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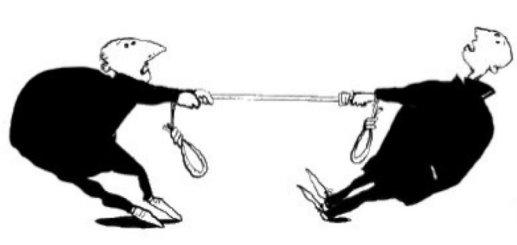
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## From places under pressure to the need for a stabilized model on place reputation

### 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)

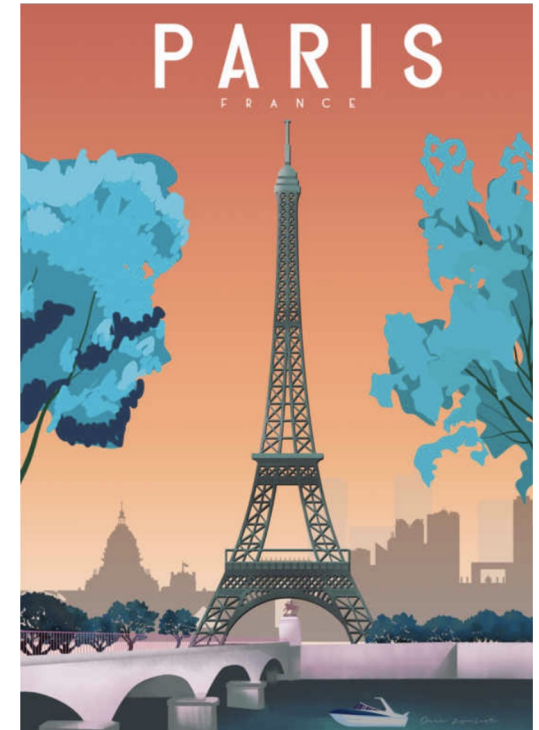
**Research Question : What are the Components of Place Reputation?**

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

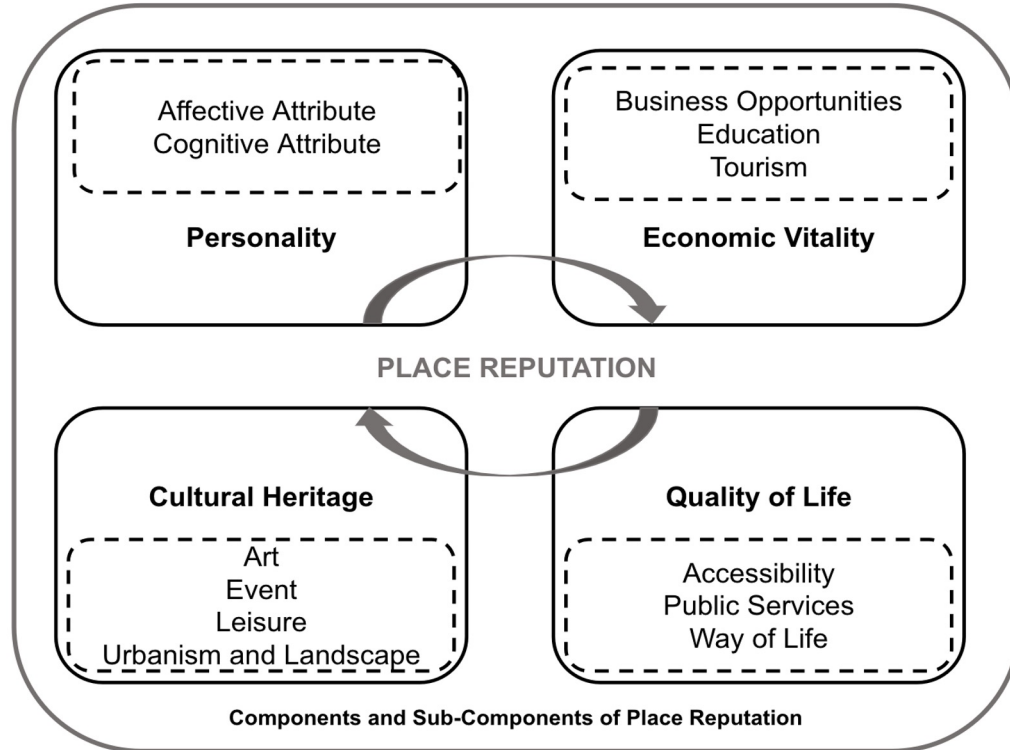
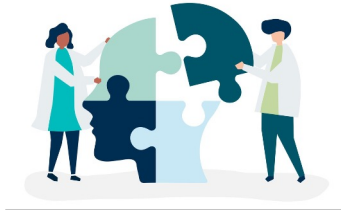
Viewpoint	Definition	Concept
“Who are we as an organization?”	Mental associations about the organization held by organizational members	Identity
“Who are we as an organization on the internet?”	All the content published on the internet - also called digital traces - that allow an organization to be defined	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

## Main Models Identifying the Key Components of Place Reputation

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

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

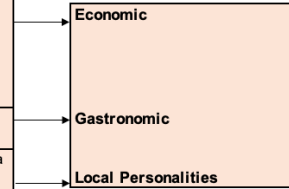
tourisme
luxe, capitale du luxe
mode, haute couture, ville de mode, capitale de la mode
Grands magasins, shopping, grandes boutiques, galerie lafayette, BHV
Une enclave du tiers-monde, pauvre, sdf
emploi, entreprises
bateaux mouches
Ville renommée mondialement, renommée
gastronomie, restaurants, bistrots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

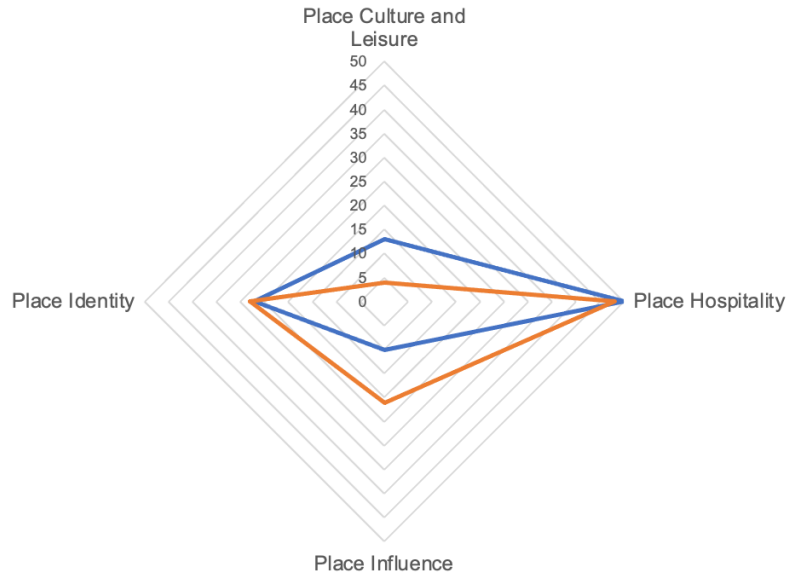
### 2nd Order Concepts

### Aggregated dimension



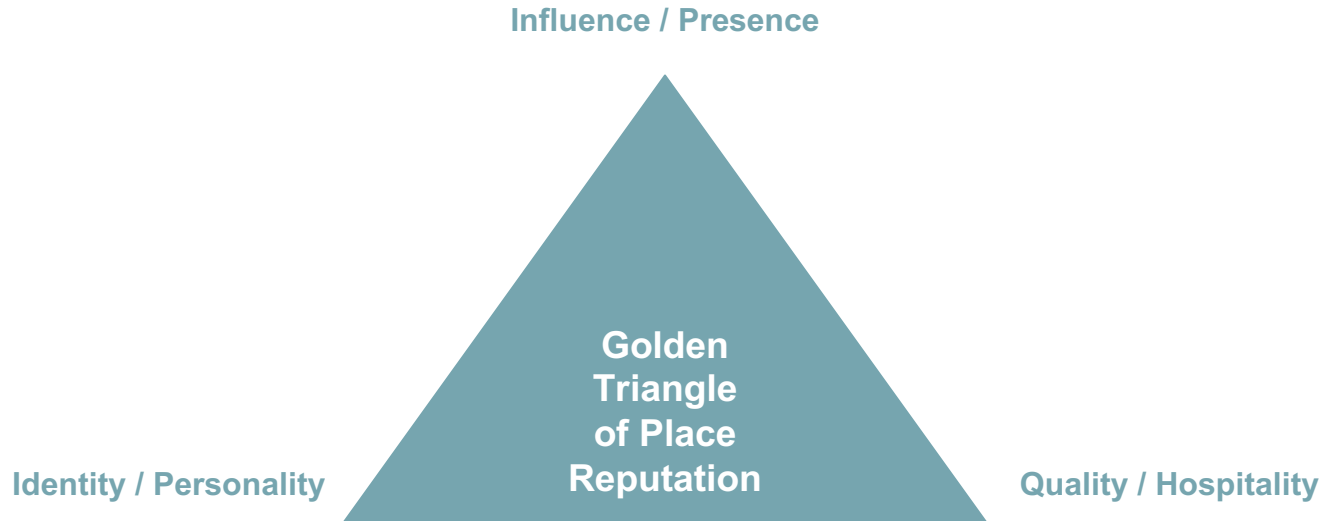
## Aggregated Dimensions of London and Paris Reputation: Percentage of evocations

— 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
<b>Total</b>	<b>679</b>	<b>100</b>	<b>507</b>	<b>101</b>

## Discussion and Opening





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