



A place marketing approach for integrated land use, transport and environment strategies

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Abstract

Sustainability and competitiveness have become the central issue in recent urban development. This paper argues that the strategic planning process based on place marketing is the essential component related to the creation of a city's sustainable economic development and its competitive advantages.

Place marketing involves four stages of marketing process related to 'image', 'attraction', 'infrastructure' and 'people', and thus is expected to contribute to long-term visioning which concerns the identification of sustainable development objectives and strategies in cities and regions. It looks for common ground among participants in exploring and advocating strategies for the future, brings in often-overlooked issues about quality of life, and helps formulate policy direction on public investments and government programs. Especially, recent place marketing emphasizes the enhancement of the quality of life which attracts new investment, business and people.

This paper first overviews the development in place marketing techniques and clarifies that the main challenge of recent place marketing is to strengthen the capacity of a community or a region to adapt to the changing constraints, seize opportunities, and sustain its vitality in globally competitive environment. Next, we propose an innovative framework of strategic planning process for urban development based on a combination of place marketing and land use and transport modeling.

There are increasing evidences that preferences of people with higher education and/or with special skill on the quality of living environment are playing much more crucial part in the location of knowledge-based firms than was the case with industrial mass production plants. In this view, we propose the strategic planning process supported by an integrated evaluation method of accessibility, quality of life and social interaction and demonstrates that



matching of people's preferences and place's values identified by place audit is the most important requisites to promote the place's attractiveness so that potential users are fully aware of the place's distinctive advantages. Finally, we provide the results of case studies of place marketing for integrated land use, transport and environment strategies in two cities among which one is in Japan and the other is in Vietnam.

Key words; place marketing, land use and transport, quality of life, competitiveness,