

City Marketing and City of Tangiers: Case of National Film Festival in Tangiers – Morocco

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Abstract

Today, we are small towns or big cities, we have all the same concern: to become known and be famous. Having a territorial brand, logo or slogan, is the wish of all cities, and in order to stay connected with their environment that continues to take more and more importance.

In most cases, the initiative for cultural activities: festival, etc. are taken by local authorities or the region as a whole. "Culture has become an instrument of a strategy increasingly explicit national and international reputation".

The cultural aspect of each territory: city, region, plays an important role in achieving economic goals, as well as the attractiveness of the latter at national and international level in terms of: tourism, city image.

In this article, we will mainly address the following question: what impact plays the national film festival in improving the image of the city of Tangiers?

Keywords: City marketing; Logo; Slogan; Cultural aspect; Marketing strategies; Festival

Introduction

In a globalized world that has become prominent across the globe, and to seduce the various economic actors who are likely to settle in the territory, it has become essential for today's cities that want to go forward to appeal to urban marketing [1-10].

City marketing is a field that is practiced in all over the world; it was developed through different stages throughout the years. City marketing is a concept that has emerged in the nineteenth century and which aims to promote the city on different levels namely: Quality of life, Diversity of the economic base, Spread and develop tourism activities...

According to Boris Maynadier, there are 4 city marketing strategies or city branding¹:

- The communicative approach is based on advertising campaigns and short films;
- The institutional approach of managing the image of the city as that of a product (logo, slogan...);
- The substantial approach of translating a quality of the city real object;
- The relational approach that creates a relationship between an individual and the city to be an ambassador.

Culture and tourism are two sectors which, as of today, showed a fairly positive correlation relationship, something that allows each of them to become interdependent [11-16].

"Culture has already bound up with the search for an external radiation, it is also envisaged as a means to raise capital, out of the crisis, revive the population, it is now an essential accessory for urban territories asserts themselves. Culture is put to use, explicitly, in favor of economic and social development of cities."

In fact, each region can develop a strategy for clean city marketing to it while developing its natural wealth and resources in order to

become more attractive and competitive [17-28], that will provide medium and long term a positive image and positive convey and transmit both internally and externally.

Tangiers, able to attract the attention of everyone through history and identity, with a very strategic geography, and a capacity for inspiring generations of artists among the greatest [29-38].

Thus, in this study, we will primarily answer the question: what impact plays the national film festival in improving the image of the city of Tangiers? For it, we will devote the first part city marketing as a concept in expansion, and second, we will see the impact that plays the national festival of Tangiers film in improving the image of the city [39-54].

The Urban Marketing: Theoretical Concept the Who Seeks Change

The city marketing is a management process that is characterized by the introduction of a differentiation, a competitive advantage that can make a difference with other territories or other cities [1].

The city marketing is an area that has been practiced since the 19th century [2], however it's a discipline that has a huge lack of academic researches. Its origin stem from social and nonprofit marketing [3,4] and it has been practiced for many centuries for the development and promotion of places, cities, and nations [55].

Throughout the time, the terminology has been developed, and

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¹Maynadier B., (2010), Branding the City, Editions universitaires européennes EUE

many concepts were introduced to vary the understanding. Therefore the field progressed from the initial “place selling” approach to the use of integrated marketing and branding techniques [6-8].

Usually, when we talk about city marketing or any of the similar concepts, we extend our understanding to the urban areas: those maybe cities, town, regions, territories...

In a world where only the best win, and in a space where the error pays dear, everyone tries to use the most common and most used solution in order to stand. The practice of this solution can book as good as unpleasant surprises if mismanagement [56-73].

Nowadays often and to stay connected with news, cities and territories took refuge in a concept that leaves no one indifferent territorial responsibility, the concept is: urban marketing.

Launched rather by pure accident by advertising in 1977, the companion ‘I Love New York’ has become in today’s day one of the planetary slogans that have experienced huge success. The policy dimension specific to city marketing [4], involves election issues which arises slippage between political communication and communication of city marketing [9,10].²

Carried away by the same wave, other large cities have realized the importance of this new concept. It is only in the 2000s, the cities and the huge cities of the world were interested in this new theory [74-80].

Waiting for four years of the second millennium for the city of Amsterdam is the first big city to embark on the city marketing world with the slogan: ‘I Am Amsterdam’. A few years later, the heat of city marketing has spread all over Europe, leaving few footprints remarkably rich in pride and confidence transmitting the true identity of the city in question, as was the case for the city of Brussels with the slogan: ‘Be Brussels’, or with the city of Berlin in the same direction with ‘Be Berlin’. The Spanish capital has opted for the phrase: ‘Madrid about you’, for the capital of Denmark or rather the capital of England a spelling change was relatively favorable in this direction so were the respective slogans: ‘Copenhagen (Open for you) ‘and’ Lond-on ‘, the largest city in Scotland has not remained indifferent to this theory, the slogan of this city was the following: ‘People make Glasgow ‘, and the list goes on...

City marketing is a field that mixes between a multiple disciplines. This interdisciplinary nature led to confusion between the academics and the practitioners. However, the concept has developed and left some cities wondering on how cities as a brand could be designed and managed [11].

The interest of the field, globally, is to improve the competitive image of deprived places can help to the development of an empirical framework which can make a significant step towards theory making [12].

City marketing is a complex field which gathers a multiple academic disciplines: geography, urban planning, economic development, tourism, etc. (Berglund and Olsson). This mixture of all the discipline doesn’t let a clear understand of the concept [12].

According Gouttebel [13], “city marketing facilitates positioning of a given territory in the competitive market of implantation,”³ the latter

is a concept which dates from late seventies, and which entered our everyday life now. It has become difficult today to see cities and even less of cities that do not plan their futures and their future. Although it is a relatively new concept, since it is introduced in Europe in the early 2000s, city marketing has become an indispensable key to the development of tomorrow.

The strategies that are being set up may have to create the desire to focus on a specific area or to decentralize power from the center to have the free management and manipulation of his own wealth and potential into a future bright [81-90].

Such was the case in Lyon, where its city marketing was the direction of a possible decentralization. In 2008, Lyon was the first French cities that turned an city marketing strategy allowing him both to keep and protect his identity and also to decentralize and move on different levels. With a slogan: ‘Only Lyon’, the center of the city was able, through promotions and communication companions reach relatively interesting objectives as well as social, economic, and tourism. A strategy be: clear, visible and easily recognizable and memorable, another detail that makes the difference is the opportunity to become ambassador of Lyon. This option aims to promote Lyon abroad where the future ambassador has three roles are: Make known Lyon to come to Lyon, the network grow. After 2008, several French cities have realized the importance of an city marketing and its influence towards a future promoter. Toulouse [91-107], then has a prefix (so) to give a slogan: ‘So Toulouse’, Montpellier has opted for ‘Montpellier Unlimited’. Strasbourg flatly changed names, it became: ‘The Europtimist’ Nice opted for a bilingual slogan ‘Nice and Smart’, for the city of Marseille, she added an English expression leaving a single slogan its kind: ‘Marseille on the Move’.

Another definition of the place marketing concept can be used, which says: “the measures taken, by actors appointed to govern a place, to improve the competitive image of that place with explicit aim of attracting capital from elsewhere” [12].

Marketing and Urban Culture: A New Breath a Explorer

“Culture has become an instrument of a strategy increasingly explicit national and international reputation” [14]. With the new era of urban marketing, cities invest more in their brand, and through several policies and strategies.

Beyond what we can think of the logo and slogan certainly influence the future of the city, however it will not be especially neglected real wealth held by them. Culinary potential, scientific, cultural, sports... all of these areas can make the difference between a territory and another, and thanks to this detail, city marketing can be perceived as a key that reveals the deepest secrets of each city and each territory.

As different domain, in this article we will have the opportunity to develop a product far the cultural sector: the festivals.

First, culture is defined as “the set of distinctive spiritual, material, intellectual and emotional features that characterize a society or social group. It includes not only the arts and literature, lifestyles, fundamental rights of the human being, value systems, traditions and beliefs”⁴. At this point, culture in turn manifests itself as a local economy that combines prestige and regional knowledge or national pass.

In fact, all cultural products including festivals have given and given a form of life and attractiveness of cities and regions that organize

²Rosemberg M. (2000), *Le marketing urbain en question – production d’espace et de discours dans quatre projets de villes*, Economica, Paris, 181p.

³Gouttebel M., (2003), « *Stratégies de développement Territorial* », 2ème édition, Edition Economica, Paris, 262 pages

⁴Definition of Unesco:: Mexico City Declaration on Cultural Policies. World Conference on Cultural Policies, Mexico City, 26 July-6 August 1982.

them.⁵ When we marry city marketing with culture, we realize that the real recipe for success is first: to know the best, to get to know easily, in order to be distinguished from others.

In this sense, we speak then of the actual knowledge of our own wealth and our own heritage in all areas of the city in question.

The cultural aspect is a necessary tool for better future development of the city must still positively exploit cultural services a city can present its wide audience and are two in number: services focused on luggage and tangible cultural museums and exhibit that visitors can see and review thereafter; and a viewer-oriented service, where the latter can attend shows or ancillary services.⁶

Carnival exhibitions through screenings and festivals, culture is celebrated in all its forms that is the case in the northern French town, famous for its rainy weather, its territorial officials have given it new life under the cultural map in general and in particular carnival. The French metropolis was then equipped with a territorial brand under the name of Lille's.

In terms of features, city marketing helps to legitimize and give meaning to the strategic action of an urbanized area [9,10]⁷. Xavier Greffe, reminds us in his report on "cultural attractiveness of the territory" (2006), which some studies have established a very strong correlation between economic development and cultural development at the French regions, "regions with the progress less quickly over the last twenty years are those where the weight of cultural activities has also advancing more slowly" [14].

A typology of relationships forged between the attractiveness of cities and culture is thinning at an exercise F. Taliano of Garets [14]:

- Reconnecting with a favorable image: the reactivation picture that is to say increase the visibility of a city to the charms;
- Break a negative picture: the example of Marseille, Lille, Bilbao (reconstruction image). The post-industrial era is opening its cities for a necessary repositioning in terms of image. For each of these cities, the contribution of culture has played a central role. "All these cities gradually impose their new images of towns' oriented culture" [15].
- Confront an already positive image (image confirmation), companions and initiatives made by the city of Nantes, in addition to this example the case of Montpellier and Rennes since cultural policies provide answers to very diverse contexts.

It is true that culture has a particular advantage, but when used for urban marketing, we will face a double success: first, the level of culture that the city will be more artistic and cultural production rather interesting for the whole year, and secondly, a success in terms of tourism will address more artists and spectators from around the world. Investing in cultural activities (galleries, museums, outdoor exhibits...) or even preserve a neighborhood specifically oriented culture, with the artists will be more than a city could offer to its national customers and international, as is the case in the Soho was an industrial district of

Manhattan, but it became a perfect meeting place for artists. Now is the central district of Soho dedicated to artists in New York (USA).

Festivals participate in the economic development of host communities. In other words, they generate economic benefits in several ways:⁸

- On Of tourism, festivals attract large numbers of visitors, loyal or occasional, animating the life of the town or region. They lend a designer in the territory at some point. Also, the impact on the image of a city hosting a successful festival and notoriety that property are critical for the tourist attractiveness of the region and generate what is more, the interest of companies and other investors. In addition, this dynamism and added value can retain residents in the territory, prevent desertification and even attract new ones.
- On A social plan, festivals bring many guests territories renewing the social fabric and spirit of the inhabitants in welcoming people from different socioeconomic backgrounds, promoting cultural exchanges and meetings, educating the public and mobilizing the creative spirit of the people with the performances. Many are the impacts of festivals in these territories.
- For a long time the city of Tangiers has always been to go, and offered multiple cultural products and many: film festivals, music, museums, art galleries...

Recent years have reversed the trend by showing a different face, more responsible tourism, fixing on new goals and aware of the protection needs of heritage and resources. In this context, sustainable tourism, including eco-tourism and cultural tourism is put at the center of the tourism strategy of the regions with a strong tourist appeal.⁹ So in truth the festivals in themselves constitute tourist opportunities, and boosts local development. It appears to be important to take this into account axis as "cultural tourism is put at the center of the tourism strategy of the regions with a strong tourist attractiveness"¹⁰.

Case of the City Tangiers: National Film Festival from Tangiers

Tangiers, one of the important cities of the kingdom of Morocco, it is distinguished by its very strategic location making it the meeting point between Africa and Europe, North and South, East and West, the Mediterranean and the Atlantic.

Rich in history, Tangiers has always been and remains to date the city of the artists as many stars such as Paul Bowles American writer and painter Henri Matisse French ... lived there for considerable periods.

With an exceptional situation in the North of the Kingdom, the city of Tangiers is characterized by a cultural and natural heritage unusual and extremely diverse, it has great potential for it to develop cultural tourism. Furthermore, Tanger harbors a diverse cultural heritage, from its old medina, for example, or the authentic villages in addition to all the activities and cultural products that appear in this brilliant city.

"Placing culture at the heart of the development is an important investment in the future of the world, the condition of the success of a

⁵Diamantaki G, (2010), Les festivals: moteurs de la valorisation du patrimoine et de l'attractivité touristique d'un territoire: «Le Festival de la Photographie Les Rencontres d'Arles et la ville d'Arles», Université paris 1 Panthéon Sorbonne, Institut de recherche et d'études supérieures du tourisme

⁶Rufin Moreno R., Medina Molina C., (2012), Marketing público, investigaciones: aplicación y estrategia, Madrid, ESIC, Page: 261

⁷Rosemberg M (2000), Le marketing urbain en question – production d'espace et de discours dans quatre projets de villes, Economica, Paris, 181p.

⁸Diamantaki G (2010), Les festivals: moteurs de la valorisation du patrimoine et de l'attractivité touristique d'un territoire: «Le Festival de la Photographie Les Rencontres d'Arles et la ville d'Arles», Université paris 1 Panthéon Sorbonne, Institut de recherche et d'études supérieures du tourisme

⁹Comité départemental du tourisme PACA, schéma régional de développement touristique 2009-2010, p. 18

¹⁰Idem

well understood globalization that takes into account the principles of cultural diversity” UNESCO.

Holding her appointment every year in the same place and on the same date, the national festival of Tangiers film is seen as an opportunity to meet and exchange cultural and artistic promotional character that is as objective to promote the development of national film production. The festival dedicated to first-degree broadcasting feature films and over unpublished Moroccan films.

Created for the first time in 1982, in Rabat for its first edition, the development of this cultural event in particular film was very rich evidence that the second edition was held two years ie 1984 in Casablanca and Meknes in 1991, through Marrakech and Oujda to the finish in 2010, when the destination has stagnated in the north of the kingdom, namely: Tangiers.

The city has long been regarded as the cultural capital for a number of writers and international artists who lived there. Indeed, the Moroccan Cinematographic Centre is seen as a major factor in this cultural event which showcases the Moroccan cinema.

The city Strait spends each year one week festival during the month of February which is moving towards the national film industry while taking into account the new creations of new young filmmakers implementing their creativity, innovation and critical thinking.

Tangiers remains a tourist city par excellence. It offers to its host a wide range of places and sites to visit, it is able to satisfy all tastes and needs of tourists, it's appropriate infrastructure for transport, accommodation and all the advantages and state measures to encourage to invest more in tourism investment in general, and cultural tourism in particular saw the Tanger Métropole plan progress: 2014-2018.

The festival is a cultural activity which meets in recent years rapid growth, the latter plays an important role in the cultural development of the city issues or economic development, city marketing moves into this period to reap the rich Tangiers in terms of culture in general and especially the film world.

The festival itself is an intercultural encounter, an opportunity for an exchange of views, dialogue, and tolerance and peace messages that most of the films scheduled transfer as a moral at the end of the festival. The image of this cultural encounter takes place in a city where culture and sharing are synonyms for Tangiers.

Culture is thus placed at the heart of the strategy of the tourist attractiveness of the city and both are in the service of social development and community. (...) The objective of economic development is accompanied by significant social policy and a desire to make each city a pleasant place to live. This coordination plays an important role in the identity of this place; it promotes the involvement of local actors in decision making and in the implementation of projects.

Thanks to this brand image that the festival created in the city of Tangiers, we can say that the city marketing has helped create a specifically remarkable innovation by highlighting the cultural dimension that reflects this annual event a positive gloss of the city Tangiers.

Conclusion

“We must stop considering territories only as growth media: they are all redistribution of support, mobility, consumption... Better, they compete with each other; not only to produce but also to capture the wealth produced elsewhere” [15].

Cultural events give a very positive image in the region since they convey a success and a favorable image at different levels (inside and outside of the territory) and will have a great impact in the future. Cultural actions so directly contribute to economic development, neighborhood improvement and to create new social relationships.

Each territory is master of his destiny. The latter is available infallible wealth and endless resources. The difference then between a territory and another is the management. The latter should be strategic, insofar as the objectives established at the beginning can be made and implemented.

So in a sense, history, geography, culture ... are seen as key factors for the attractiveness of the territory, in another sense, the place marketing can be as a method that combines and connects these with the current status of the territory as an improved discovery and a promoter future for it.

This festival has allowed the city of Tangiers to develop its tourism, socio-economic activities, including cultural.

Besides the city of Tangiers has enormous natural and cultural tourism potential, however, many constraints remain; not allowing the sector to rise to the level it deserves and become a local economic development factor. The implementation of sustainable tourism will support the growth unprecedented knows that the vile, and manifested in the Tangiers Med port and the many open sites.

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