



PLACE MARKETING ATTRACTION FACTORS

Anna Abeltina

*University Turība, Faculty of Business Administration
Graudu str. 68, LV-1058, Riga, Latvia
Email: anna@turiba.lv; anna.abeltina@gmail.com*

Abstract. Place marketing is one of the most recent strands of marketing. Place marketing implements interests of a particular place, as well as of the internal and external subjects the place is interested in. Place marketing is the main tool for sustainable economic, social and political development in cities and regions. With ever increasing global competition between regions, the significance of how a particular region positions itself will increase in the future. The Baltic Sea region is characterized by the concentration of economic activity in and around capital cities, as well as in the major cities, and appropriate place marketing may contribute to the improvement of their economic condition.

Keywords: place marketing, city-regions marketing, sustainable development, marketing strategy, planning groups.

JEL classification: M31.

1. Introduction

The Baltic region is one of those regions that are developing very fast, since ancient times located on the crossroads of many trade routes and thus causing an increased interest in the business environment, which should be used successfully. The need for strategic marketing, place marketing and in particular city marketing strategy was felt by European cities at the end of the XX century; it was due to the acceleration of the globalisation process and increased competition. At the time, Eastern European countries, including Latvia, were only regaining their independence and were forced to engage immediately in the cruel competition. A small country like Latvia, which does not possess substantial natural resources, has to use all its intellectual resources, knowledge, human capital, and innovations to be able to compete in the global environment and to ensure sustainable development. Application of place marketing knowledge and tools can provide a real contribution to efficient use of resources and reaching sustainable development. The research object was the place marketing, but the research subject – application possibilities of the place marketing and its influence on the development of particular places.

The objective of the article: on the basis of the theoretical knowledge on place marketing, to gain insight in the marketing of a particular city and provide recommendations to solve problems of a particular group of inhabitants.

Research methods: monograph, logically-constructive method, analysis and synthesis.

Research limitations: due to the article limitations it was not possible to carry out in-depth analysis of all included issues.

2. Subject matter of place marketing

Place marketing research has already been evolving for several decades. Some authors date its beginnings with the 19th century (though at the time there did not exist place marketing as such, but sales events of a particular place); nevertheless there is still no unified definition, as well there exist several names for the research object: place marketing, territorial marketing, city marketing, city branding. Some authors try to establish the difference between the concepts, while others use them as synonyms.

Thus, for example, F. Kotler and co-authors define place marketing as follows: ‘Place marketing means designing a place to satisfy the needs of its target markets. It succeeds when citizens and business are pleased with their community, and the expectations of visitors and investors are met’ (Kotler *et al.* 2002, 183p.). The first edition of this book in 1993 actually set basis for place marketing and may be regarded as classic in this field of research. The authors have also provided their conception regarding modern world inhabitants turning into consumers, while territories (cities, regions, countries) – into goods. Promotion takes

place in four directions: branding, investment, tourism and social attractiveness. In essence, all further research has paid attention to one of the aspects of this fundamental conception; new case studies have appeared; some concepts have been clarified, yet the basic idea has stayed the same. Most of the researchers in the field have published their findings in English, yet the research is being carried out in other countries as well, and here we will review the definition of territory marketing offered by one of the regarded Russian marketing experts A. Pankruhin: territory marketing is the marketing on behalf of a particular territory, its internal and external subjects, whose interests are important for the territory. Thus there may be distinguished: the territory marketing that regards the territory on whole – both its inside and outside; the territory marketing regarding only its inside and dealing with particular goods and services, etc. (Pankruhin 2006). It is obvious that the author mainly highlights two different aspects of the object – the whole and the internal.

Such authors as T. Moilanen and S. Rainisto write ‘one of the biggest problems in place marketing is that the marketed place can be replaced by others. More and more places are striving to apply different branding methods to differentiate their destination and to emphasize their uniqueness’ (Moilanen, Rainisto 2009, 3 p.). It can be seen that these authors concentrate on one of the components of place marketing – branding. We can say that place marketing is a policy for the development of the territory which integrate actions for improving the key assets of that particular territory with planned communication initiatives. At the same time it may be argued that the place marketing is the practice of applying marketing and branding strategies to regions, states, cities and nations.

Adapting the definition of a corporate brand for the context of place branding and in the comprehension of the brand as a network of associations in consumers' mind, Zenker and Braun define a place brand as a network of associations in the consumers' mind based on the visual, verbal, and behavioural expression of place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design. Essential for this definition is that a brand is not in reality the communicated expression or the ‘place physics’, but the perception of those expressions in the mind of the target groups (Zenker, Braun 2010). In general terms, branding is a process which attempts to influence how consumers interpret and develop their own sense of what a brand means. It is in people's minds that the city takes form through the pro-

cessing of perceptions and images about the city. This process is the same as that followed in the formation of images of other entities like products or corporations, which have long been managed as brands (Ashworth, Kavaratzis 2010).

Very large attention to city and country branding in particular has been paid by Simon Anholt, who is the chief editor of the magazine ‘Place Branding and Public Diplomacy’ and the co-owner of the most well-known annual ratings ‘The Anholt-GfK Roper Nation Brands Index™’ and ‘The Anholt-GfK Roper City Brands Index™’. Contrary to Kotler, Anholt (Anholt 2005, 2010) does not write about place marketing, but place branding and nation branding. As well, his notion of the components of place marketing is slightly different. Writing about national branding he offers the following directions for development: tourism, export, government, people, culture and heritage, investment and immigration. This perception is not principally contradictory to the views of Kotler, yet it is sufficiently peculiar to establish independent branch of research.

As it can be seen, different authors define place marketing differently by placing different highlights and focusing attention to different parameters, yet the essence of the definitions is similar. The author of the article maintains that it is useful to apply the term ‘place marketing’ regarding all types of territory – cities, municipalities, regions and countries, as by essence they all are places, whether smaller or larger. Of course, the term ‘territory’ can be used likewise, as any place is at the same time a territory. While regarding a city, of course it is appropriate to use the term ‘city marketing’. In fact, the application of different terms most often implies highlighting particular characteristics.

The only unacceptable thing is the excessively broad use of the term ‘city marketing’ to include all other territories as broad as a country.

3. Components of place marketing

One of the most complicated aspects for practical application of place marketing is that even within the same country it is impossible to find two fully identical places, as each of them has its own geographic location, historical development particularities, and different cultural, economic, ecological, municipal, etc. characteristics. The differences are even bigger regarding different countries and continents. Yet, there exist common correlations and research objects, subjects and methods, which in each particular case are filled by specific content. What main place marketing subjects is it necessary to evaluate? In the author's view those,

without the doubt, are to be divided into two large groups: internal and external. Internal subjects are natural and legal persons located in a particular territory, regarding it as their native place and holding not only economic or legal, but also emotional links with this territory.

For internal subjects, sustainable growth of the place is important, as they associate it with their own well-being and development. The interests of the external subjects are quite different, as they, on one hand, use the offer of a particular place while on the other hand, their interests are connected with the export of the goods outside a particular territory thus transferring the wealth of the place into their own. This is possible by exporting the physical resources of a particular place, cheap labour, highly qualified especially and financial resources. Each of these categories is important for the territory, yet their significance and accessibility for satisfying the needs will differ. Instead of this division there may be used another one, dividing all the possible consumers of the place into inhabitants, businesses and entrepreneurship, visitors (which again may be entrepreneurs or tourists). These different groups will have different interests in the use of the offered product, which may coincide or be totally opposite (for example, the inhabitants of the city centre will want quiet relaxation in the evening while the tourists will want loud and cheerful entertainment). Each place contains different interest groups and it has to meet the needs of all of them. As it is known, the classic marketing has four main elements of the marketing mix, which have their own peculiarities in the place marketing. How to define them in this context? The first one is the product, but what is the product of a place? The product of a place is the resources available in a particular territory, their quantity and quality, geographical location, inhabitants, the standard of living, infrastructure, technological level, innovations, investment and investment rating, business environment, public relations, IT environment, etc. – everything within a particular place offered as a product. The price in place marketing is the price of the place, or from the other perspective – expenses of consumers. For inhabitants, those will be expenses connected with the provision of the particular standard of living, amount of income and transfer payments, price of goods and services; for tourists – price of goods and services; for businesses – costs of transport, living, catering, time and effort of information gathering, existing taxation system, import and export regulations, business environment, etc. The place in this context will be mainly regarded by its location, material resources, human resources and buyer potential, information technologies, com-

munication organisation in the real and virtual world. And finally – the promotion, in which to the author's mind there may and should be used the same methods applied in promotion of other products: advertising, sales promotion, and public relations in the whole diversity of these techniques.

4. Interest groups in city marketing

Currently there are plenty of thematic cities in Europe: devoted to Mozart, Shakespeare, Van Gough, Andersen and other famous people. There are a theatre, mountain skiing, trade, book, music and other cities, as well as those that have developed multisided images. For place marketing to be successful, it has to be focused, maintaining a development strategy for the coming 15–20 years. Before promotion and positioning of city interests, it is important to understand what exactly they are. The city society has to understand what will change in their lives. Establishment of the tasks at the same time means the approximation of the target group – the buyers of the city. In fact, there may be several groups: investors, traders, tourists, prospective and existing inhabitants.

The main fields of people activity are economics, social life, and public infrastructure, intellectual and creative activities. The agenda for each of them is determined by four main values important for a person within each context: welfare in economics; just attitude in social life; expression of the will and own possibilities in the public infrastructure; and the freedom of thought and expression in the creative field. For all values to be realized there should be one more value – the most important one – human life, which subsequently is ensured by the state of health and security. Thus health, security, welfare, justice, willpower and freedom form the basic set of values, which form the basis for modern city civilization. People form the main potential of cities. Basic values and common interests unify the city inhabitants in the unified society. Approximation and evaluation of common interests and values form the conceptual basis for the development of a strategy which allows for stable city development. External factors are the state policy and global processes taking place all over the world. Each city has to compete with other cities for investment, qualified workforce, and possibility to ensure a higher standard of living. To be able to survive the battle, the city has to choose the correct direction for the use of own internal resources and to find the optimum solution for the positioning on the market, by correct choice of perspective specialisation and forecasting correctly the new needs and directions of

technological development (previewing cooperation with other cities and territories in some directions). The development of city development strategy, based on the principles of sustainability and balanced growth, integrating economic, social and ecological goals and tasks of the city's society, allows for the choice of city development complexes and options for compromise.

In fact, five main strategic goals are formed: 1 – an increase in the level of inhabitant welfare; 2 – growth of economic potential; 3 – growth of education, scientific and cultural potential; 4 – city life security; 5 – improvement of city environment quality. Achievement of the goal of stable city development depends on the way the city society will act and how this development will be influenced by external factors. The most important development factors are the economic basis of the city, its growth and diversification; high concentration of scientific, technical, educational and cultural potential; increased change dynamics of an urban environment. In essence, the main prerequisite of each particular place (municipality, city), as well as its main objective for existence and development, is its inhabitants. For the existing inhabitants to be satisfied and not to leave, to attract potential inhabitants, there should be developed a favourable city environment with available high quality services, housing and jobs. Further the main attention will be devoted to one of the components of place marketing – inhabitants, by firstly characterising the situation in the country on the whole and highlighting the significance of this component, and further paying attention to the particular place and the problems connected not only with the inhabitants on the whole, but also with a particular inhabitant sub-group.

5. Inhabitants as a component of place marketing

To evaluate the role and significance of place marketing in the particular case of Latvia, it is necessary to review some quantitative indicators. The territory of Latvia is 64.6 thousand km² and by its area it is the tenth smallest country among the European Union member states, taking 1.5% of the total area of the European Union. In the period from 1991 to 2011, 110,969 people have immigrated and 492,673 people – emigrated from Latvia, so the negative migration balance amounts to 381,704 people. (Central Statistical Bureau of Latvia. Data on migration). All this period the natural increase balance has also been negative; furthermore, if the number of deceased people surpassed the number of newborns by only 116 in 1991, later the proportion

deteriorated, with the worst indicators in 1994 and 1995, when the corresponding numbers were 17501 and 17336 people. In the recent years, the mortality has decreased a little and the birth rate has increased, while the balance fluctuates around 9700 people, still remaining negative. (CSB of Latvia. Data on fertility and mortality). Such a decrease in the number of inhabitants has influenced also the population density indicator.

If in the EU (Eurostat. Population size and density) in 2011 the population density was on average 117 people per km², in Latvia in 2012 this indicator was only 31 people per km², while in many Latvian counties the population density does not even reach 10 people per km². This situation indicates extensive rural area depopulation trend. In the whole territory of the country there are significant distinctions in social-economic development level between regions i.e. expressed monocentric capital city focused population and economic activity structure and insufficient competitiveness of Latvian regions and development centres. Monocentricity is evidenced by the following data. Riga despite its decreased number of inhabitants of 650,478 people (2011) was and remained the largest of Latvian cities. The corresponding data for other cities are Daugavpils – 91,478 people, Liepaja – 75,372, Jelgava – 58,280, Ventspils – 38,608, Cesis – 17,005, while there exist cities with even smaller number of inhabitants. (CSB of Latvia. Main demographic indicators for 2011).

Each place, city or rural area, is located in a particular municipality, and the municipality is an element of public power which carries out economic activity in a particular territory (political aspect is intentionally avoided, as it exceeds the topic of the present article). The data provided above on the demographic situation in the country and most importantly, on its negative development trend, suggests that more attention should be devoted to implementation of place marketing techniques with an objective to stabilise and improve a situation in particular Latvian municipalities. Since the reform Latvian territorial division consists of 119 municipalities, of which 9 are republic's cities and 110 counties, of which 60 are city-counties or counties containing one or more cities or rural areas and 50 rural counties. Counties should comply with particular requirements and one of the most important of them is the number of inhabitants, which should be not less than 4000 inhabitants, yet in reality there exist countries with even less than 2000 inhabitants (Alsunga county, Mersrags county and others), as well as with significantly larger one, such as Ogre county with 38,776 inhabitants, and Cesis county with 18,554

inhabitants. In Cesis county, which includes Cesis city and Vaive parish, the inhabitant proportion is correspondingly 91% and 9% (Ministry of Environmental Protection and Regional Development).

As indicated by data, the country has both a small number of inhabitants and their density and there are no really big cities, yet it is known that the cities are the driving force of economic development; new innovative products and services originate in cities, with the increase in the number of population cities are able to form a larger market and attract additional investment and talented people. The large cities are the ones that attract new businesses, form new industries and clusters; it has been proved that cities with a population larger than one million inhabitants form a special concentration of creative people, which creates a significant extra effect in creation and distribution of knowledge (Knudsen *et al.* 2005). The aforementioned data indicate that there are no such cities in Latvia, with only relative exception of Riga, yet the development direction of small cities could be a narrower specialisation and concentration of the existing resources to stimulate creativity and development. The other possible route implies that cities should not only compete, but also cooperate to reach common objectives. Here would serve well the term ‘co-opetition’ used by Branderburger and Nalebuff, who write ‘Business is War and Peace. But it’s not Tolstoy – endless cycles of war followed by peace followed by war. It’s simultaneous war and peace... You have to compete and cooperate at the same time. The combination makes for a dynamic relationship than the words “competition” and “cooperation” suggest individually. The goal is to do well for you’. (Branderburger, Nalebuff 1996). To the author’s mind this idea suits both business and solution of place marketing problems. From marketing theory, it is known that keeping consumers are often more important than attraction of new consumers; this directly relates to city inhabitants, and an example for such a city is Cesis.

6. Cesis city marketing strategy for a special group

Each city strives to ensure stable and sustainable development, yet achievement of this goal depends on the way the city society will act and how this development will be influenced by external factors. The most important development factors are the economic basis of the city, its development and diversification; high concentration of scientific, technical, education and cultural potential; increased dynamics of city environment changes.

Cesis city is the second biggest Vidzeme city and according to the development objectives stated in the strategy ‘Latvija 2030’ it has been established as the regional significance development centre (Sustainable Development Strategy of Latvia until 2030).

Historically Cesis city has developed as an education, culture and service centre at national and regional level. Cesis takes the active part in local and international cooperation projects, promoting the recognition of the city and the county and developing international level products and services. The competitiveness of this small city and county in the Baltic and European context is closely connected with cooperation at local level and promotion of niche products and services on the market.

In Cesis county, like in others, there has been developed a development programme for the period 2003-2019, which includes the evaluation of the existing situation, strategic part and directions of action, as well as the investment plan. The development programme highlights Cesis county’s basic values – the inhabitants of the county, nature environment and the culture-historical heritage; and they form the basis for the future vision of Cesis county. The programme was developed on the basis of the inhabitant survey, the collection of various statistical data and analysis, industry work group discussions, as well as on the discussion materials and ideas of Vidzeme region conference (Cesis municipality 2013).

The population survey helped to discover many positive aspects, such as well-maintained high-quality city environment, personal security, community amenities, as well as the main problems with unemployment being the most important of them. The encountered positive and negative aspects have been taken into account and the municipality has been working on them; yet a closer look at the survey results and other information sources and observation of the life in the city uncover another significant problem. There is a lack of opportunities for active and diverse leisure time activities for young inhabitants. Such a situation is common for small cities (Cesis is one of them), they seem convenient for living to elderly people, yet for young people it is often one of the serious reasons to leave the city.

To ensure Cesis competitiveness, the development plan should be based on the marketing approach thus a policy should be developed focused on providing better conditions for investors and buyers of city’s products and services. For the development and implementation of marketing strategy there is necessary a systematic analysis and monitoring of target group needs of investors

and consumers, constant evaluation of city's advantages and setbacks, external and internal threats, and communication in all directions and levels of activity. Cesis development programme states that the number of inhabitants in Cesis county and the area of its influence within 10 years has decreased significantly, and the population has a trend to grow old. These factors influence and will influence significantly the pace of development. The most significant reason for population decrease is the negative external (international) migration and low birth-rate. Nevertheless, one of the factors, which is often the reason for emigration – incapability to find a job in a particular place, is not determinative for this county. If to compare the unemployment rate in Cesis county and in Latvia on average, in Cesis the unemployment rate is constant lower than on average Latvia, which can be explained with a relatively better economic situation than in more distant Latvian countries and with its proximity to Riga, which for inhabitants of Cesis is an alternative for Cesis labour market. With changes in population structure – population aging and emigration – Cesis county has to pay attention to healthcare and elderly people care services and integration issues (Cesis municipality 2013). The author agrees that, with the increase in the number of elderly people, more attention should be paid to improvement of their living conditions and healthcare, yet the strategy mentions nothing of the influence of the other side of the problem, e.g. the decrease in the number of children and young people, though the young people group is important for any territory as they are its future. It is necessary to motivate young people to stay in Cesis county and to develop the county as youth-friendly for living, recreation, culture and work. It is important to keep them in Cesis to decrease the number of people leaving the county. The young people are the group that will be able to develop in Cesis county in the future both entrepreneurship and tourism, thus putting stress on solving the problems of this group will provide the possibility to influence also the other city marketing planning groups.

Therefore, writing on Cesis marketing strategy there will be analysed only this group, only it will be evaluated by the author approximating the existing situation to establish the strengths and weaknesses, the opportunities and threats, to develop marketing strategy for the young people group. Firstly, let's pay attention to the strengths of the place, and they are 1) availability of all levels of education (noting that the city does not have its own university, but affiliates of other universities); 2) various youth organisations; 3) location of the place from the capital city, which is smaller than

100 km (which may be regarded both as a strength and a weakness); 4) visual clean-up of the place and improvement of the attractiveness which has taken place in the recent years; 5) well-organized infrastructure. Further, the weaknesses: 1) lack of jobs in the city; 2) insufficient offer of sport, recreation and entertainment; 3) insufficient opportunities for free-time activities, as well as the information on them; 4) relatively expensive public services; 5) limited possibilities to obtain goods (both short-cycle and durables). External environment threats: 1) fast development of neighbour cities (Valmiera, Sigulda); 2) overall unstable situation in the country; 3) chronically increasing tax rates; 4) overall (yet mostly youth) emigration to other countries and to a lesser extent – local migration. Finally, the external opportunities: 1) increase in the number of jobs in the city; 2) increase in possibilities to acquire higher education; 3) support for youth initiatives and innovative ideas; 4) improvement in cultural and recreational possibilities. According to the aforementioned aspects, the author accentuates the main ones to be included in the marketing strategy to keep youths in the city.

To increase the higher education possibilities in Cesis county. Currently, there are affiliates of several universities, the programmes, of which are not tailored to the needs of Cesis county market requirements. In these affiliates only the study process takes place, but not the scientific research. Improvement of study programmes and activation of scientific research may influence positively the development of the situation, and it can be reached by establishing cooperation with other municipalities and universities.

As it was discovered, there are various youth organisations in the city, yet it is necessary to promote their activities, support youth initiatives and innovative ideas. There is needed a closer connection between youth organisations, municipalities and non-governmental organisations, which would help youths to implement their ideas, e.g. ideas for business or environment improvement, to get involved more in the city development, so that they would feel as city's masters. The support of municipalities and entrepreneurs to youth ideas may develop the city into youth attractive and youth development stimulating.

In recent years in the county and Cesis city there has been carried out large work in tidying parks and public places, which allows attracting both the local inhabitants and tourists, yet further it is necessary to use these objects to develop the culture and recreational opportunities, thus stimulating youth loyalty to the city and youth opportunities to find the recreation possibilities most im-

portant for them. The municipality has to communicate more with youth, provide more information in mass media.

The distance of the city from the capital city, Riga, was mentioned both as strength and a weakness, now we will see why. It is evaluated positively that the inhabitants can reach the capital city so fast if needed but at the same time it is a disadvantage, as the proximity is a factor motivating youth to move to the capital city, as it is easier to find a job there, more opportunities for education and recreation, as well as it is not difficult to return home. It is necessary to consider the ways to stimulate the return of the youths who have left Cesis by helping them implement their ideas in their hometown.

Of course, all age groups have the same common problem – insufficient number of jobs, but there are also some differences. There should be developed those entrepreneurship support programmes connected with the promotion of youth initiatives. Creation of new jobs is possible only in the areas important for youth and attractive also for other inhabitants and guests of the city – in tourism, development of places for active recreation, modern industries with high added value. Support of municipalities and entrepreneurs to youth ideas may influence positively the further development of the city, as youth is a group having the largest wish for self-fulfilment and to prove themselves. If they have a chance to do it in their own city, there will be created a stronger emotional link, and with it a wish to work on behalf of the city, to be its patriots.

Relatively expensive public services influence all inhabitant groups as the expensiveness of services influence directly the financial situation of inhabitants and entrepreneurs. The expensiveness of these services influences negatively the entrepreneurs within the county, and if an entrepreneur investigates the possible expenses, it is quite possible that Cesis county will not be the place where the company will establish business due to the increased expenses which consequently influences the number of jobs, etc.

Limited possibility to acquire goods is to some extent connected with the fast development of neighbouring cities of Valmiera and Sigulda. These factors are interrelated, as a large part of inhabitants go to other cities to make their large purchases, seldom have any of them, especially youths, done the shopping in Cesis, mostly it takes place in other territories, which means that the entrepreneurs of Cesis lose their potential income. At the same time, such a situation can not be approximated as bad, as it is quite probable that the development of a large shopping centre would be

unprofitable, as there would be the insufficient number of customers.

The development of nearby counties and cities is attractive for youths, as well as a potential place for own fulfilment. Such is Valmiera, the largest place of attraction for youths is the state level university, which provides students with a wide range of programmes and opportunities to prove themselves in a particular field. Valmiera as one of the state level cities is also more developed in terms of a job offer; correspondingly it is also an attractive place for youths to form a career. This trend can not be averted, yet it is necessary to promote cooperation between both cities, so that everyone would benefit of the situation, for example, providing large enough offer of public transport services to those county inhabitants who go to study or work from one city to another, so that moving would be comfortable and would not become a problem.

7. Conclusions

To summarise, it should be concluded that in developing a territory marketing strategy for youths, several components should be taken into account, which are closely interrelated and influence each other. Those are youths, jobs, youth ideas, entrepreneurship, tourism, recreation, culture.

Based on these five components, there should be established the strategic goal, tasks, and should be developed the strategy implementation plan. Corresponding to these components there should be set activities and formulated the necessary steps to implement the activities. For the component 'Youth' there are set the following activities: to improve cooperation with the affiliates of the universities located in Cesis; to create a county image more attractive to youths.

Jobs: to create new jobs, creating a favourable business environment.

Youth ideas: to create a programme for youth idea support.

Entrepreneurship: to promote entrepreneur interest in youth involvement in business.

Tourism, recreation, culture: to develop active recreation places in Cesis and the county; to provide more culture and recreation events for youths of different age groups.

For the implementation of the most of the defined strategic activities there is needed large investment, but it may be obtained by attracting both private and EU funding. For the development of recreation and entertainment places the best option would be the attraction of the private funding, thus transferring the objects to private owners, which

would consequently promote the creation of new jobs and development of entrepreneurship.

Implementation of such a strategy regarding youths would ensure Cesis development in the future and as well would satisfy the needs of other consumer groups. Active involvement of youths in the development of a particular place will also promote its sustainable, positive development in the future.

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