>st</sup> place in London and Paris.

X56 (Having landmarks that represent a great value and have a meaning (political, cultural, religious, or historical) ranks the 1<sup>st</sup> place in Rome and Cairo, and 3<sup>rd</sup> place I Paris.

X42 (Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities) ranks 25<sup>th</sup> in London and Cairo.

X43 (Districts are surrounded with strong Edges in order to be distinguished from the surrounding) ranked 25<sup>th</sup> in Rome; while X33 (If there aren't natural edges (rivers,

## Chapter Five: Applying the Urban Image Guideline Proposal

mountains, or topography); artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges) has the least importance in Paris

Strategies	London		Rome		Paris		Cairo	
	RII	Rank	RII	Rank	RII	Rank	RII	Rank
X11	0.7686	18	0.838	13	0.826	11	0.5536	13
X12	0.7686	19	0.780	19	0.809	17	0.617	4
X13	0.7714	16	0.835	14	0.847	6	0.5159	20
X14	0.854	4	0.885	3	0.8232	12	0.559	11
X15	0.811	10	0.864	8	0.8290	9	0.5420	15
X16	0.7681	20	0.8116	17	0.8290	10	0.5159	21
X17	0.777	15	0.884	4	0.8232	13	0.5420	16
X18	0.780	13	0.8116	18	0.814	15	0.5536	14
X21	0.826	8	0.887	2	0.838	7	0.526	19
X22	0.829	7	0.872	7	0.835	8	0.535	18
X23	0.780	14	0.862	9	0.791	21	0.565	10
X24	0.791	12	0.814	16	0.823	14	0.554	12
X25	0.751	23	0.843	11	0.786	23	0.487	23
X31	0.746	24	0.751	23	0.809	18	0.574	8
X32	0.7714	17	0.771	20	0.788	22	0.583	7
X33	0.7681	21	0.747	24	0.756	25	0.512	22
X41	0.800	11	0.754	22	0.800	20	0.536	17
X42	0.743	25	0.768	21	0.786	24	0.449	25
X43	0.762	22	0.710	25	0.812	16	0.478	24
X51	0.879	2	0.841	12	0.864	4	0.661	2
X52	0.852	5	0.874	6	0.803	19	0.6058	5
X53	0.881	1	0.861	10	0.876	1	0.6058	6
X54	0.820	9	0.829	15	0.850	5	0.568	9
X55	0.858	3	0.881	5	0.8667	2	0.629	3
X56	0.841	6	0.888	1	0.8667	3	0.667	1

**Table 5-14 The RII ranking of all Variable in each city**

Source: Author

### 5.5.1.9 Comparative Analysis between the Four Cities

Table (5-15) shows the comparative analysis between the urban images of the four cities: London, Rome, Paris, and Cairo based on the elements of the urban image.

**Chapter Five: Applying the Urban Image Guideline Proposal**

	<b>London</b>	<b>Rome</b>	<b>Paris</b>	<b>Cairo</b>
<b>Ranking of each city</b>	3	2	1	4
<b>Arrangement of Lynch elements in each city</b>	<ol style="list-style-type: none"> <li>1- Landmarks</li> <li>2- Nodes</li> <li>3- Paths</li> <li>4- Districts</li> <li>5- Edges</li> </ol>	<ol style="list-style-type: none"> <li>1- Landmarks</li> <li>2- Nodes</li> <li>3- Paths</li> <li>4- Edges</li> <li>5- Districts</li> </ol>	<ol style="list-style-type: none"> <li>1- Landmarks</li> <li>2- Paths</li> <li>3- Nodes</li> <li>4- Districts</li> <li>5- Edges</li> </ol>	<ol style="list-style-type: none"> <li>1- Landmarks</li> <li>2- Edges</li> <li>3- Paths</li> <li>4- Nodes</li> <li>5- Districts</li> </ol>
<b>Arrangement of Lynch elements among cities</b>	<ol style="list-style-type: none"> <li>Paths (3<sup>rd</sup> place)</li> <li>Nodes (3<sup>rd</sup> place)</li> <li>Districts (2<sup>nd</sup> place)</li> <li>Edges (2<sup>nd</sup> place)</li> <li>Landmarks (3<sup>rd</sup> place)</li> </ol>	<ol style="list-style-type: none"> <li>Paths (1<sup>st</sup> place)</li> <li>Nodes (1<sup>st</sup> place)</li> <li>Districts (3<sup>rd</sup> place)</li> <li>Edges (3<sup>rd</sup> place)</li> <li>Landmarks (1<sup>st</sup> place)</li> </ol>	<ol style="list-style-type: none"> <li>Paths (2<sup>nd</sup> place)</li> <li>Nodes (2<sup>nd</sup> place)</li> <li>Districts (1<sup>st</sup> place)</li> <li>Edges (1<sup>st</sup> place)</li> <li>Landmarks (2<sup>nd</sup> place)</li> </ol>	<ol style="list-style-type: none"> <li>Paths (4<sup>th</sup> place)</li> <li>Nodes (4<sup>th</sup> place)</li> <li>Districts (4<sup>th</sup> place)</li> <li>Edges (4<sup>th</sup> place)</li> <li>Landmarks (4<sup>th</sup> place)</li> </ol>
<b>Paths</b>	<ol style="list-style-type: none"> <li>1. Paths are leading to dominant and unique landmarks; and pass through strong nodes.</li> <li>2. Paths are heading toward interesting views, nodes, parks, and open spaces.</li> <li>3. Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract</li> </ol>	<ol style="list-style-type: none"> <li>1. Paths are leading to dominant and unique landmarks; and pass through strong nodes.</li> <li>2. Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.</li> <li>3. Paths are heading toward interesting views, nodes, parks, and open spaces.</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify paths by creating strong entrances and leaves (ex: gateways).</li> <li>2. Paths are heading toward interesting views, nodes, parks, and open spaces.</li> <li>3. Paths are visually simple, and free of clutter.</li> <li>4. Has a clear start point and end point.</li> <li>5. Paths are leading to dominant and unique landmarks; and pass through</li> </ol>	<ol style="list-style-type: none"> <li>1. There is a concentration and variation of activities along it.</li> <li>2. Paths are leading to dominant and unique landmarks; and pass through strong nodes.</li> <li>3. Has a clear start point and end point.</li> <li>4. Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract</li> </ol>

## Chapter Five: Applying the Urban Image Guideline Proposal

	<p>attention and strengthen the image of them.</p> <ol style="list-style-type: none"> <li>4. Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.</li> <li>5. Identify paths by creating strong entrances and leaves (ex: gateways).</li> <li>6. Has a clear start point and end point.</li> <li>7. There is a concentration and variation of activities along it.</li> <li>8. Paths are visually simple, and free of clutter.</li> </ol>	<ol style="list-style-type: none"> <li>4. Has a clear start point and end point.</li> <li>5. Identify paths by creating strong entrances and leaves (ex: gateways).</li> <li>6. Paths are visually simple, and free of clutter.</li> <li>7. Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.</li> <li>8. There is a concentration and variation of activities along it.</li> </ol>	<p>strong nodes.</p> <ol style="list-style-type: none"> <li>6. Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.</li> <li>7. Design the spatial qualities of width or narrowness, and hierarchy of the paths according to their importance to attract attention and strengthen the image of them.</li> <li>8. There is a concentration and variation of activities along it.</li> </ol>	<p>attention and strengthen the image of them.</p> <ol style="list-style-type: none"> <li>5. Paths are heading toward interesting views, nodes, parks, and open spaces.</li> <li>6. Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.</li> <li>7. Identify paths by creating strong entrances and leaves (ex: gateways).</li> <li>8. Paths are visually simple, and free of clutter.</li> </ol>
<p><b>Nodes</b></p>	<ol style="list-style-type: none"> <li>1. Nodes are surrounded (enclosed) by landmarks (especially the historical one).</li> <li>2. Nodes are supported by physical form.</li> <li>3. Nodes are located on main routes to make the movement economy more efficient</li> <li>4. Nodes are recognizable by their identity.</li> </ol>	<ol style="list-style-type: none"> <li>1. Nodes are supported by physical form.</li> <li>2. Nodes are surrounded (enclosed) by landmarks (especially the historical one).</li> <li>3. Nodes are recognizable by their identity.</li> <li>4. Plazas allow diverse functions and consider the needs of users with varying mobility levels.</li> <li>5. Nodes are located on</li> </ol>	<ol style="list-style-type: none"> <li>1. Nodes are supported by physical form.</li> <li>2. Nodes are surrounded (enclosed) by landmarks (especially the historical one).</li> <li>3. Nodes are located on main routes to make the movement economy more efficient.</li> <li>4. Nodes are recognizable by their identity.</li> <li>5. Plazas allow diverse</li> </ol>	<ol style="list-style-type: none"> <li>1. Nodes are recognizable by their identity.</li> <li>2. Nodes are located on main routes to make the movement economy more efficient.</li> <li>3. Nodes are surrounded (enclosed) by landmarks (especially the historical one).</li> <li>4. Nodes are supported by physical form.</li> <li>5. Plazas allow diverse</li> </ol>



## Chapter Five: Applying the Urban Image Guideline Proposal

	5. Plazas allow diverse functions and consider the needs of users with varying mobility levels.	main routes to make the movement economy more efficient.	functions and consider the needs of users with varying mobility levels.	functions and consider the needs of users with varying mobility levels.
<b>Edges</b>	<p>1. Edges are visually prominent, continuous in form and impenetrable to cross movement.</p> <p>2. If there aren't natural edges; artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.</p> <p>3. Edges help in distinguishing areas having different features from each other.</p>	<p>1. Edges are visually prominent, continuous in form and impenetrable to cross movement.</p> <p>2. Edges help in distinguishing areas having different features from each other.</p> <p>3. If there aren't natural edges; artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.</p>	<p>1. Edges help in distinguishing areas having different features from each other.</p> <p>2. Edges are visually prominent, continuous in form and impenetrable to cross movement.</p> <p>3. If there aren't natural edges; artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.</p>	<p>1. Edges are visually prominent, continuous in form and impenetrable to cross movement.</p> <p>2. Edges help in distinguishing areas having different features from each other.</p> <p>3. If there aren't natural edges; artificial forms are used, such as greenbelt, waterfront, highway, elevated motorways, and bridges.</p>
<b>Districts</b>	<p>1. Districts are differentiated through their distinct characteristics.</p> <p>2. Districts are surrounded with strong Edges in order to be distinguished from the surrounding.</p> <p>3. Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses,</p>	<p>1. Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.</p> <p>2. Districts are differentiated through their distinct characteristics.</p> <p>3. Districts are surrounded with strong Edges in order to be distinguished from the</p>	<p>1. Districts are surrounded with strong Edges in order to be distinguished from the surrounding.</p> <p>2. Districts are differentiated through their distinct characteristics.</p> <p>3. Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses,</p>	<p>1. Districts are differentiated through their distinct characteristics.</p> <p>2. Districts are surrounded with strong Edges in order to be distinguished from the surrounding.</p> <p>3. Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses,</p>

## Chapter Five: Applying the Urban Image Guideline Proposal

	heights, building types, uses, and activities.	surrounding.	and activities.	and activities.
<b>Landmarks</b>	<p>1. Landmarks are remarkable for their prominent position as seen from far and near distance.</p> <p>2. Landmarks are distinguished by their dominance and singularity.</p> <p>3. Landmarks have strong visual characteristics.</p> <p>4. Landmarks that are distinguished by their contrast with the surroundings.</p> <p>5. Having landmarks that represent a great value and have a meaning.</p> <p>6. Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.</p>	<p>1. Having landmarks that represent a great value and have a meaning.</p> <p>2. Landmarks have strong visual characteristics.</p> <p>3. Landmarks that are distinguished by their contrast with the surroundings.</p> <p>4. Landmarks are remarkable for their prominent position as seen from far and near distance.</p> <p>5. Landmarks are distinguished by their dominance and singularity.</p> <p>6. Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.</p>	<p>1. Landmarks are remarkable for their prominent position as seen from far and near distance.</p> <p>2. Landmarks have strong visual characteristics.</p> <p>3. Having landmarks that represent a great value and have a meaning.</p> <p>4. Landmarks are distinguished by their dominance and singularity.</p> <p>5. Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.</p> <p>6. Landmarks that are distinguished by their contrast with the surroundings.</p>	<p>1. Having landmarks that represent a great value and have a meaning.</p> <p>2. Landmarks are distinguished by their dominance and singularity.</p> <p>3. Landmarks have strong visual characteristics.</p> <p>4. Landmarks that are distinguished by their contrast with the surroundings.</p> <p>5. Landmarks are remarkable for their prominent position as seen from far and near distance.</p> <p>6. Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.</p>
<b>Top five variables (strategies) in each city</b>	<p>1. Landmarks are remarkable for their prominent position as seen from far and near distance.</p> <p>2. Landmarks are distinguished by their dominance and singularity.</p> <p>3. Landmarks have strong visual characteristics.</p>	<p>1. Having landmarks that represent a great value and have a meaning.</p> <p>2. Nodes are supported by physical form.</p> <p>3. Paths are leading to dominant and unique landmarks; and pass through strong nodes.</p>	<p>1. Landmarks are remarkable for their prominent position as seen from far and near distance.</p> <p>2. Landmarks have strong visual characteristics.</p> <p>3. Having landmarks that represent a great value and have a meaning.</p>	<p>1. Having landmarks that represent a great value and have a meaning.</p> <p>2. Landmarks are distinguished by their dominance and singularity.</p> <p>3. Landmarks have strong visual characteristics.</p> <p>4. There is a</p>

<p>strong visual characteristics.</p> <p>4. Paths are leading to dominant and unique landmarks; and pass through strong nodes.</p> <p>5. Landmarks that are distinguished by their contrast with the surroundings.</p>	<p>4. Using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.</p> <p>5. Landmarks have strong visual characteristics.</p>	<p>4. Landmarks are distinguished by their dominance and singularity.</p> <p>5. Placing landmarks at places of spatial decision making; when it is located at a focal point along a route.</p>	<p>concentration and variation of activities along paths.</p> <p>5. Landmarks that are distinguished by their contrast with the surroundings.</p>
--	---	--	---

**Table 5-15 comparative analysis between the urban image of the four cities**

Source: Author

## 5.5.2 The Urban Image strength of Cities

This part studies elements that affect the urban image of cities, their arrangement, importance, relationship with each other, and finally conduct an equation that shows the relationship between urban image of cities and these elements.

### 5.5.2.1 Kevin Lynch Elements

Table (5-16) shows the RII overall arrangement of elements of Kevin Lynch as the following: landmarks, nodes, paths, edges, and districts.

Elements	Total	
	RII	Rank
Paths	0.750	3
Nodes	0.752	2
Edges	0.715	4
Districts	0.699	5
<b>Landmarks</b>	<b>0.798</b>	<b>1</b>

**Table 5-16 The overall RII output of Lynch elements**

Source: Author

### 5.5.2.2 Paths

Table (5-17) shows the arrangement of the strategies of paths according to their RII; where X14 (Paths are leading to dominant and unique landmarks; and pass through strong nodes) has the most effect on paths strength.

Strategies	Total	
	RII	Rank
X14	0.780	1
X15	0.762	2
X17	0.757	3
X11	0.747	4
X12	0.744	5
X13	0.742	6
X18	0.740	7
X16	0.731	8

Table 5-17 The overall RII output for paths

Source: Author

### 5.5.2.3 Nodes

Table (5-18) shows the arrangement of the strategies of nodes according to their RII; where X21(nodes are supported by physical form) has the greatest effect on nodes strength.

Strategies	Total	
	RII	Rank
X21	0.770	1
X22	0.769	2
X23	0.749	3
X24	0.746	4
X25	0.717	5

Table 5-18 The overall RII output for nodes

Source: Author

### 5.5.2.4 Edges

Table (5-19) shows the arrangement of the strategies of edges according to their RII; where X32 (Edges are visually prominent, continuous in form and impenetrable to cross movement) has the greatest effect on edges strength.

Strategies	Total	
	RII	Rank
X32	0.728	1
X31	0.720	2
X33	0.696	3

Table 5-19 The overall RII output for edges

Source: Author

### 5.5.2.5 Districts

Table (5-20) shows the arrangement of the strategies of districts according to their RII; where X41 (Districts are differentiated through their distinct characteristics) ranks the highest one.

Strategies	Total	
	RII	Rank
X41	0.722	1
X43	0.691	2
X42	0.687	3

**Table 5-20 The overall RII output for districts**

Source: Author

### 5.5.2.6 Landmarks

Table (5-21) shows the arrangement of the strategies of landmarks according to their RII; where X56 (having landmarks that represent a great value and have a meaning) has the greatest effect on landmarks strength.

Strategies	Total	
	RII	Rank
X56	0.815	1
X51	0.811	2
X55	0.809	3
X53	0.806	4
X52	0.783	5
X54	0.766	6

**Table 5-21 The overall RII output for landmarks**

Source: Author

### 5.5.2.7 RII for all Variables

Table (5-22) shows the arrangement of the overall variables of the urban image according to their RII; where: X56 (having landmarks that represent a great value and have a meaning), X51 (landmarks are distinguished by their dominance and singularity), and X55 (Landmarks have strong visual characteristics) are the highest three strategies that have a great effect on the urban image of cities. While X43 (Districts are surrounded with strong Edges in order to be distinguished from the surrounding), and X42 (Buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities) have the least effect on the urban image of cities.

Strategies	Total	
	RII	Rank
X56	0.815	1
X51	0.811	2
X55	0.809	3
X53	0.806	4
X52	0.783	5
X14	0.780	6
X21	0.770	7
X22	0.769	8
X54	0.766	9
X15	0.762	10
X17	0.757	11
X23	0.749	12
X11	0.747	13
X24	0.746	14
X12	0.744	15
X13	0.742	16
X18	0.740	17
X16	0.731	18
X32	0.728	19
X41	0.722	20
X31	0.720	21
X25	0.717	22
X33	0.696	23
X43	0.691	24
X42	0.687	25

Table 5-22 The overall RII output for nodes

Source: Author

### 5.5.2.8 Correlation Matrix of the Variables

Table (5-23) shows the correlation matrix between variables (strategies); where zero (indicates weak relationship or not significant) and the correct one (indicates a strong relationship), relations over 0.65 are highlighted. From this matrix we can conclude that:

X13 (identify paths by creating strong entrances and leaves) has strong relationship with: X14 (paths are leading to dominant and unique landmarks; and pass through strong nodes), X15 (paths are heading toward interesting views, nodes, parks, and open spaces), X22 (Nodes are surrounded (enclosed) by landmarks), and X53 (landmarks are remarkable for their prominent position as seen from far and near distance).

X14 (paths are leading to dominant and unique landmarks; and pass through strong nodes) has strong relationship with: X13 (identify paths by creating strong entrances



## Chapter Five: Applying the Urban Image Guideline Proposal

---

and leaves), and X15 (paths are heading toward interesting views, nodes, parks, and open spaces).

X15 (paths are heading toward interesting views, nodes, parks, and open spaces) has strong relationship with: X13 (identify paths by creating strong entrances and leaves), and X14 (paths are leading to dominant and unique landmarks; and pass through strong nodes).

X22 (nodes are surrounded (enclosed) by landmarks) has a strong relationship with: X21 (nodes are supported by physical form), an X23 (nodes are recognizable by their identity).

X23 (nodes are recognizable by their identity) has a strong relationship with X22 (nodes are surrounded (enclosed) by landmarks).

X24 (nodes are located on main routes to make the movement economy more efficient) has strong relationship with X25 (plazas allow diverse functions and consider the needs of users with varying mobility levels).

X31 (edges help in distinguishing areas having different features from each other) has strong relationship with X32 (edges are visually prominent, continuous in form and impenetrable to cross movement).

X42 (buildings are homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities) has strong relationship with X42 (districts are surrounded with strong Edges in order to be distinguished from the surrounding).

X53 (landmarks are remarkable for their prominent position as seen from far and near distance) has strong relationship with: X52 (landmarks that are distinguished by their contrast with the surroundings), X54 (placing landmarks at places of spatial decision making; when it is located at a focal point along a route), and X56 (having landmarks that represent a great value and have a meaning).

X55 (landmarks have strong visual characteristics) is strongly related with X56 (having landmarks that represent a great value and have a meaning).

X56 (having landmarks that represent a great value and have a meaning) is strongly related with X53 (landmarks are remarkable for their prominent position as seen from far and near distance), and X55 (landmarks have strong visual characteristics).

**Chapter Five: Applying the Urban Image Guideline Proposal**

	X12	X13	X14	X15	X16	X17	X18	X21	X22	X23	X24	X25	X31	X32	X33	X41	X42	X43	X51	X52	X53	X54	X55	X56
X12	1.000	.536	.445	.405	.410	.352	.476	.507	.416	.389	.494	.504	.394	.354	.391	.432	.419	.417	.496	.436	.499	.478	.489	.420
X13	.536	1.000	.692	.654	.535	.584	.558	.585	.624	.558	.634	.574	.515	.523	.521	.464	.640	.573	.507	.544	.645	.648	.511	.523
X14	.445	.692	1.000	.655	.489	.520	.537	.582	.615	.545	.552	.552	.440	.483	.484	.469	.633	.512	.487	.509	.589	.615	.496	.501
X15	.405	.654	.655	1.000	.578	.478	.481	.543	.589	.542	.567	.535	.469	.459	.488	.427	.575	.499	.467	.463	.571	.530	.530	.503
X16	.410	.535	.489	.578	1.000	.519	.524	.557	.569	.517	.591	.508	.424	.413	.506	.526	.535	.508	.430	.426	.480	.514	.501	.396
X17	.352	.584	.520	.478	.519	1.000	.541	.528	.536	.553	.516	.617	.401	.391	.456	.413	.567	.478	.393	.445	.486	.481	.465	.489
X18	.476	.558	.537	.481	.524	.541	1.000	.491	.467	.461	.531	.506	.418	.417	.526	.504	.503	.485	.422	.418	.499	.572	.527	.401
X21	.507	.585	.582	.543	.557	.528	.491	1.000	.734	.528	.573	.601	.481	.425	.470	.366	.537	.491	.503	.499	.544	.514	.505	.461
X22	.416	.624	.615	.589	.569	.536	.467	.734	1.000	.655	.617	.608	.489	.519	.507	.414	.602	.583	.501	.571	.590	.535	.526	.503
X23	.389	.558	.545	.542	.517	.553	.461	.528	.655	1.000	.621	.580	.344	.378	.368	.415	.494	.468	.413	.492	.597	.550	.477	.501
X24	.494	.634	.552	.567	.591	.516	.531	.573	.617	.621	1.000	.667	.478	.482	.437	.547	.561	.497	.515	.507	.625	.629	.553	.524
X25	.504	.574	.552	.535	.508	.617	.506	.601	.608	.580	.667	1.000	.388	.382	.509	.470	.531	.509	.414	.479	.543	.517	.509	.502
X31	.394	.515	.440	.469	.424	.401	.418	.481	.489	.344	.478	.388	1.000	.665	.543	.456	.498	.498	.364	.353	.413	.523	.435	.348
X32	.354	.523	.483	.459	.413	.391	.417	.425	.519	.378	.482	.382	.665	1.000	.585	.422	.488	.456	.396	.452	.525	.477	.429	.420
X33	.391	.521	.484	.488	.506	.456	.526	.470	.507	.368	.437	.509	.543	.585	1.000	.472	.525	.588	.313	.393	.424	.458	.396	.320
X41	.432	.464	.469	.427	.526	.413	.504	.366	.414	.415	.547	.470	.456	.422	.472	1.000	.540	.524	.349	.340	.477	.513	.448	.376
X42	.419	.640	.633	.575	.535	.567	.503	.537	.602	.494	.561	.531	.498	.488	.525	.540	1.000	.660	.416	.410	.492	.512	.451	.427
X43	.417	.573	.512	.499	.508	.478	.485	.491	.583	.468	.497	.509	.498	.456	.588	.524	.660	1.000	.366	.387	.449	.416	.409	.331
X51	.496	.507	.487	.467	.430	.393	.422	.503	.501	.413	.515	.414	.364	.396	.313	.349	.416	.366	1.000	.614	.559	.528	.632	.637
X52	.436	.544	.509	.463	.426	.445	.418	.499	.571	.492	.507	.479	.353	.452	.393	.340	.410	.387	.614	1.000	.627	.522	.562	.611
X53	.499	.645	.589	.571	.480	.486	.499	.544	.590	.597	.625	.543	.413	.525	.424	.477	.492	.449	.559	.627	1.000	.728	.599	.666
X54	.478	.648	.615	.530	.514	.481	.572	.514	.535	.550	.629	.517	.523	.477	.458	.513	.512	.416	.528	.522	.728	1.000	.635	.541
X55	.489	.511	.496	.530	.501	.465	.527	.505	.526	.477	.553	.509	.435	.429	.396	.448	.451	.409	.632	.562	.599	.635	1.000	.660
X56	.420	.523	.501	.503	.396	.489	.401	.461	.503	.501	.524	.502	.348	.420	.320	.376	.427	.331	.637	.611	.666	.541	.660	1.000

**Table 5-23 Correlation Matrix of the Variables**

Source: Author

### 5.5.2.9 Multiple Gamma Regression Analysis with Log Link Function

This part shows the two conducted equations of the urban image of cities. The first one conducted between the urban image and the five elements of Kevin Lynch (paths, nodes, edges, districts, and landmarks); while the second one conducted between the urban image and the overall variables that create the urban image of cities. The results of these two equations used to express the urban image strength of a city compared to other cities; so they don't express an absolute value (or a real value) of the urban image strength of the city.

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	.107	.0101	.087	.127	112.014	1	.000
Paths (X1)	.064	.0055	.053	.075	135.489	1	.000
Nodes (X2)	.064	.0043	.055	.072	219.214	1	.000
Edges (X3)	.062	.0033	.055	.068	358.904	1	.000
Districts (X4)	.051	.0035	.044	.058	215.811	1	.000
Landmarks (X5)	.076	.0039	.068	.083	377.932	1	.000
Likelihood Ratio Chi-Square = 1037.5344					df = 5		.000
AIC = -392.6527			BIC = -367.7279		CAIC = -360.7279		

Table 5-24 Gamma regression Output of five elements of Kevin Lynch

Source: Author

From table (5-23) the following equation can be conducted to represent the urban image with respect to the five elements of Kevin Lynch.

$$\text{Log (Urban Image)} = 0.107 + 0.064 X1 + 0.064 X2 + 0.062 X3 + 0.051 X4 + 0.076 X5$$

Parameter	B	Std. Error	95% Wald Confidence Interval		Hypothesis Test		
			Lower	Upper	Wald Chi-Square	df	Sig.
(Intercept)	.103	.0107	.082	.124	93.942	1	.000
X11	.012	.0028	.006	.017	16.674	1	.000
X12	.008	.0028	.003	.013	8.630	1	.003
X13	.002	.0030	-.003-	.008	.657	1	.418
X14	.010	.0030	.004	.016	11.941	1	.001
X15	.008	.0028	.002	.013	7.383	1	.007
X16	.009	.0025	.004	.014	12.467	1	.000
X17	.009	.0025	.005	.014	14.511	1	.000
X18	.008	.0027	.002	.013	8.240	1	.004
X21	.010	.0028	.004	.015	12.189	1	.000

X22	.019	.0032	.013	.025	36.189	1	.000
X23	.006	.0028	.001	.012	4.805	1	.028
X24	.012	.0030	.006	.018	14.542	1	.000
X25	.016	.0028	.010	.021	30.054	1	.000
X31	.021	.0030	.015	.027	51.434	1	.000
X32	.017	.0028	.011	.022	34.126	1	.000
X33	.023	.0026	.018	.028	77.608	1	.000
X41	.019	.0025	.014	.024	59.482	1	.000
X42	.013	.0025	.008	.018	25.863	1	.000
X43	.018	.0027	.013	.024	46.739	1	.000
X51	.016	.0028	.010	.021	30.943	1	.000
X52	.013	.0026	.008	.019	27.060	1	.000
X53	.014	.0033	.008	.021	18.242	1	.000
X54	.013	.0032	.006	.019	15.200	1	.000
X55	.009	.0031	.003	.015	9.369	1	.002
X56	.012	.0031	.006	.018	15.839	1	.000
Likelihood Ratio Chi-Square = 1059.7380					df = 25		.000
AIC = -374.8563			BIC = -278.7179		CAIC = -251.7179		

Table 5-25 Gamma regression Output of elements of urban image

Source: Author

From table (5-23) the following equation can be conducted to represent the urban image with respect to all variables (strategies) that form the urban image of cities.

$$\log(\text{Urban Image}) = 0.103 + 0.012 X11 + 0.008 X12 + 0.002 X13 + 0.010 X14 + 0.008 X15 + 0.009 X16 + 0.009 X17 + 0.008 X18 + 0.010 X21 + 0.019 X22 + 0.006 X23 + 0.012 X24 + 0.016 X25 + 0.021 X31 + 0.017 X32 + 0.023 X33 + 0.019 X41 + 0.013 X42 + 0.018 X43 + 0.016 X51 + 0.013 X52 + 0.014 X53 + 0.013 X54 + 0.009 X55 + 0.012 X56$$

## 5.6 Conclusions

From the analysis of the urban image of Cairo we can conclude the following:

Cairo has the least ranking in the urban image with respect to the other three cities; landmarks are the most effective elements in its urban image strength, unlike districts that have the least effect. The arrangement of Lynch elements in London according to their RII; is: landmarks, edges, paths, nodes, and districts respectively.

From the points of strength of Cairo's urban image are: it has landmarks that represent a great value and have a meaning (political, cultural, religious, or historical). Landmarks are distinguished by their dominance and singularity, contrast with the surroundings, and have strong visual characteristics (color, shape, façade areas with respect to the surroundings, and located in a prominent position). There is a concentration and variation of activities along paths.

## Chapter Five: Applying the Urban Image Guideline Proposal

---

From the points of weakness of Cairo's urban image are: buildings in districts aren't continuous or homogenous with each other, districts aren't surrounded with strong edges, plazas don't allow diverse functions or consider the needs of users with varying mobility levels, and paths aren't visually simple, and there are some clutters.

From the analysis of the urban image of London we can conclude the following:

The arrangement of Lynch elements in London according to their RII; is: landmarks, nodes, paths, districts, and edges respectively.

From the points of strength of London's urban image are: landmarks are remarkable for their prominent position and their contrast with the surroundings, distinguished by their dominance and singularity, and have strong visual characteristics. Paths are leading to dominant and unique landmarks; and pass through strong nodes.

From the points of weakness of London's urban image are: buildings in districts aren't continuous or homogenous with each other, districts aren't surrounded with strong edges, edges aren't help in distinguishing areas having different features from each other, and plazas don't allow diverse functions or consider the needs of users with varying mobility levels.

From the analysis of the urban image of Rome we can conclude the following:

The arrangement of Lynch elements in Rome according to their RII; is: landmarks, nodes, paths, edges, and districts respectively.

From the points of strength of Rome's urban image are: having landmarks that represent a great value and have a meaning (political, cultural, religious, or historical), landmarks have strong visual characteristics, nodes are supported by physical form (fountains, sitting steps, gateways, and statues), paths are leading to dominant and unique landmarks; and pass through strong nodes, and using the building facades that are distinctive and have the same characteristics to strengthen the importance of the path and give it explicit identity.

From the points of weakness of Rome's urban image are: districts aren't surrounded with strong edges, and buildings in districts aren't homogeneous and continuous with each other and so they can't be differentiated through their distinct characteristics. Edges aren't help in distinguishing areas having different features from each other, and artificial forms of edges aren't used if there aren't natural ones.

From the analysis of the urban image of Paris we can conclude that:

The arrangement of Lynch elements in Paris according to their RII; is: landmarks, paths, nodes, districts, and edges respectively.

From the points of strength of Paris's urban image are: Landmarks are distinguished by their dominance and singularity, have strong visual characteristics, located at places of spatial decision making, and remarkable for their prominent position. Paris has landmarks that represent a great value and have a meaning.

From the points of weakness of Paris's urban image are: buildings in districts aren't homogeneous and continuous with each other, artificial forms of edges aren't used if there aren't natural ones, and plazas don't allow diverse functions or consider the needs of users with varying mobility levels.

## **6 Conclusions and Recommendations**

6.1 Conclusions .....	169
6.2 Recommendations.....	172
6.3 Future researches .....	173





### 6.1 Conclusions

In recent years, city branding is increasingly being seen as the new tool to enhance city positioning and development. By capturing the spirit of the city and its characteristics, a successful city branding can stimulate increased attractiveness, competitiveness, investment and pride in the city as well as coherent city development to deliver the brand promise. Equally, poor branding can erode city attractiveness.

Cities, regardless of size, are seeking to differentiate themselves, emphasizing why they are valued options in the global economy. There is increasing willingness to improve city image (brand identity)—the attractiveness and vitality of urban spaces, cultural, leisure and entertainment industries—in order to attract and retain mobile international talent, businesses and visitors.

Given the close link between a city's brand and its identity, having a clear city brand strategy is useful in supporting cities to develop a long-term vision and future perspectives. It offers a means to think about what the city is, what the city wants to be and how it wants to get there. It could help cities focus on how they wish to develop in the future and think beyond their present situation so as to create new growth opportunities that builds on a city's strengths, core values and characteristics.

Those cities wanting to enhance their brand image to compete for tourism and economic development would do well to address several basic branding questions—what does the city want to be known for, how can the city stand out from the rest and what thoughts and feelings does it want to project when people are exposed to the city's name?.

City branding generally involves three primary ingredients: identification of target markets (and the tools that a city adopts to market itself), marketing factors (the physical and observable aspects from which a city can be seen, such as the image and infrastructure of the city) and planning groups (includes partnerships, peoples' perception, experience and communication about a city)

Despite growing research on how to build and manage city image and competitiveness, city branding is no easy task. The branding process is a complex interaction involving many factors including economic development plans, marketing strategies and socio-cultural features.

A large range of material features and immaterial qualities (usually the city's strengths) have been used to promote the city's image and choice position. The image carriers include unique/scenic landscape, famous architects and architecture, public art, painters, musicians and historical figures, mega-events, special quality of place, lifestyle, culture, diversity, international sports and recreation, and history of innovation. The city brand is deeply rooted in the city's physical aspects, qualities and in many cases, stereotypes of the place and its people.

Brand strength is strongly, positively and significantly correlated to the tourism intensity index, to the absolute number of international overnights; this causality is not likely to be unidirectional; it is rather bidirectional whereby an increase in brand strength pushes tourism intensity and, in turn, higher tourism intensity causes the brand strength to rise.

## Chapter Six: Conclusions and Recommendations

---

Brand strength is also strongly, positively and significantly correlated to the economic intensity; this is also bidirectional whereby an increase in brand strength pushes economic intensity and, in turn, higher economic intensity causes the brand strength to rise.

As globalization intensifies, urban development has come to include an image dimension. The common rationale is that a well-known place name often creates opportunities for international attention, events, investments, and become 'winning' places. Notwithstanding critical voices pointing to the challenges and disadvantages of the new reliance on city branding, many cities are proactively positioning and promoting themselves with strategic intent. The aim is often to orchestrate the totality of perceptions, experiences and feelings that people hold about that city to ensure that it is as distinctive, compelling and memorable as possible.

Architecture and urban design play an important role in the development and branding of destinations and places. Besides various further functions, outstanding architecture can be used to create desires and shape accordingly positive and lasting images of the destination in the visitor's mind. In this process the awareness and validation of both existing architectural structures and new developments can contribute to improving the value and image of the destination. Innovation and creativity might result in extraordinary projects giving identity and even providing the capability to inspire socioeconomic transformation.

Urban design should produce good urban areas, which are legible and simply readable. Urban environment is perceived differently by its users, though it is a must to create readable and understandable places for all. Observers, pedestrian or driver, should orient themselves in the city and find their paths, ways, directions without too many signs. A legible city can guide users with its definite nodes and continuous paths.

A good urban form should be vital (safe and consonant), sensible (identifiable, structured, congruent, transparent, unfolding and significant), well fitted (a close match of form and behavior which is stable, manipulate and resilient), accessible (diverse, equitable and locally manageable) and well controlled (congruent, certain, responsible and intermittently loose).

The urban image elements are simply the raw material of the environmental image at the city scale. They must be patterned together to provide a satisfying form, and the interaction of these elements.

In urban environments irregularly developed patterns are less legible in terms of understanding the whole. Simplicity and regularity of pattern organization is more legible from the point of complexity. Planned environments with regular geometry, therefore, evoke the senses of orientation and way-finding more successfully. It should be noted that a certain level of diversity is needed in spatial organization to help observer attach himself/herself to that place by more information.

Cities with strong branding have strong urban image and identified landmarks like in case of London, Rome, and Paris. Most cases the familiarity of people with the landmarks of the cities is more than their identification of the urban image of cities.

## Chapter Six: Conclusions and Recommendations

---

Strong urban image elements should achieve one or more from these characteristics: Singularity or differentiation, dominance, continuity, unity or equivalence, clarity and simplicity, legibility, variety, exposure, and meaning.

Strong paths are leading to dominant and unique landmarks pass through strong nodes, special façade compositions can also play an important role in identifying paths, have clear start point and end point, have a concentration and variation of activities along them, visually simple, and design the hierarchy of the paths according to their importance.

Strong nodes should be supported by physical form, surrounded (enclosed) by landmarks, recognizable by their identity, located on main routes to make the movement economy more efficient, and allow diverse functions and consider the needs of users with varying mobility levels.

Strong edges are visually prominent, continuous in form, and help in distinguishing areas having different features from each other.

Strong districts are differentiated through their distinct characteristics, surrounded with strong edges, and having buildings are homogeneous and continuous with each other.

Strong identified landmarks should achieve one or more from these characteristics: represent a great value and have a meaning, distinguished by their dominance and singularity, have strong visual characteristics, remarkable for their prominent position, distinguished by their contrast with the surroundings.

The transparency and strong composition between lynch elements create a good urban image of cities; where the complexity of a place (the visual richness of a place and the variety of physical environment) enriches the urban image of cities.

After analyzing lynch elements according to the relative importance index (RII); it was found that landmarks have the highest impact on the urban image of cities, followed by nodes, paths, edges, and districts respectively.

From the arrangement of the strategies according to their RII; it was found that landmarks that represent a great value and have a meaning are the most effective and identified elements in people minds. Followed by landmarks that are dominant, singular, and having strong visual characteristics.

Rome ranked the 1<sup>st</sup> place, followed with Paris, London, and Cairo respectively; but the difference of rankings between Rome, London, and Paris is not significant as there are a few differences in the rankings of the three cities.

Cairo ranked the 4th place in the four cities; where landmarks were the best elements in it (Cairo has landmarks that represent a great value and have a meaning, distinguished by their dominance and singularity, and strong visual characteristics); while districts were the worst ones (as buildings aren't homogeneous or continuous with each other, and districts aren't surrounded with strong Edges).

## Chapter Six: Conclusions and Recommendations

---

A critique look on place identity in contemporary architecture and urbanism in Cairo is showing the need to adopt such concept of place branding. However, contemporary places suffer increasingly from the tension between history and tradition, and the needs and challenges of being open and globalized. Therefore, within the era of globalization where cities are increasingly compete together, city branding strategies become important to provide places with an image, a cultural significance, and a source of economic value, and constitute an instrument that can agilely convey city's strengths. The purpose of branding, however, becomes to achieve user perception that will deliver a sustainable competitive advantage.

Finally the hypothesis was correct, that there is a strong relationship between urban image of cities and city branding; as cities with strong urban image help in achieving strong city branding.

### **6.2 Recommendations**

Stakeholder involvement is an important element in successful brand development. A wide variety of stakeholders should be involved to ensure continuity and shared vision. At the same time, clear leadership is necessary. Once the brand has been developed, cities can promote the brand in numerous ways: from traditional press relations, advertising, and targeted events, to setting up ambassador networks, using social media and producing tailor-made merchandise. In addition, the organization in charge of promoting the brand needs to ensure brand management and brand governance.

It is crucial for the political and business leaders of cities to understand their brand, and to see how they are viewed by potential visitors, investors, customers and future citizens around the world. And if the image does not match up to the reality, they need to decide what to do in order to close the gap between the two.

The better people understand how the reputations of places work, the sooner they will learn what is involved in earning and deserving a powerful brand image, and how their own behavior or that of the competition threatens that most valuable of assets.

It is important to link the visual image to the cultural, economic, social activities, and these activities should be originated from the place and encouraging its translation by different advertising elements.

Increase the Usage of landscape elements in Cairo as one of the environmental factors to improve the visual identity of the city.

Emphasis the squares identity, through using a group of buildings and landmarks, which give them unique independent identity, and make the suitable buildings facades treatment that overlooking these squares to suite the architectural style of them.

The necessity of linking squares visually to the surrounded urban environment, by enforcing the paths and entrances leading to it.

The importance of holding activities related to place history and its visual image (as celebrations), and encouraging its translation through different advertising elements in a way that suites the desired branded image.

## Chapter Six: Conclusions and Recommendations

---

In Cairo it is important to link buildings in the same districts with each other; by making them homogeneous and continuous with each other in facades materials, forms, heights, building types, uses, and activities.

### **6.3 Future researches**

As the branding of a city is complex, future research could be done to further understand city branding and to be able to highlight certain success factors. This could be done by extending the list of investigated cities by looking at further cities around the world, varying in size and offerings.

Additionally, a larger sample size could be used to gain deeper insight of how the global audience perceives each city to be. This would then need to be compared to how each city brands itself, whether there is a match and lastly if certain aspects can be filtered out of each city's branding process that can lead to successful brand identity.

Applying the urban image guideline proposal on Egypt New Capital to improve its urban image and so improve its city branding.



# References

## Books & Papers

Nordic Innovation Centre, (2006), Image of the City: Urban Branding as Constructed Capabilities in Nordic City Regions, Norway, Nordic Innovation Centre.

Weilbacher, W., (1995), Brand Marketing, NTC Business Books, Chicago.

Anholt, S., (2010), Definitions of Place Branding: Working towards a resolution, Place Branding and Public Diplomacy, Vol.6, No. 1.

Hakinson, G., Cowking, P., (1993), Branding in action, London, McGraw-Hill Book Company.

Kavaratzis, M., (2009), Cities and their brands: lessons from corporate branding, Place Branding and Public Diplomacy, 5(1), pp. 26-37.

American Marketing Association, (1960), Marketing Definitions: A Glossary of Marketing Terms, AMA, Chicago.

Ghodeswar, B., (2008), Building brand identity in competitive markets: a conceptual model, Journal of Product & Brand Management, Vol. 17, No.1, P.4-12, Emerald Group Publishing Limited.

Chernatony, L. and McDonald, M. (1998), Creating Powerful Brands, 2nd ed., Butterworth-Heinemann, Oxford.

Kaplan, M., Yurt, O., Guneri, B., Kurtulus, K., (2010), Branding places: applying brand personality concept to cities, European Journal of Marketing, Vol. 44, No. 9/10, p. 1286-1304, Emerald Group Publishing Limited.

Aaker, D., (1996), Building Strong Brands, The Free Press, New York, NY.

Sahin, S., Baloglu, S., (2011), Brand Personality & Destination Image of Istanbul, Anatolia: An International Journal of Tourism and Hospitality Research, 22 (1), pp.69-88.

Ashworth, G., Kavaratzis, M., (2009), Beyond the Logo: Brand Management for Cities, Journal of Brand Management, 16 (8), pp. 520-531.

Keller, K., (2003), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Upper Saddle River, N.J: Prentice Hall.

Urde, M., (2003), Core value based corporate brand building, European Journal of Marketing, Vol. 37, No. 7/8.

Hubbard, P., (2006), City, NY: Routledge, New York.

Kapferer, J., (1997), **Strategic Brand Management: Creating and Sustaining Brand Equity Long Term**, London, Kogan Page.

Ghodeswar, B., (2008), **Building brand identity in competitive markets: a conceptual model**, Journal of Product & Brand Management, Vol. 17, No.1, P.4-12, Emerald Group Publishing Limited [ISSN 1061-0421].

Anholt, S., (2010), **Definitions of Place Branding- Working towards a resolution**, Place Branding and Public Diplomacy, Vol.6, No. 1.

Anholt, S. (2007), **Competitive Identity: The New Brand Management for Nations, Cities and Regions**, Palgrave Macmillan, London, United Kingdom.

Gelder, S., (2008), **How to improve the chances of successfully developing and implementing a place brand strategy**, Place brands Company, [www.placebrands.net](http://www.placebrands.net).

Dinnie, K., (2011), **City Branding: Theory and Cases**, Palgrave Macmillan, UK.

Vela, J., (2013), **Place Branding: A Conceptual and Theoretical Framework**, Boletín de la Asociación de Geógrafos Españoles, No. 62, I.S.S.N.: 0212-9426.

Dinnie, K., (2008), **Nation branding: Concepts, issues, practice**, Oxford, United Kingdom: Butterworth-Heinemann.

Fan, Y., (2010), **Branding the nation: Towards a better understanding**, Place Branding and Public Diplomacy, Vol.6, No. 2.

GfK Roper Public Affairs & Media, (2009), **The Anholt-GfK Roper Nation Brands Index 2009 Highlights Report**, New York, GfK Roper Public Affairs & Media.

Kavaratzis, M., (2004) **From City Marketing to City Branding: Towards a theoretical framework for developing city brands**.

Biçakçı, A., (2012), **Branding the city through culture: Istanbul, European Capital of Culture, 2010**, Vol.9, No. 1, International Journal of Human Sciences.

Blain, C., Levy, S., Ritchie, J., (2005), **Destination Branding: Insights and Practices from Destination Management Organizations**, Journal of Travel Research, Vol.43, No. 4.

Maja, K., Gartner, W., (2007), **Customer-Based Brand Equity for a Destination**, Annals of Tourism Research, Vol. 34.

Kotler, P., Haider, D., Rein, I., (1993), **Marketing Places: attracting Investment, Industry, and Tourism to Cities, States, and Nations**, Free Press, New York.

Ashworth, G., Kavaratzis, M., (2009), **Beyond the logo: Brand management for cities**, The Journal of Brand Management, Vol.16, issue 8, pp. 520-531.

Ashworth, G., Voogd, H., (1990), **Selling the city: marketing approaches in public sector urban planning**, London, Belhaven Press.

Biçakçı, A., (2012), **Branding the city through culture: Istanbul, European Capital of Culture, 2010**, Vol.9, issue 1, International Journal of Human Sciences.

Gelder, S., and Allan, M., (2006), **City Branding: How Cities Compete in the 21st Century**, UK, Primaveraquint.

Kavaratzis, M., (2007), **From City Marketing to City Branding: An interdisciplinary analysis with reference to Amsterdam**, Budapest and Athens.

Biçakçı, A., (2012), **Branding the city through culture: Istanbul, European Capital of Culture 2010**, Vol.9, Issue:1, International Journal of Human Sciences.

kavaratzis, M., (2005), **Place branding: a review of trends and conceptual models**, The Marketing Review, 5, P. 329-342.

kavaratzis, M., (2005), **Branding the City through Culture and Entertainment**, AESOP 2005 Conference, Vienna, Austria.

London East Research Institute, (2007), **A Lasting Legacy for London? Assessing the legacy of the Olympic Games and Paralympic Games**, London, London East Research Institute.

Eurocities, (2010), **A Shared vision on City Branding In Europe**, Brussels, Eurocities Brussels Office.

Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

Herget, J., Petru, Z., Abrahám, J. (2015), **City branding and its economic impacts on tourism**, Economics and Sociology, Vol. 8, No 1, pp. 119-126.

Wong, Y., Choong, D., (2015), **MasterCard Global Destination Cities Index**, MasterCard Worldwide Insights, <https://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf>.

K. Lynch, (1960), **The Image of the CITY**, The MIT Press, Cambridge.

Lang, J., (1987), **Creating Architectural Theory**, Van Nostrand Reinhold, New York.

Raubal, M., & Winter, S., (2002), **Enriching Way finding Instructions with Local Landmarks**, unpublished paper, University of Munster, Germany.

Hildreth, J., (2008), **The European City Brand Barometer – Revealing which cities get the brands they deserve**, Saffron Brand Consultants.

Polačkova, L., (2012), **Means of landscape architecture in the urban public space of Rome, Paris and Prague**, Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis, Vol. LX, No. 8, pp. 281–298.

Lozano, E. (1990), **Community Design and the Culture of Cities**, Cambridge University Press, UK.

Attia, S., Shafik, Z., El Halafawy, A., Khalil, H., (2017), **Urban Regeneration Of Public Space – Al-Alfi Street – Downtown Cairo**, International Conference on Urban Regeneration and Sustainability (Sustainable City 2016), Vol. 12, No. 4, p. 808–818.

## **Newspaper**

Abdel hafiz, A., (2012), **A history of urban development from pharaonic to the future**, Al Ahram weekly newspaper, 22/11/2012.

## **Websites**

Brand HK. (2014), **“Hong Kong city branding: Hong Kong – Asia’s world city”**. Lesson One: City Branding, **file:///C:/Users/Noha/Downloads/BrandHK PPT Lesson1 (session1&2) EN.pdf**, accessed (21-2-2015).

Ceos, (2006), **Branding your city**, <https://ceosforcities.org/branding-your-city/>, accessed (1-12-2015).

Masjutina, S., (2016), **<http://placebrandobserver.com/branding-cities-through-history-culture/>**, accessed (29-10-2016).

**<http://www.simonanholt.com/>**, accessed (20-8-2015).

**<http://www.gfk.com>**, accessed (20-8-2015).

**<http://www.gfk.com/en-us/insights/press-release/toronto-drops-out-of-top-10-in-latest-city-brands-index-report/>**, accessed (20-3-2016).

Gfk, (2009), **Paris Tops Ranking In Global City Image Study**, GfK Roper Public Affairs & Media and Simon Anholt Release 2009 City Brands Index, <http://www.marketresearchworld.net/content/view/2647/77/>, accessed (25-8-2015).

**<http://www.pwc.com/us/en/cities-of-opportunity.html>**, accessed (31-1-2017).

**<http://www.theguardian.com/cities/datablog/2014/may/06/world-cities-most-powerful-brands-get-the-data>**, accessed (15-3-2016).

Knapp, B., (2014), City Brand Barometer, **<http://saffron-consultants.com/views/city-brand-barometer/>**, accessed (26-4-2016).

Knapp, B., (2015), **London risks being sunk by American, other EU and Asian cities**, <http://saffron-consultants.com/views/london-risks-being-sunk-by-american-other-eu-and-a/>, accessed (25-4-2016).

Saffron Brand Consultants, **The World City Business Brand Barometer: Revealing which cities get the business brand they deserve**, <http://saffron-consultants.com/>, accessed (25-4-2016).

Knapp, B., (2014), City Brand Barometer, <http://saffron-consultants.com/views/city-brand-barometer/>, accessed (26-4-2016).

<https://www.britannica.com/place/London>, accessed (31-10-2017).

<http://www.visitcapitalcity.com/europe/london-united-kingdom>, accessed (24-12-2016).

Ehrlich, B., Ring, R., Foot, J., (2017), **Rome: National Capital Italy**, <https://www.britannica.com/place/Rome#ref23874>, accessed (20-12-2017).

Renzulli, M., (2017), <https://www.tripsavvy.com/fountains-of-rome-1547854>, accessed (24-12-2017).

<https://www.emporis.com/buildings/330030/torre-eurosky-rome-italy>, accessed (18-1-2018).

<http://www.aviewoncities.com/rome/romeattractions.htm>, accessed (16-1-2018).

<https://en.parisinfo.com/transport/90907/Place-de-la-Concorde#>, accessed (7-1-2018).

<https://www.britannica.com/place/Cairo>, accessed (14-4-2018).

<http://www.cairotower.net/>, accessed (12-4-2018).

<http://www.coptic-cairo.com/museum/about/about.html>, accessed (12-4-2018).

<http://www.cairoopera.org/history.php>, accessed (12-4-2018).





العولمة حيث تتنافس المدن معاً بشكل متزايد ، تصبح استراتيجيات وضع العلامات التجارية للمدينة مهمة لتوفير أماكن لها صورة ، أهمية ثقافية ، مصدرًا للقيمة الاقتصادية ، وتشكل أداة يمكنها نقل قوة المدينة.

يجب أن تحقق عناصر الصورة العمرانية القوية واحدة أو أكثر من هذه الخصائص: التفرد أو التفريق ، الهيمنة ، الاستمرارية ، الوحدة أو التكافؤ ، الوضوح والبساطة ، التنوع ، التعرض ، والمعنى.

بعد تحليل العناصر التي تشكل الصورة العمرانية للمدن وفقاً لمؤشر الأهمية النسبية (RII) ؛ وجد أن المعالم لها أكبر تأثير على الصورة العمرانية للمدن ، تليها العقد والمسارات والحواف والمقاطعات على التوالي.

#### وكان من أهم التوصيات المقترحة ما يلي:

تمثل مشاركة أصحاب المصلحة عنصراً هاماً في تطوير العلامة التجارية الناجحة. ينبغي إشراك مجموعة واسعة من أصحاب المصلحة لضمان الاستمرارية والرؤية المشتركة وبمجرد تطوير العلامة التجارية ، يمكن للمدن الترويج للعلامة التجارية بطرق عديدة: من العلاقات الصحفية التقليدية ، والإعلانات والأحداث المستهدفة ، إلى إنشاء شبكات السفير ، واستخدام وسائل التواصل الاجتماعي ، وإنتاج سلع مخصصة. بالإضافة إلى ذلك ، فإن المنظمة المسؤولة عن تعزيز العلامة التجارية تحتاج إلى ضمان إدارة العلامة التجارية وحوكمة العلامات التجارية.

أهمية عقد الأنشطة المتعلقة بتاريخ المكان وصورته المرئية (كاحتفالات) وتشجيعه على الترجمة من خلال عناصر إعلانية مختلفة بطريقة تتوافق مع الصورة المرغوبة.

من المهم ربط الصورة المرئية بالأنشطة الثقافية والاقتصادية والاجتماعية ، ويجب أن تنشأ هذه الأنشطة من المكان وتشجع على ترجمتها من خلال عناصر إعلانية مختلفة.

زيادة استخدام عناصر تنسيق الموقع في القاهرة كأحد العوامل البيئية لتحسين الهوية البصرية للمدينة. ضرورة ربط الميادين بشكل مرئي بالبيئة العمرانية المحيطة ، من خلال جعل المسارات والمداخل لتؤدي إليها.



التجارية)، جاذبية وحيوية المساحات العمرانية ، والصناعات الثقافية والترفيهية من أجل جذب واستبقاء المواهب والأعمال التجارية والزوار الدوليين.

نظرًا للارتباط الوثيق بين علامة المدينة التجارية وهويتها ، فإن وجود استراتيجية واضحة للمدينة مفيد في دعم المدن لتطوير رؤية طويلة الأمد ووجهات نظر مستقبلية. ويمكن أن يساعد ذلك المدن على التركيز على الكيفية التي يرغبون في تطويرها في المستقبل والتفكير في وضعهم الحالي ، وذلك لخلق فرص نمو جديدة تبني على نقاط القوة والقيم والخصائص الأساسية للمدينة.

تتضمن العلامة التجارية للمدينة بشكل عام ثلاثة مكونات أساسية: تحديد الأسواق المستهدفة (والأدوات التي تعتمد عليها المدينة لتسويق نفسها) ، وعوامل التسويق (الجوانب المادية والمراقبة التي يمكن رؤية المدينة منها ، مثل صورة المدينة وبنيتها التحتية) ومجموعات التخطيط (بما في ذلك الشراكات وإدراك الناس والخبرة والتواصل حول المدينة).

ترتبط قوة العلامة التجارية ارتباطاً قوياً وإيجابياً بشكل كبير بمؤشر كثافة السياحة. هذه العلاقة السببية من غير المحتمل أن تكون أحادية الاتجاه ؛ إنه ثنائي الاتجاه حيث تدفع الزيادة في قوة العلامة التجارية الي كثافة السياحة ، وبالتالي فإن ارتفاع كثافة السياحة يؤدي إلى ارتفاع قوة العلامة التجارية للمدينة.

قوة العلامة التجارية أيضا ترتبط بقوة وبشكل إيجابي وكبير بالقوة الاقتصادية ؛ هذا أيضا ثنائي الاتجاه حيث أن زيادة قوة العلامة التجارية تزيد من القوة الاقتصادية للمدينة ، وبالتالي زيادة القوة الاقتصادية للمدينة يؤدي إلى ارتفاع قوة العلامة التجارية و زيادة شهرة المدينة عالمياً.

تلعب الهندسة المعمارية والتصميم الحضري دوراً مهماً في تطوير العلامات التجارية والوجهات التجارية والأماكن. إلى جانب العديد من الوظائف الإضافية ، يمكن استخدام الهندسة المعمارية المتميزة لخلق الرغبات والشكل وفقاً للصور الإيجابية والدائمة للوجهة في ذهن الزائر. في هذه العملية ، يمكن أن يسهم الوعي والتحقق من الهياكل المعمارية القائمة والتطورات الجديدة في تحسين قيمة وصورة الوجهة. قد يؤدي الابتكار والإبداع إلى مشاريع استثنائية تعطي هوية ، بل وتوفر القدرة على إلهام التحول الاجتماعي الاقتصادي.

تظهر نظرة نقدية على هوية المكان في العمارة المعاصرة والتعمير في القاهرة الحاجة إلى تبني مثل هذا المفهوم لوضع العلامات التجارية. ومع ذلك ، تعاني الأماكن المعاصرة بشكل متزايد من التوتر بين التاريخ والتقاليد ، والحاجات والتحديات من كونها مفتوحة وعولمة. لذلك ، في عصر



يتضمن خطوات نجاح شهرة المدن من حيث: وضع الاستراتيجية، إشراك أصحاب المصلحة، تسويق العلامة التجارية، إدارة العلامة التجارية، و قياس قوة العلامة التجارية.

### الفصل الثالث: قوة العلامة التجارية للمدينة

يتضمن هذا الفصل خمسة مؤشرات و تصنيفات للمدن طبقا لقوة علامتها التجارية و شهرتها و عمل تحليل مقارن بين هذه التصنيفات و المؤشرات. ثم دراسة العلاقة بين قوة العلامة التجارية والاقتصاد والسياحة. و من ثم الوصول الي عمل منهجية نظرية لعمل علامة تجارية ناجحة للمدن.

### الفصل الرابع: الامثلة التحليلية

يقوم هذا الفصل بتحليل ثلاث مدن (ذات شهرة عالمية كبيرة و صورة عمرانية قوية) و هم: لندن، روما، و باريس بناء علي الصور العمرانية لهذه المدن و الوصول الي عمل مقترح ارشادي للعناصر و الاستراتيجيات الهامة التي تساعد علي الحصول علي صور عمرانية افضل للمدن و بالتالي شهرة اكبر لهم.

### الفصل الخامس: تطبيق المقترح الإرشادي للصورة العمرانية للمدن

يتناول هذا الفصل تحليل الصورة العمرانية للقاهرة و دراسة العلاقة بين عناصر كيفيين لينش في الصورة العمرانية للقاهرة. ثم تطبيق النموذج الارشادي المقترح للصور العمرانية علي الاربع مدن محل الدراسة من خلال عمل استبيان لكل مدينة و دراسة قوة المدن الاربع و ترتيب العناصر المؤثرة علي الصور العمرانية للمدن بناء علي اهميتها و درجة تأثيرها في قوة الصورة البصرية لعمران المدينة و بالتالي قوة المدينة و شهرتها، و استنتاج معادلة رياضية مقترحة لقياس مدي قوة الصورة العمرانية للمدن.

### الفصل السادس: النتائج و التوصيات

يعرض هذا الفصل النتائج المختلفة للدراسة النظرية، التحليلية، و التطبيقية و بيان مدى اهمية الصور العمرانية للمدن علي شهرتها عالميا. ومن اهم هذه النتائج:

تسعى المدن ، بغض النظر عن حجمها ، إلى تمييز نفسها ، مع التأكيد على سبب كونها خيارات قيمة في الاقتصاد العالمي. حيث ان هناك رغبة متزايدة لتحسين صورة المدينة (هوية العلامة





## ملخص الرسالة

في الاقتصاد العالمي ، تتنافس المدن لجذب المواهب والمستثمرين والأحداث والسياح. لمواجهة هذه التحديات ، تشارك المدن في التسويق والعلامات التجارية لتحسين صورتها ومكانتها على الساحة الدولية. تعمل العلامة التجارية للمدينة على تحسين تسويق صورة المدينة بطرق مختلفة عن طريق تحويل الصورة المرئية للمدينة إلى صورة علامة تجارية، حيث يواجه مطورو المدن العديد من الأسئلة الجديدة: ما هي العلامة التجارية للمدينة؟ كيف يجب تطويره ومع من؟ ما هي أدوات الاتصال التي ينبغي استخدامها؟ ماذا يجب أن تكون استراتيجية العلامة التجارية. تقدم هذه الرسالة العناصر الرئيسية لشهرة المدينة كعلامة تجارية ، وتقيم العوامل التي تزيد من قوة العلامة التجارية للمدينة. كما تحلل الصورة العمرانية للعواصم المختلفة التي تحمل علامات تجارية قوية في المدينة؛ من أجل التوصل إلى مبادئ توجيهية للعناصر والخصائص الرئيسية التي تزيد من قوة الصورة العمرانية للمدن وبالتالي زيادة قوة العلامة التجارية الخاصة بهم وتطبيقها في القاهرة لاستكشاف نقاط ضعف وقوة علامتها التجارية وكيفية تحسينها.

ويتكون هذا البحث من ثلاثة اجزاء رئيسية: **الجزء الاول** و يختص بالشق النظرى و يتكون من ثلاثة فصول هما الفصل الاول و يشمل المقدمة العامة لنظرية العلامة التجارية و الفصل الثانى و يتحدث عن شهرة المدن و الفصل الثالث و يتناول قوة العلامة التجارية للمدن و شهرتها. اما **الجزء الثانى** فيختص بالدراسة التحليلية و يتضمن الفصل الرابع و يشمل تحليل المدن التي تتمتع بشهرة عالمية و صورة عمرانية قوية ثم **الجزء الثالث** فيختص بالدراسة التطبيقية و النتائج و يحتوى على فصلين هما الفصل الخامس و يشمل تحليل القاهرة و تطبيق المقترح الارشادي للعناصر المؤثرة علي الصورة الحضارية للمدن و الفصل السادس و يعرض النتائج و التوصيات. و فيما يلي نبذة مختصرة عن كل فصل:

### الفصل الاول: مقدمة لنظرية العلامة التجارية

ينقسم هذا الفصل الي جزئين : الجزء الاول و يتضمن مقدمة عن مفهوم العلامات التجارية و تعريفها ، والجزء الثانى و يتضمن اهمية شهرة الاماكن و انواعها و مستويات التسويق المكان.

### الفصل الثانى: شهرة المدن

يتناول هذا الفصل تعريفات لشهرة المدن و اهميتها و الاتجاهات المستخدمة لشهرة المدن و هي ثلاثة اتجاهات: من خلال الثقافة والهوية، الاحداث الهامة، و الصور العمرانية للمدن. كما



# تأثير الصورة البصرية لعمران المدينة علي شهرتها العالمية

اعداد  
نهي حسين حفاوي

رسالة مقدمة إلى كلية الهندسة – جامعة القاهرة  
كجزء من متطلبات الحصول على درجة دكتوراه الفلسفة  
في  
الهندسة المعمارية

يعتمد من لجنة الممتحنين:  
الاستاذ الدكتور: هشام سامح حسين  
المشرف الرئيسي

الاستاذ الدكتور: محمد أنور زايد  
المشرف

الاستاذ المساعد الدكتور: محمد رضا عبد الله  
الممتحن الداخلي

الاستاذ الدكتور: محمد مصطفى الهمشري  
الممتحن الخارجي

- أستاذ تاريخ و نظريات العمارة و وكيل معهد أكتوبر العالي للهندسة و التكنولوجيا



# تأثير الصورة البصرية لعمران المدينة علي شهرتها العالمية

اعداد  
نهى حسين حفناوي

رسالة مقدمة إلى كلية الهندسة – جامعة القاهرة  
كجزء من متطلبات الحصول على درجة دكتوراه الفلسفة  
في  
الهندسة المعمارية

تحت اشراف

أ.د هشام سامح حسين	أ.د محمد انور زايد
استاذ العمارة	استاذ التخطيط العمراني
كلية الهندسة- جامعة القاهرة	كلية الهندسة- جامعة القاهرة

د. حسام محمد عبد العزيز  
مدرس بقسم الهندسة المعمارية  
الاكاديمية الحديثة لمهندسة و التكنولوجيا بالمعادي

كلية الهندسة - جامعة القاهرة  
الجيزة - جمهورية مصر العربية

2018







## تأثير الصورة البصرية لعمران المدينة علي شهرتها العالمية

اعداد

نهي حسين حفاوي

رسالة مقدمة إلى كلية الهندسة – جامعة القاهرة  
كجزء من متطلبات الحصول على دكتوراه الفلسفة  
في  
الهندسة المعمارية

كلية الهندسة - جامعة القاهرة  
الجيزة - جمهورية مصر العربية  
2018