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## **THE IMAGE OF THE CITY**

*Стаття презентує психологічне розуміння сучасного міста як продукту та як системи іміджевих ознак, що підлягають цілісній та цільовій побудові.*

**Ключові слова:** місто, продукт, сучасний маркетинг, імідж, імідж міста, моделі конструювання іміджу.

*Статья представляет психологическое понимание современного города как продукта и как системы имиджевых признаков, подлежащих целостной и целевой построению.*

**Ключевые слова:** город, продукт, современный маркетинг, имидж, имидж города, модели конструирования имиджа.

*The article presents psychological understanding of the modern city as a product and as a system image features to be coherent and targeted building.*

**Keywords:** city, product, modern marketing, image, city image, image design models.

### **1. City as a product.**

In order to determine the market availability of a specific product can be applied products division of the city as a whole, and support – including the specific services available at this site. However, the direct object (product) to promote the city is the image of the town, which is based on «characteristics of the area, identified and deposited according to the desired proportions in the image of the city, according to the user's subjective feelings of urban space and its development» [Czornik, 1997]. In other words, it is a specific set of values – of the city, having to make up to receive the benefits of local resources, which may be relevant facts from the history of the city and its surroundings, its importance in the country and the world, celebrities living or derived from the city, the culture and tradition of the local community, the current position of the city to neighboring towns, the special attractions of the city, its monuments, natural values, or industrial heritage. In relation to the city is sometimes used even «stronger» names: mega-product: conglomerate linked and structured forms of products, such material and intangible, that are available in the city for all its users, and their consumption, which always relates to the place, you'll receive additional benefits. With those considerations that distinguish among elements of mega-product: image of the city, the local climate, business climate, the ability to self-organize and create links between different actors, communication system, as well as the capabilities and quality of both spatial planning and economic development. This means that city as a mega-product

could be understood as the benefits of agglomeration, which is the balance of positive and negative externalities» [Markowski, 1998]. The actual value of this «mega-product» depends on an assessment of the client, which is the criterion for determining the position of the product (the city's offer) on the market.

The basic principles in determining the price of the product in this case are:

- maximize revenue – the implementation level plans of local authorities;
- achieve and maintain the desired market share;
- construction of 'image – maintenance of the city's image
- competitiveness – the original offer of the City;

However, the actual value of the city is not quite the estimated size of both in terms of price and benefits provided by the complex services assigned to valued elements of the offer. Assuming that among regions and cities there is competition, there is a market of very specific products (town offer related to space, real estate, services and infrastructure). With the above assumption, remember that with the increase in the city is increasing the complexity of its product, closely associated with the local synergy.

As a result, it produces a new quality, which becomes the nucleus of mega-product. Transactions that occur between customers of this mega-product, that the city and its suppliers, reimbursement, as well as profit manifesting in the development of the city and an increase in welfare of its people, are complex, multi-threaded, and above all indirect and often irrational (for example, political capital). An important role is also played by intellectual sphere. With respect to smaller cities, this offer is much simpler structurally. Hence, often perceptions and prejudices linger investors based on stereotypes or developed under the influence of the media, and not having much in common with reality in today's rapidly changing world so. Media City has placed a new dimension issues of cultural space. By formulating a «cultural space» should be understood set of the following values: meanings, symbols, forms, events that are a source of spatial experience of the community and, therefore, form part of its culture. These values – are a special type of capital that can be successfully used for urban revitalization. Note, however, that it is a special kind of capital and how to involve it in the urban regeneration strategies must be subject to special arrangements governing and adequately reflect the state of knowledge of the principles of the protection of cultural heritage. These values – influence on her identity is a strong asset in making economic decisions and social, becoming at the same time a particular form of economic value. When considering the marketing aspect of government, the city should look at two levels of aggregation: the town as a whole – the specific and complex mega-product urban and assembly of products – including complex product whose consumption is associated with ancillary services. In the marketing strategies of consumer products play an important role life cycle analysis of the product. There is an analogy between the phases of development of the city, and the product life cycle. These phases are: urbanization – the central areas of population growth is

faster her outdoor areas, suburbanization – the rate of population growth in areas outside the larger, de-urbanization – in areas of central and external followed by a decrease in population and re-urbanization – the share of the population in the central area in total population growth is initially due to inhibition of the rate of loss, then as a result of population growth in the area.

In general it can be assumed that the composition of marketing instruments towns, this municipal marketing – mix.

## **2. Image of the organization and – of the City.**

The primary objective of the promotion is to design and create a positive image (image) of the organization. By shaping their own image of the unit of local government can influence how it is perceived by the environment. Positive, consistent and outstanding image is a value, strength of the unit. For this reason, it is necessary to continuous and active work on its creating. According to Ph. Kotler image is the sum of beliefs, experiences, thoughts, perceptions and emotions or a group of people on an object (product, company, location). So the image of a place is the image of a territorial unit in the eyes of others. The image of public administration can be: positive, neutral or negative. Territorial administration unit having a positive image achieves a better position in the market. It has a better chance to attract capital and create new jobs, and this in turn contributes to its development. It is well known that much easier to promote a territorial unit having a positive image and a rapidly acting, than the individual weak, with serious problems and established negative image. Fixed by tradition image is difficult to change. But it is not impossible. Even a weak individuals well-planned and executed promotional campaign can help forge a new attractive image. Image of the city is «immaterial, enshrined in the collective culture, stereotypical knowledge and perception of the place or city. At the same time, we realize how difficult it is to change once encoded image of the city. This means that the marketing strategy based on the concept development and promotion of mega-product should be a long-term strategy and supported by other specialized strategies to promote urban products. [Markowski, 1998]. Nowadays, when necessity and the fact has become a competition between cities in the process of obtaining not only investors, but also supporters of urban policy and the educated, young and involved in local issues people – an essential element of the marketing strategy is to create a positive image of the city. An important role in this process is the ability to expose and interpret cultural values. Elements of the cultural identities have their roots in the tradition of shape «the poetics of space», created by the uniqueness of spatial forms of the site, as well as through the atmosphere produced by locals and regulars data interiors and space, by forms of activity that are in it and make the whole experience. what they produce in the recipient. All of these elements are components of the product design process and at the same time the city becomes subject to interpretation of marketing.

## **3. The strategic urban planning.**

The term «strategic urban planning» should be understood as a concept of intentional and systematic control of long-term development of the city. On its basis will then clarified detailed implementation programs in the field of social care, housing, technical and social infrastructure and environmental protection. The general objectives of strategic urban planning (SUP) include clarifying which city model is desired and working towards that goal, coordinating public and private efforts, channeling energy, adapting to new circumstances and improving the living conditions of the citizens affected. Fifteen years of practice proved to be enough time for the technique to spread and for the first «Meeting of American and European cities for the Exchange of Experiences in Strategic Planning» to be organized. Institutions sponsoring the meeting, held in Barcelona in 1993, included the Inter-American Development Bank, the European Community Commission and the Iberoamerican Cooperation Institute. The cities of Amsterdam, Lisbon, Lille, Barcelona, Toronto and Santiago de Chile participated, among others. At that meeting it was demonstrated, along with other relevant aspects, that if cooperative processes are used in large cities in order to carry out strategic planning processes, and if a reasonable degree of comprehension is reached between the administration, businesses and an ample representation of social agents, organizational synergies will develop that will eventually improve resource management and citizens' quality of life.

Another very good example of successful strategic urban planning is Krakow Development Strategy. On 20 October 1999, according to Resolution No. XXXIII / 235/99 of the City Council, City Development Strategy was prepared. Krakow Development Strategy consists of determining the plans of the city ie. The Mission City and the main development objectives for which the city is heading and medium term action plan describing the objectives and directions of activities broken down into areas of programming related to the different aspects of the functioning of the city. The mission was applied for the city is: «Strengthening metropolitan functions of Krakow as a European center of culture, art, science, tourism, services and modern industry and, based on these strengths to create conditions for the continuous improvement of quality of life». The specific objectives are:

- The preservation of heritage and cultural identity – genius loci,
- Strengthening the traditional functions of Krakow as a center of culture, art, science, and to enrich it by other modern forms of intellectual and artistic life (congresses, festivals, art fairs) of international importance and the creation of institutional and financial conditions in these areas.
- Continued development of the society actively creating and participating in the culture,
- Cultural education of children and youth,
- Protection of the unique capital of Krakow through restoration and proper placement of the whole historic urban layout of the city, as well as

skillful framing and composing with regard to the facilities expansion Fortress Krakow, the old Kazimierz, the urban Nowa Huta and greenery of the Planty,

- Supplementing the loopholes in the protection of monuments by municipal law,

- Partial relief historical center of Krakow with urban functions and creating new ones.

These objectives are to be achieved by:

- Changing forms of management existing programs and cultural institutions,

- Launch and adoption to the implementation of major cultural projects, also of international importance.

- The effective protection and development of the potential of the cultural landscape as part of its promotion,

- Revitalization of historic downtown areas of concern to give them a new, refined quality while preserving cultural identity,

- Promotion of culture through adequate for the needs of the distribution of cultural institutions in Krakow,

- Improving the state educational institutions – education

- Continuation of the commenced enhance an urban,

- Reduction of environmental pollution as a factor affecting so on health and the lives of citizens, as well as its historic architecture.

It was developed long-term financial plan – investment, and its point of departure was a duty to take account of such projects, the implementation of which will have a major impact on the creation of city development. As part of the investment program City wishes to be actively involved in raising funds before the accession of the European Union (ISPA program funds PHARE, regional, structural) for tasks resulting from the City Development Strategy. It is planned to attracting private investors to co-finance public investments. Consistent implementation of the investments referred to long-term plan is to become a tool for achieving goals such as:

- Development of Krakow as an important center of banking, financial and consulting

- Development of high technologies and science by promoting the construction of a technology park – Technical Centre Delphi and technological parks Jagiellonian University, Cracow University of Technology and Steelworks. T. Sendzimir;

- Creating an image of the region of Krakow as a friendly, dynamic and partnership the regional center, where foreign investors support the branches desirable for the City;

- Creating a positive image of Krakow and the region's tourist markets through the promotion of tourism Krakow on international markets, promotion of tourism investment and the development of transport connections (Fast and the Integrated Public Transport System, Krakow Communication Center, the Concert Centre – Congress);

– Development of tourist infrastructure and activation of tourism off-season, and hence the creation of new jobs.

To sum up, territorial marketing is nowadays a key factor of successful development of a specific territory, its inhabitants and its local government. From the managerial point of view, one can say, that local territory should be treated as a brand. In particular, city should be treated as a brand. Urban marketing represents the best solution for implementing programs of urban development, because it helps identifying a town's problems and opportunities, sets the objectives and urban strategies, identifies the factors and the institutions involved and conceives the best methods of implementation [Mărunțelu, 2010: p. 23].

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