TITOLO DELLA TESI

City Marketing in terms of strategy,
online appearance, and business attraction
A case study of the cities of Zurich and Madrid

Tesi magistrale di laurea in
City Marketing

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ABSTRACT

City marketing has gained a lot of attention in the marketing field in recent years. Place marketing has already been a well-established aspect of public administration. The competition among cities has incremented in the last years. Competition among Cities has been increasingly intensified in seek for attention and influence. A place needs to differentiate itself from others in a positive way in order to attract investment, talent, events and visitors on a global scale. The image of a place should appear to be positive in the face of its target group. It is a great challenge for destination marketers to do an adequate job. Just promoting the place will not lead to success. Nowadays, approaches that are more sophisticated are required.

The aim of the study is to research these crucial factors in order to create a city marketing and to get a deeper insight of the concepts. The main intention of the study is to find out how the DMO of Zurich and Madrid differ from each other in terms of their strategy, online profile, and business attractiveness. The study should reveal if they evaluate the same factors/indicators in their concept of the strategy. The section about the online appearance of each DMO is related to the following research questions, how is the online appearance of Zurich in comparison with that of Madrid and if the two cities have an interactive online appearance. The last section puts emphasis on how each city promotes its destination in order to attract business.

The study is done in a qualitative research method. Information were collected from the official web page of the DMOs, brochures, documents, and through an in-depth interview. The objective is not to find factors of how DMOs work in general. Instead, the aim is to deepen few cases in order to achieve an in-depth understanding related to the existing literature and research.

Findings reaffirmed the previous studies and indicated that both cities follow a professional strategy. Whereas, in terms of online appearance and business attraction the results among the DMOs turn out to be different. The conclusions reveal that each city takes a different approach. Hence, the findings do not always conform to the theoretical framework.

This leads to the conclusion that destination marketer’s job has become a complex and difficult one. It is no longer sufficient just to promote the place itself. Therefore, the role of the destination marketing organizations (DMOs) have become crucial for the destination’s competitiveness.

Key words: City Marketing, Place Branding, DMO, Strategy, Online appearance, Business attraction.

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