

## REGIONAL IDENTITY OF CITIES

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### ABSTRACT

The purpose of this study is to provide theoretical methods and practical strategies of creating city identity, and to utilize them as basic tools of city management. In the modern global economy, there is an increasing competition among the cities in an effort to better positioning itself in the world, country or region. Branding is one of the major factors that contribute to the development of cities and their differentiation in relation to competitors and other challenges. Only the cities that have a strong brand and positive regional identity in the context of territorial and national boundaries represent the support for the growth and development of the countries in which they are located. The objective of this thesis is to determine the effects of branding cities. This study will explore cities as brands and branding a city properly. Good branding can assist in making cities desirable, just as bad branding can assist in making cities undesirable. While some cities have prospered over the years, others have suffered. City must have good qualities in order to brand itself successfully, but a myriad of factors are involved. Cooperative efforts between residents and municipal government are one of the key factors in determining the branding potential of a city. This study also determines what cities need to focus on in order to survive in the global economy, and the effects of globalization on cities.

**Keywords:** City, identity, brand, globalization.