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Additional Answer to the Question: What's in a Place Name? Components of Reputation through a Comparison of Five European Cities

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Additional Answer to the Question: What's in a Place Name? Components of Reputation through a Comparison of Two European Cities

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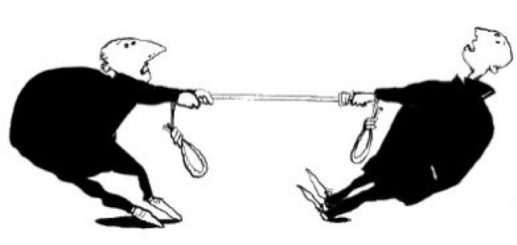
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From places under pressure to the need for a stabilized model on place reputation

Increased Competition Among Places

(Kotler, 2002; Getz, 2005; Davezies, 2009; Poirot and Gérardin, 2010)



Place Marketing and Place Branding to Foster Attractiveness

(Kavaratzis and Ashworth, 2008; Kavaratzis and Hatch, 2013; Carroll and Nelson, 2017)

Place Reputation Components : No Stabilized Model

(Kotler *et al.*, 1999; Anholt, 2006; Chamard, 2014;
Alaux *et al.*, 2020)

Research Question : What are the Components of Place Reputation?

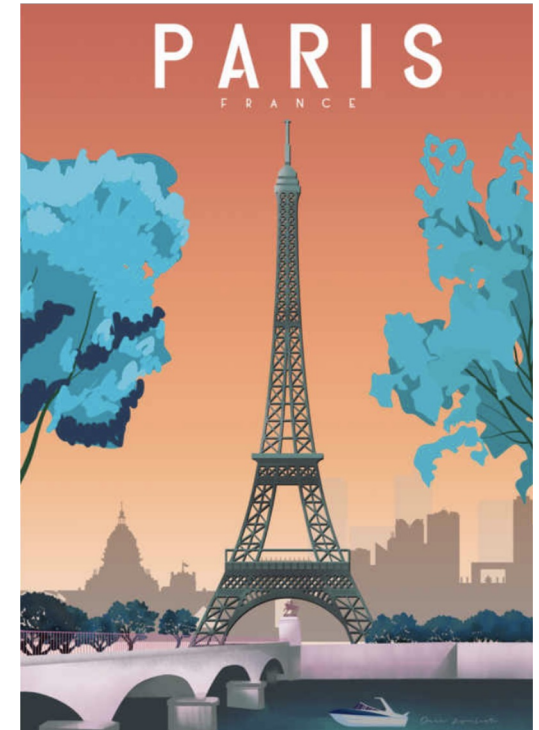
Differences between place identity, place image, and place reputation in a digital area

Viewpoint	Definition	Concept
“Who are we as an organization?”	Mental associations about the organization held by organizational members	Identity
“Who are we as an organization on the internet?”	All the content published on the internet - also called digital traces - that allow an organization to be defined	Virtual identity
“What does the organization want others to think about the organization?”	Mental associations about the organization that organization leaders want important audiences to hold	Intended image
“What does the organization believe others think of the organization?”	Mental associations that organization members believe others outside the organization hold about the organization	Constructed image
“What do stakeholders actually think of the organization?”	Mental associations about the organization actually held by others outside the organization	Reputation
“What do stakeholders actually think of the organization on the internet?”	Mental associations published on the internet about the organization actually held by others outside the organization	E-reputation

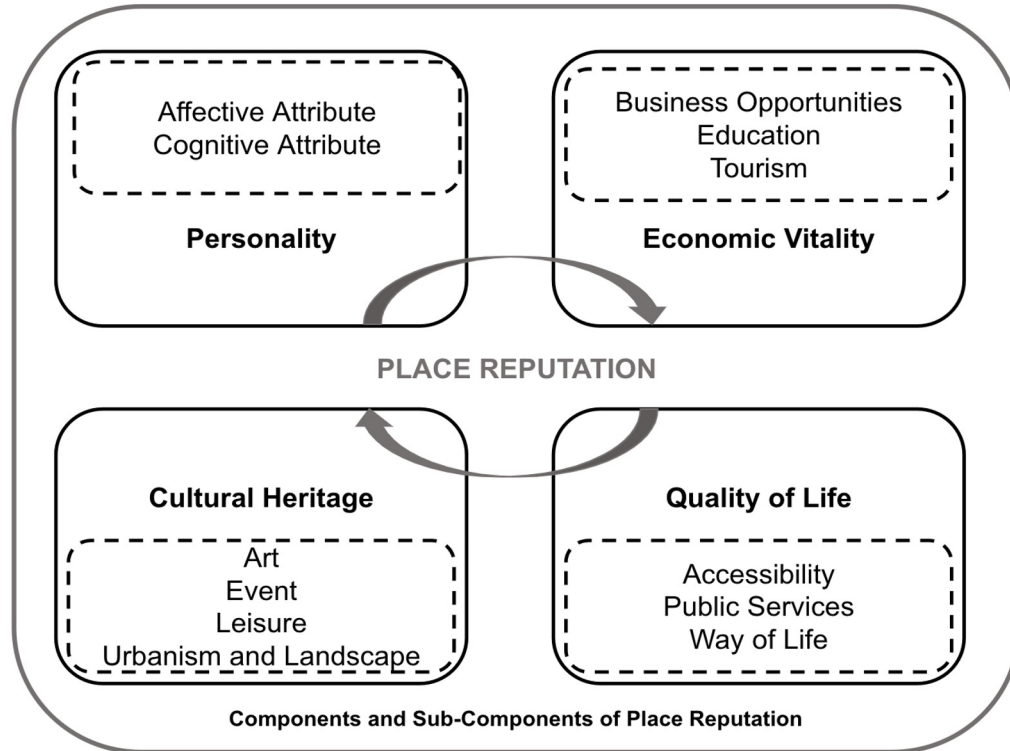
Source: Adapted from Alaux, Carmouze and Serval (2020, p. 141)

Main Models Identifying the Key Components of Place Reputation

Authors	Components of a place's reputation	Definitions of the components
Kotler et al. (1999) 4 functions of a place	The place as a character	Sense of place
	The place as a fixed environment	Infrastructure and natural environment
	The place as a service provider	Quality of public services, such as safety, waste collection, education etc.
	The place as entertainment et recreation	Events, leisure facilities and cultural place of consumption
Anholt (2006) 1 complementary function to the previous model	The place as a cultural area	Economic and educational opportunities Urban lifestyle Hospitality of inhabitants
	Physical identity of the place	Landscape, geographical indications, fauna and flora
Chamard (2014) 4 components to develop place attractiveness and hospitality	Cultural and leisure dynamism	Local culture and traditions, leisure, sports, events
	Perceived hospitality of the territory	Quality of life, transportation, characteristics of the inhabitants, demographic characteristics, climate
	Influence of the territory	Economy, gastronomy, local personalities
Alaux et al. (2020) 4 components of place reputation	Place personality	Sense of place
	Cultural dimensions	Culture heritage, events, leisure, art, urbanism and landscape
	Economic vitality	Tourism dynamism, education and business opportunities
	Quality of life	Quality of environment, infrastructures, good public services, local amenities



What's in A Place Name? Place Reputation Components



Comprehensive and Qualitative Research Design

Stabilizing place reputation components as observable phenomena socially constructed (Berger and Luckmann, 1967)

Unique and holistic case study (Yin, 2017) to analyze the reputation of London and Paris



Data Collection through Questionnaire

- ★ Sent from the December 16 to 23, 2020 in France by the A&NMT Chair in collaboration with CSA Research
- ★ Computer Assisted Web Interview addressed to 250 persons representative of the French population



Data Analysis with Gioia Methodology

- ★ First-order analysis identifying themes through an open and axial coding
- ★ Second-order analysis identifying whether the emerging themes suggest concepts

Two Questions Asked to Characterize the Components of the Place Reputation

“What are the words that spontaneously come to your mind when someone talks about the territory [xxx]?”

Five words, verbs, expressions or qualifiers you can think of”



collecting respondent associations of place reputation

“What perception do you have of the territory [xxx]? Only one answer possible: Very positive/ Rather positive/ Somewhat negative/ Very negative/ Do not pronounce”



collecting respondent associations of place reputation attributes

Data Structure of Paris and London Reputation Components (1/3)

1st Order Themes Paris 2020

Culture, capitale de la culture, vie culturelle, lieux culturels nombreux, littérature, art attractivité, dynamique, ville trépidante, ville qui ne dort jamais extraordinaire, Incroyable, exubérance, unique
musée
sorties, spectacles, salles de spectacle, détente, cinémas, concert, festive, musique, théâtre, visites, soirée, loisirs
patrimoine
PSG

1st Order Themes London 2020

Culture, expos, musées, culturelle
musique, concerts en plein air
nuit, vie nocturne
Arsenal

2nd Order Concepts

Local Culture and Tradition
Leisure
Sports

Aggregated dimension

Place Culture and Leisure

1st Order Themes Paris 2020

monuments, cathédrales
lumière, ville lumière
Architecture, les richesses architecturales, Immeubles Haussmanniens
histoire, historique, L'histoire de France, son histoire

1st Order Themes London 2020

monuments, patrimoine, patrimoine culturel, les monuments, Architecture
cabine téléphonique
histoire, historique, lieu historique
monarchie
Big ben, l'horloge, horloge
Angleterre, Royaume Uni, Grande-Bretagne
Capitale, capitale anglaise, capitale du Royaume de Grande Bretagne, Capitale économique
Tamise, la Tamise
Wesminster, PARLEMENT, Trafalgar Square, Soho, Le Musée Harry Potter, La tour de Londres, Carnaby street, Camden, greenwich, grande tour, PARLEMENT
Buckingham Palace
picadilly, Picadilly circus
Iles, insulaire
Ville
Hyde Park
London eyes, La grande roue
Manche
Tower bridge
London bridge, Ponts

2nd Order Concepts

Landscape and Urbanism
History and Heritage
Geographical Indicators

Aggregated dimension

Place Identity

Data Structure of Paris and London Reputation Components (2/3)

1st Order Themes Paris 2020

safe, saleté, dégradé, rats, Insalubrité, moche, cadre de vie très mauvais, fientes de pigeon
Insécurité, délinquance, impolitesse, incivilité, dangereuse, criminalité, mal poli, mal propreté, pas sûr, vol, risque d'attentats, trop de quartiers à problème
cher, chère, la vie chère, vie très chère, immobilier très cher, habitation réservée à une classe aisée, ségrégation spatiale et sociale
beau, belle, beauté, La plus belle ville du monde, magnifique, très beaux endroits
Grand, Grande, Mégapole, trop grande
Romantique, amoureux, amour, glamour
bruit, bruyant
manifestations, gilets jaunes, grève des transports
classe, chic, prestige
attentat
art de vivre, cool, branché, liberté, vie de quartier
Intéressant, inspirante, beaucoup de choses à voir, offre diversifiée, riche

embouteillages, bouchons, trop de circulation
métro

Stress, pressé, agitation, peur, fou, vite, vitesse, vie à 100 à l'heure
Antipathique, désagréable, anonymat, impersonnel, individuel, pas accueillant, tirer la gueule, renfermé, râler, horreur

snobisme, bobo

Surpeuplé, trop de monde, foule, fourmillière, population, peuple, monde, cohue, bousculades
immigration, invasion de migrants
cosmopolite, diversité, brassage population, étranger

pollution
triste, tristesse, sombre, froid, grisaille

1st Order Themes London 2020

Cher, chère, cherté, cherté de la vie, cherté du logement, très cher, expensive, loyers chers, Vie chère, Immobilier très cher, Argent

Gigantesque, grande, grande ville, grande capitale, immense métropole, Métropole, Mégapole,

beauté, beau, superbe ville, Belle, belle ville, jolie, bien
Pub, bière, café
diversité, diversité culturelle, acceptation de l'autre, accueillant, ouverture
J'aime, j'adore, Top, Une vie que j'adore, Fantastique, Incroyable, Cool
dynamique, vivante, Festive, fun, loisirs, tumultue vie grouillante, Vivre
jardins, espaces verts, les parcs, parcs
moderne, modernité, ville moderne, innovant, innovante
Thé
dépaysement, atmosphère spéciale, Différent
Classe, Élégance
covid, virus
bruit, bruyant
ville sale, insécurité

bus, bus à étages, bus à l'impérial, bus rouges, autobus
taxi, taxi jaune, taxi noir, les taxis
embouteillages, Circulation
Eurostar
conduite à droite, conduite à gauche
Tunnel sous la Manche, tunnel
anglais, Anglophone, english, British

Flegme, Flegme britannique

Riche
chauvin, Arrogance, pas sympa, snob
Libre, liberté, libérale
rosbeef
principes, manières, Tradition

Cosmopolite, cosmopolitisme, Multiculturalisme, multi-culture, Multiculturelle, expatriés
beaucoup d'habitants, trop peuplé, surpeuplée, monde
jeune, jeunesse, Etudiants
immigrants, immigration
brouillard, fog, smog

pluie, pluvieux, Gris, humide, meteo defavorable
polluer, pollution
froid

2nd Order Concepts Aggregated dimension

Quality of Life

Mobility

Characteristics of the Inhabitants

Demographic Characteristics

Climate and Environment

Place Hospitality

Data Structure of Paris and London Reputation Components (3/3)

1st Order Themes Paris 2020

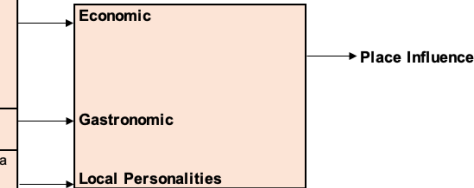
tourisme
luxe, capitale du luxe
mode, haute couture, ville de mode, capitale de la mode
Grands magasins, shopping, grandes boutiques, galerie lafayette, BHV
Une enclave du tiers-monde, pauvre, sdf
emploi, entreprises
bateaux mouches
Ville renommée mondialement, renommée
gastronomie, restaurants, bistros
boulangerie, baguette
Anne Hidalgo

1st Order Themes London 2020

Brexit, touchée par le brexit
Shopping, magasins, bien pour le commerce, Soldes
City, la city, Finance, Business
Tourisme, touristes, touristique, le tourisme
visites, pèlerinage
attrayant, attractive, attractif
Bed and breakfast, Breakfast
Harrold
Mal bouffe, Gastronomie étrange
Fish and chips
Reine, reine d'Angleterre, Reine et roi, Prince, and of course Queen Ell ..., Famille royale, la reine, la famille royale, Royauté, Lady Diana, Joyaux de la couronne
Mensonges de Boris jonhson, Manque de confiance envers le premier ministre, bojo
Les Beatles, beatles
Harry Potter

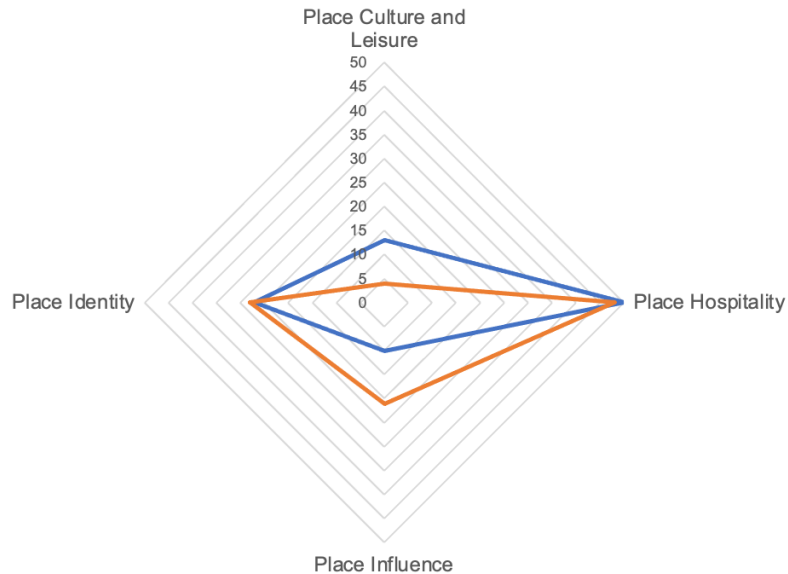
2nd Order Concepts

Aggregated dimension



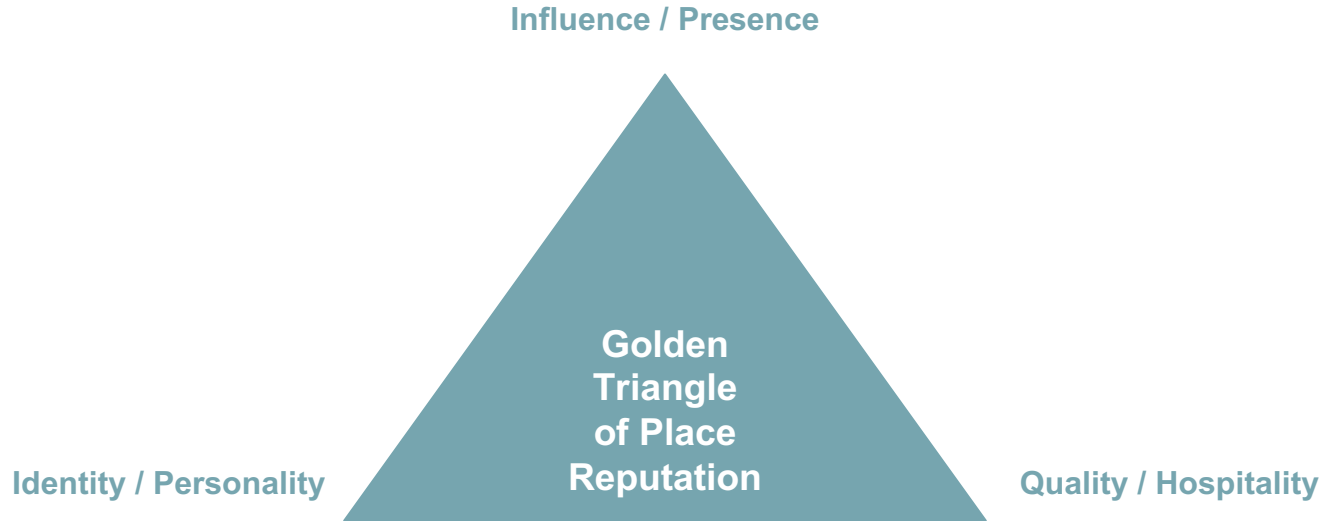
Aggregated Dimensions of London and Paris Reputation: Percentage of evocations

— PARIS % of evocations — LONDON % of evocations



Aggregated Dimensions	Number of evocat°	PARIS % of evocat°	Number of evocat°	LONDON % of evocat°
Place Culture and Leisure	87	13	18	4
Place Hospitality	342	50	242	48
Place Influence	67	10	104	21
Place Identity	183	27	143	28
Total	679	100	507	101

Discussion and Opening





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