

City Marketing and City of Tangiers: Case of National Film Festival in Tangiers Review

Ikrame Selkani*

Department of Marketing, University of Granada, Spain

The article “City marketing and city of Tangiers: Case of National Film Festival in Tangiers” by Ikrame SELKANI

The author goes through in her article about the importance of the city marketing and its role in the development and progress and this one using multiple ways and conducts.

The author uses as a source defining the concept the city marketing as 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.

On the second page, the author goes talking about the slogans such as: “I love New York ” that has shown off in 1977 that has been experienced with huge success, and then the other cities felt the same way, the cities such as Berlin, Amsterdam, Copenhagen, etc decided to manage their territories using this urban management.

In a second part, the author talks about the culture and its importance in the progress of the city, saying that “Culture has become an instrument of a strategy increasingly explicit national and international reputation”.

In the empirical part, the author chooses to talk about the Case of the City of Tangiers: National Film Festival from Tangiers.

As a 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.

The fact of choosing the festival of Tangiers is a very favorable reason because 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.

The author affirms in the fourth page that the “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”

In the end, the author confirms that “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.”

***Corresponding author:** Ikrame Selkani, Department of Marketing, University of Granada, Spain, Tel: +34 675 35 61; E-mail: ikrame.selkani@gmail.com

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