

**ANALYTICAL STUDY OF BRANDED “TOURIST CITY”
AND ITS EFFECT ON SOCIAL, LOCAL,
ENVIRONMENTAL QUALITY AND REALM OF THE
CITIZEN**

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Dissertation submitted in partial fulfilment of the requirements for the

Degree

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June 2022

Declaration of the candidate and supervisor

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ABSTRACT

The city is a major economic factor in any country or society. When there is a break in this interconnection between the growth of a city and its economics, the function of a city changes and turns into a domestic low-level dwelling city or at times termed as abandoned.

After the industrial revolution with better health and a growing economy, growth in human townships evolved rapidly in relation to that of the ancient city. With the growth of these townships the growing demand and attraction towards city life, progressively increased over time to date. This demand for growth increased the need for the city to generate more wealth for the growth and development of the city. This phenomenon automatically created competition amongst all cities throughout the world. Same way wealth was a factor of power and protection for its inhabitants.

In some ways for a city to survive, it needs to brand itself, otherwise, the city will struggle to succeed with the competition of the neighboring cities, the region, or the national level with the economy. But city branding for its better future can happen in less time than the time it needs for a city to evolve

In the days gone by many people who had heard of a place or cities, conjectured them virtually imagining of other part of cities. This concept radically changed after early to late seventies with the vibrant development of transportation and media. With the development of televisions and film industry, it became a major turning point for obtaining knowledge and exploring a city. After the invention of personal computers, exploring of other part of the cities around the world became much more accessible with digital media. The early nineties with invent of the internet made a massive change in connection peoples around the world. By this time the concept of Globalization, a Global village was aggressively explored, and the branding own cities became an inherent platform to attract more wealth to the cities.

The remarkable change in city branding evolved with smartphones and every visitor to the city sharing images of interesting places with each other. This is evolving further with the introduction of digital social media, giving rise to “influencers”, who write extensively of their experiences in various cities and places of interest, thus

encouraging more and more people to visit. The branding profession expanded beyond imaginable limits with the new era of communication.

With all the branding of a city, the tourism industry became a major component of the city economy. Architecture, Archeology, food, fashion, urban experience, Natural beauty were some key elements to brand in a city as tourist destinations. This tourism branding idea was developed with the modern communication platform such as television, via the internet, and the latest methods such as social media mainly with smartphones. This branding technique is becoming a fast method to attract tourists. Due to fast branding, other supportive facilities in the city also need to expand at the same speed. This gives quick transforming of the urban economy for a better way and the realm citizens are also changing due to these factors.

The realm of the wealth of citizens achieves in a short period of time. But it meets only one or few realm urbanites. The branding can bring negative aspects as well. This study focuses on research and analyzing how the realm of people are affected by City branding.

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