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Branding as an identity of place in contemporary cities

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Abstract---Cities today compete with each other to achieve urban, economic, social, cultural and political development. Thus, place-branding strategies have become necessary for cities to thrive economically and achieve a better quality of life. The study aims to provide knowledge about the concept of the place branding and the ways to achieve it and the mechanism of implementation through urban design strategies and the role of the concept in shaping or enhancing the identity of the place. This research clarifies a problem (the lack of comprehensiveness of the available knowledge about the concept of the branding and its impact on shaping or enhancing the identity of the place in contemporary cities) assuming that (the brand and the ways to achieve it have an important role in promoting and forming the identity of the place in contemporary cities). The research concluded that the brand of the place and its effectiveness stems from the identity of the place and is linked to the rooted core values of the place. The research also reached a set of urban design strategies used in achieving the brand of the place. The research presented arabic and regional examples in the marketing of cities and finally analyzed the strategies used by the various parties to create a brand for the place in contemporary cities.

Keywords---place, identity, place branding, branding elements, place branding strategies.

Introduction

Recently, many studies by academics and practitioners have focused on the brand and its importance in marketing cities and keeping them competitive and relevant in the global market, and because the brand has a role in serving the

sustainability agenda by addressing economic, social and cultural aspects and enhancing the image of the city. the brand of the place works to highlight the original and unique character, as it is linked to the historical and cultural aspect of the place on the one hand, and to the future goals on the other hand. Thus, the brand of the place expresses and reflects the identity of the place and that the element of distinction in the place, which is an essential element for forming the identity of the place, is what it depends on. The brand of the place to achieve its effectiveness and success.

Research problem

The lack of comprehensiveness of the available knowledge about the concept of the place branding and its impact on forming or promoting the identity of the place in contemporary cities.

Hypothesis

There is an important role for the concept of the place branding , ways to achieve it, and its importance in shaping and promoting the identity of the place in contemporary cities.

Research motivation

- Provide the necessary knowledge about the concept of place branding.
- Providing knowledge of how the place branding is achieved and how it is implemented through urban design strategies in shaping and enhancing the identity of place in contemporary cities.
- Identification and analysis of a number of case studies in international cities in order to extract the essence of place branding and mechanism of application and its implementation in Iraqi cities in the future.

Place

Place has been a long established concept which has recently found currency in planning and urban design as well as in cultural, tourism and economic spheres, has given renewed emphasis to the importance place can make to a sense of belonging and identity. It therefore represents a range of tangible and intangible elements – historic, symbolic, cultural, economic and physical – that together make a place special and distinctive, and therefore potentially competitive and successful from the perspective of those who live, work or come from a place, and those who have an external perspective, whether they have experienced it (e.g. as a visitor) or not, for example through reputation, media, word-of-mouth. (TBRs Economic-2016, p.2016). The place has an impact on architecture and urbanization through two parts: the first part is the natural aspect, which includes the natural aspect and everything related to the site, and the second is the cultural impact, which includes everything related to social, cultural, political, and even economic and religious aspects.(AL-Khafaji&AL-Kilidar-2017:p.2).

Place identity

Place identity is defined as the distinctive and unique characteristics and meanings present in a place and its culture at a particular time, (EL Hakeh-2018:p.), identity is also defined as the feeling of belonging that connects people and connects them to the place over time, and it is a loose concept that connects and communicates with the elements of sociology and psychology, a process that has been produced throughout history through human activities (Gur, heidari-2019: p.130). Identity bears common features expressing the essence of the individual or the civilized values of society. It bears the common features that express civilization. The identity of the place consists of the features of the physical environment, the diversity of human activities, events and cultural influence, and distinctiveness is an essential aspect in shaping the identity of the place, especially with regard to heritage. Urbanism that can be used to distinguish cities, distinction ultimately includes the long-term evaluation of built and natural characteristics, and distinction in its essence includes the physical, social and economic features of a place or location and the relationship of individuals to these features. To separate the place. Distinguishing consists of five aspects: natural features, man-made construction, cultural identity and people, food and beverages, industry and business, as in Table No. 1, the authors (Lynch 1960; Twigger-Ross and Uzzell 1996, Lalli 1992,) formulated four characteristics Variable in the definition of identity and to achieve the characteristic of distinction: features, particular character, uniqueness, different perception (Phetsuriya&Heath-2021: p.2-3)

Table 1
Description of local distinctiveness elements (Phetsuriya&Heath-2021: p.2-3)

Natural Features	Man Made Features	Cultural identity and people	Food Drink and Crafts	Industry and Business
Location Topography Nature Landscape Habitat Costline Native plants Natural material	Building Monument Townscape Transportation Historic feature	Event Music Language Dressing Famous person tradition	Craft Food Drink artifact	Land use Activates Culture industrial manufacturing

Place branding

Definitions of place branding vary but derive from product branding and marketing; essentially a place brand is a perception that people have about a place and its reputation in the eyes of residents, businesses, investors, workers, visitors and the wider public. Place branding has also evolved from earlier (nineteenth/twentieth century) place promotion and boosterism and the 'art of selling places' in response to economic and social change and greater inter-city competition, using a place's heritage and historic associations. Fundamentally,

place brands look to project a positive image of a place to potential visitors, potential residents, and potential investors. .(TBRs Economic-2016:p.1). Today, every city, country, and region has to compete with every other in the global market for people, resources, and business. They need to understand the image that they project and manage it strategically. These strategies involve crafting reputations that play a significant role in a social, economic, political, and cultural progress of a place,(kim-2014:p.8) .

Place branding covers some of the most difficult philosophical questions about the nature of perception and reality, relationship between things and their representation, and secrets of national identity, leadership, culture and social cohesion, as the brand is the foundation that helps make a place desirable as a business location, tourism destination or space to communicate. It is not an advertising campaign or slogan; it is a deeper vision that encourages participation in the city's activities. Branding is a social phenomenon based on the perceptions of target audiences - which might or might not be influenced by the physical and communicative aspects of a given city(AL-Hinkawi&Zedan-2021:p.1).Pryor and Grossbart understand place branding as a process of image communication associated with their previously stated conceptualization of place brand. They define place branding as "the process of inscribing to a place symbols and images that represent [the] set of central, enduring, and distinctive characteristics...[of the] place, thereby creating a focus of identity. ",In addition, place branding is a practice to develop a clear character of a place so that the place is branded. The cultivation of a strong reputation is crucial to make a brand actually work. (kim_2014:p.10).

Research presented in Heritage Counts 2016 suggests that identity, place branding and heritage are becoming even more important in determining the future social and economic outcomes, Research presented in Heritage Counts 2016 suggests that identity, place branding and heritage are becoming even more important in determining the future social and economic outcomes, according to Robert Govers (2014) "In order to be competitive, places are advised to build a brand that is befitting to the sense of place and to engage and develop meaningful initiatives that reflect identity. The essential role of heritage is obvious" (using heritage in place branding /historic England-2017:p.1). Nagaynay and Lee (2020) refers to the idea of place branding as a tool for urban regeneration for rebuilding the image of the city. They arrived three common foundations for place branding and urban regeneration based on the perception and knowledge of stakeholders, First, place branding and urban regeneration concepts are both perceived to address the process of creating a place's identity, and using it as a leverage for place promotion activities. Second, cultural and heritage preservation are prevalent for both place branding strategies and urban regeneration concepts and third, the establishment or development of a new infrastructure could support the process of place branding and urban regeneration (Nagayna&Lee-2020:p.3).As there are two types of place branding: the original and the intentional. Some historic places, such as Rome, Paris, and Athens, have originally been well branded regardless of their branding strategies. Many people have a strong perception, and even a bias, towards these places. If a place starts with a powerful, original "image," it impacts positively upon the place's brand.

The effectiveness of a place brand and associated strategies may be measurable by two dimensions: impacts on economy and people's behavior, As the original reason for many societies in the world to adopt marketing theories is the economic effects, and with the presence of economic improvement, it can be said that the brand of the place was effective, However, the brand goals of the place are linked to the long-term community goals, and the other dimension is the perception and behavior of people inside and outside the area.(Kim-2014:p.16). AL-Hinkawi&Zedan (2021) refer that. There are three types of place branding: the name of the geographical location as the brand name, the joint brand of the place and product, and the brand of the place itself (AL-Hinkawi&Zedan-2020:p.2). Branding of places and cities consists of two main elements, such as follows: (1) Place making or city building, a process that makes the place specifically advantageous or attractive. (2) Place or city marketing, an effort to promote the place/ city specific advantage, one of the other goals of the place brand is to redraw the image of the city that depends on the identity of the existing in the place and the understanding of the local culture. Thus, the formation of the urban image is based on a historical basis. Urban branding therefore is geared to adapting, reshaping, and manipulating images of the place to be desirable to the targeted consumer. Therefore, Urban Branding aims mainly to:

- Developing new ways to deliver the image to the rest of the region and the rest of the cities through media
- Achieving competitive advantages regionally and internationally
- Enhance the city's reputation and ident

A good city image is a meaningful combination of activity and structure. Thus, city image planning strategies are essential for cities that seek to thrive, such as place branding that focuses on the unique and distinctive aspects of the city's culture and creativity. The city is marketed through cultural festivals, urban development, tourism and events. Entertainment, investment ... etc. It works to promote the city as a special place to search for success in it. (Rehan-2013:p.224).

Identifying Place Brand Elements

Several authors identified different place elements that describe the brand, Kevin Lynch identified physical urban place elements in his well-known book "the Image of the City"1960, The work of David Canter in 1977 can be looked at as a more comprehensive approach towards identifying those elements; it extends beyond physical elements and includes user's activities and the meaning they attribute to it, and Grömig-Hollbach and Henckel, Grabow in 1995 suggested four Types of the city image: the commercial image (dominated by economic activity such as port cities), image. The cultural (theaters, events, population), the historical image (historical events and functions and places).The historical picture (the spatial picture) includes the physical characteristics that guarantee architecture and construction place), while Anholt Simon developed six brands that cover the place brand, namely :(AL-hakeh-2018:p.39)

- The presence: the city's international fame and contribution to the world
- The place: natural and intellectual environment of the city, such as climate and urban
- The potential: economic and educational opportunities and living conditions in the city
- The pulse: how exciting both short-term and longterm stay in the city are
- The people: the inhabitants of the city
- The prerequisites: the convenient public amenities in the city, such as hospitals, schools, and transport systems(Chan& others-2021:331)

The brand in general consists of four components: brand identity, brand image, brand value, and brand purpose. Brand identity is the expression of the essence of the product in a distinctive way possible in the form of a symbol or logo, the image of the brand is the reputation of the product in the minds of people, the value of the brand is the value of the benefit of the reputation, the purpose of the brand is the internal ownership of the mark or the common goal of a group of individuals or institution, etc., and Anholt argues that place brand identity cannot be represented by symbolic objects such as a logo or symbol, but that the four elements are useful tools for the effectiveness and translation of place branding (kim-2014:p.11). There are dimensions can be identified as : Economic dimensions ,Achieving economic growth by providing new gains for the region as economic opportunities, Social dimensions, people's experiences, awareness of and belief about the city. The role of daily life and the socialization in everyday life, Cultural dimensions, the relationship between culture and marketing in the city stems mainly from the city's image relying on the past and cultural present. The city's brand relying on hidden identities and revealing them. (AL-Hinkawi-2021:p.7).

Place branding and strategies of urban design

Place branding aims to address the strategy of creating cities that attract residents, tourists, investments and workforce, it attempts to create and enhance a "sense of place" and thus becomes integrated with place-making, in addition to the immediate demand to attract global limelight, it aims to create a vibrant world that is considered An important indicator for livable cities and working in their role in serving the sustainability agenda by addressing the economic, environmental and social aspects. Since the emergence of the concept of urban competitiveness, the mechanisms and methods adopted by cities have emerged, the most important and most radical in the city's marketing policies is to turn into a brand or commercial personality that affects On people's awareness, turning them into fans, and working to create the best intellectual and imaginative impressions of the city (AL-Raouf -2019:p.5), To create a competitive brand for the place, innovative and detailed strategies must exist. The development of these strategies must start from the reality on the ground. The strategies can be varied from cleaning the streets to making citizens proud of their city. It is important to ensure that they are comprehensive and coherent strategies, that all stakeholders are involved and most importantly This is all the potential of the place and the analysis of the resources adequately before putting the details (kim-2014: p.75). The goal of the brand is to enhance and strengthen the local identity of cities and thus define the relationship between citizens and

their city, and therefore it can be said that the ultimate goal of the brand of the place is to enhance the economic development of the city and improve the welfare of the population and achieve the quality of life for citizens and in order to achieve this goal two strategies can be developed As identified by Prilenska: creative city, experience city strategies, and although they have the same goal of improving the image and reputation of the city to increase investment and improve the lives of its citizens, the implementation of each is now different:

- Creative city strategy breaks old ideas and towards a city that appears more innovative and technological Superior, which makes it more attractive to talented individuals as it possesses technology, talent, possibilities Multiple tolerance, such cities have multiple housing at varied and reasonable prices, services General, short travel times, lifestyle, cultural opportunities, quality of urban spaces, such as spaces Green and public places.
- City experience strategy The development of these cities is the result of their size, location, history, and ownership Possibility to be creative cities and include place-related experiences such as events and activities Sports, artistic, cultural and specialized services such as restaurants, centers, theaters, exhibitions, and finally Active places are diverse, such as museums, landmarks, and amusement parks (2019-bassem: 4.p).
- Tourism city strategy: AL-Hinkawi & zedan refers to this strategy to emphasize the importance of tourism in building a brand for the city to achieve a competitive advantage, and its role in promoting the city by emphasizing its possession of a particular symbol, feature, or prominent element, and the role of the city's image rooted in minds in generating a unique sense of place and identities.
- -Differentiation strategy: pointed out the values and emotions that the city symbolizes as essential elements of differentiation strategies. Such strategies treat urban brands as corporate brands and focus on the similarities between these two forms of branding, especially given its complex and multi-stakeholder nature and dependence on broad cooperation across a city or institution. (AL-Hinkawi & zedan-2021:p.6)

Al-Ra'ouf identified suggested policies that could achieve the city's vision of its distinctive personality:

- First: The ability to attract important events and actors with a global impact, hosting artistic, sports and cultural events that deepen the idea of communication with the other and confirm the desire to open up to the world and reformulate the city's urbanization and architecture so that it can play this global role
- Second: Employing the architectural and urban assets. The urban physical heritage of the city is considered an essential tool for marketing it if it is activated by preserving it first and then presenting new experiences to interact with the place by reusing this heritage as in Arab cities such as Damascus, Medina, Aleppo, Fez and Marrakesh. The city will enjoy it in its future projects, and it plays a vital role in its marketing. In fact, exciting and creative architecture has become one of the most important urban marketing tools for the city, as in the Guggenheim Museum in Bilbao, a new methodological spark that will revive the city and market it through a single

building that provides a visual and beauty penetration in the urbanization of the city.

- Third: The search for the natural, cultural and human distinction of the city. The city may be distinguished from the mountains that surround it, rivers, or the presence of high-level cultural elements, such as museums of various kinds, festivals and carnivals, or what distinguishes the city by the style of movement, such as the Italian city of Venice with its famous Venetian boats or the horse-drawn carriage inside. Austrian Vienna or the red buses in the city of London, it is important to be able to show this distinction in the city's formulation and marketing scene.
- Fourth: Formulating a brand with historical tributaries and future ambitions. The goal is to be a conscious observer of the city's personality and participate in its planning so that the process of confirming the city's character, renewing and stabilizing it is a continuous dynamic process supported by architectural and construction aspects (Al-Raouf-2019:p.9-11)

There are many different strategies that can be developed based on the goals and visions of city development. The urban brand by which the unique physical characteristics of a city are defined is limited to Promote the image of the city, but it extends to a distinctive urban experience for the benefit of investors and politicians. Construction projects, engineers and citizens, construction is a trademark of the place that requires images created by Multimedia, urban projects, city life, historical buildings, general shape of the city, signature Famous architects (Rehan-2013:p.3). In order to build an effective place brand, the potential and resources in the place must be fully researched. Thus, the concept of historical preservation is close to the brand discourses of the place in that; they share the idea that they are sufficiently utilized in the place to achieve future goals. (Kim-2014:p.74), Thus, an effective place brand can be created from the inherent identity of the place and thus can be represented by the historical heritage. Accordingly, to manage and enhance the branding of the place it is necessary to preserve the history integrated with the branding endeavors of the place, moreover, the heritage preservation contributes to the creation of a diversified urban fabric. It attracts a large number of talented people and diverse families and works to add vitality to the place (kim-2014:p.79).

Table 2
Urban design Strategies of place branding

Author	Main strategies	Indicator
Prilenska	Creative city	breaks old ideas and towards a city that appears more innovative and technological Superior, which makes it more attractive to talented individuals as it possesses technology, talent.
	Experience city	The development of these cities is the result of their size, location, history, and ownership Possibility, and include place-related experiences such as events and activities Sports, artistic, cultural and specialized services such as restaurants, centers, theaters, exhibitions,
AL-Hinkawi & zedan	Tourist city	This stratiges has a role in promoting the city by

		emphasizing its possession of a particular symbol, feature, or prominent element, and the role of the city's image rooted in minds in generating a unique sense of place and identities.
	Differentiation	pointed out the values and emotions that the city symbolizes as essential elements of differentiation strategies.
AL-Raouf	Nation branding strategies	The ability to attract important events and actors with a global impact, hosting artistic, sports and cultural events that deepen the idea of communication
	Urban and architecture branding strategies	The search for the natural, cultural and human distinction of the city
		Employing the architectural and urban assets. The urban physical heritage of the city is considered an essential tool for marketing
		Formulating a brand with historical tributaries and future ambitions
Rehan	Urban brand strategies	Media-generated image Urban branding project Brand city life Signature architecture Historic building City form (modern street , libraries ,museum, landmark ,public space, park)

Case studies

Cairo, Egypt

Greater Cairo, the land of the Pharos, Copts, Fatimid kingdom, and the inception of modernized Arabia. This great land of marvelous history is unique in every aspect, yet it gradually kept falling out of favor for the past two decades. Yet with every city that faced such challenge for the past 5 decades, role and components of city branding as a force of empowerment to failing cities; a hope for cities to compete once again. (Abedelwahab-2018:p.2). In order to achieve the brand of the city of Cairo, three basic criteria must be adopted: urban planning, architecture, marketing and visual marketing) Abdelwahab -2019:p.34). Bassem indicated that strategies have been adopted to develop a brand for the city of Cairo, which are divided into two groups: the first urban branding element as(media -generated image, signature architecture ,branding urban project, city form, historical building, brand city life). the second is nation branding elements through egyption campaign as (tourism, people, culture, governance, exports, immigration, quality of life) (Bassem-2019:p.10).



Fig.1. Urban branding elements in Egypt

Doha, Qatar

Qatar set up a series of plans in an aim to promote the country as a high-quality leading leisure, business, sport, education and cultural destination in the global marketplace. Qatar, through its long term strategy and mainly through its Master Plan and its National Vision 2030, is trying not only to place its capital city, already renowned for its international influence in the political, business and cultural arenas, on the international tourism map, but also aims to transform Qatar into an advanced country by 2030 mainly (hazime-2011:p.4739). Al-Raouf suggested the following branding strategies in Doha:

- Doha as a Sports Capital of the Middle East, One of the most prominent projects to prepare Qatar to cement its position as the sports capital of the Middle East is The Aspire Zone: A New Concept for an Urban Community Park where Sports.
- Emerging Knowledge-based Urbanism, Architecture, urbanism and planning are used is the outcome of Qatar's urban planning department and its focus group envisioning Qatar National Master Plan (QNMP). The main pillars of the framework suggest a new form of urbanism for Qatar articulated around planning for sustainable growth, compacted settlements, transit oriented urban development, walkability, mixed use urban centers and positive public realm.
- Cultural Tourism in Qatar: From Marginalized to Centralized Economic Pillar, Qatar sought to attract visitors, its tourism policy was carefully and strategically crafted to preserve local culture and prevent environmental degradation.(al-Raouf-2019:p.13)

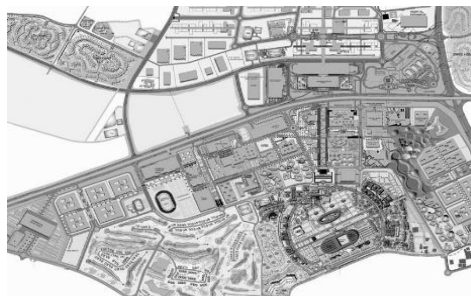


Fig. 2. The Master Plan of Education City in Middle The Heart of Doha



Fig. 3. The sports capital of the East is The Aspire Zone

Abu-Dhabi

When it comes to the international trend towards urban brands, Abu Dhabi has developed its own brand marketing strategies aiming to achieve great value among other countries around the world, envisioning the essence of ambition Emirate leadership. The emirate of Abu Dhabi's branding strategies evolved around many aspects of urban branding; such as sustainability performance, innovations, tourism and the cultural perspective (AlOwais-2019:p.59-60) Hazime refer to achieved branding through strategies :

- the variety of economic activities, broadening the economic base and expanding in and out
- Fostering competitiveness; improving productivity; maximizing the participation of women, attracting the best skills from out
- Stimulating rapid economic growth in the regional areas
- Importing and applying 'best practices' from out
- Developing human resources focusing on infrastructures, transport and ITC
- Improving human capital through education, training and other methods

Expansion of a number of strategic economic sectors: Energy, , metals, aviation, aerospace, pharmaceuticals, tourism, healthcare equipment and services, transportation, trade and logistics, education, media, financial services, and telecommunication.(hazime-2011:p.4736).



Fig. 4. Urban branding strategies: saadiyat city and Masdar

Istanbul, Turkey

Istanbul, the biggest and the most densely populated also the best-known city of Turkey. It has been the capital for Roman Empire and the Ottoman Empire and kept the power to rule for centuries. As well as its location, the city is also considered for its beauty. The Bosphorus gives a unique identity to the city; it is also one of the biggest metropolis in the world. The old city is on the European side of Istanbul and located on a peninsula. Istanbul is the meeting point of Asia and Europe (Yumrukaya&Bulut-201:p.141).the strategies branding in Istanbul has three phases included: first Self-Orientalism: Marketing Istanbul in the National Context, second A Coherent City Brand: Istanbul, the City of Religions,

third , The Multi-Faceted City(This new branding strategy introduces Istanbul as a 'cool city' with various themes that apply to multiple tastes and new themes such as 'urban creativity and design' 'competitiveness of the city' and 'urban way of life' emerged.(uysal -2017;p.119). The long-term urban vision of Istanbul has now evolved from industrial production to service sector and especially to tourism. It means that branding strategies for Istanbul which are planned to develop, as a tourism city should also be clarified within the tourism framework. The tools taken into consideration in Istanbul's branding process are asserted below:

- Tourism variability and geographic wideness
- Originality and character
- Interaction and communication(Continuity, Consistency with the country's image, Memorability, Differentiation, Persuasiveness , Corresponding to the target group, Effective motto)
- Global effect
- Strong infrastructure and high quality of life
- The spirit of city
- The symbol attributed to the city(oguztimur-2017:p.149)

Table 3
The place branding strategies in case studies (selected examples)

Case study	Place branding strategies	Sub theme
Cairo ,Egypt	urban planning, architecture, marketing and visual marketing:	media -generated image ,signature architecture ,branding urban project ,city form , historical building ,brand city life
	urban branding element	
	Nation branding elements	tourism ,people ,culture ,governance ,exports, immigration, quality of life
Doha, Qatar	Urban branding projects	most prominent projects to prepare Qatar to cement its position as the sports capital of the Middle East
	Historical building	Cultural Tourism in Qatar
	City form	New form of urbanism for Qatar articulated around planning for sustainable growth, compacted settlements, transit oriented urban development, walkability, mixed use urban centers and positive public realm.
ABU-DHABI	Creative city	economic activities, Fostering competitiveness, Attracting the best skills from abroad, Importing and applying 'best practices' from abroad, Developing domestic resources, Improving human capital, Expansion

	Urban branding	of a number of strategic economic sectors
		Masdar city (sustainable) Saadiyat island(culture distract)
ISTANBUL, TURKEY	Self-Orientalism	Tourism variability and geographic wideness
	Coherent City Brand	
	The Multi-Faceted City	Originality and character
		Interaction and communication
		Global effect
		Strong infrastructure and high quality of life
		The spirit of city
		The symbol attributed to the city

Discussion and Conclusion

The development of the brand concept of the city enhances its competitiveness and thus achieves development on the economic, social and cultural level. The brand of the place is based on the characteristics of the place and the values rooted in the basic facts of the place. Therefore, the effectiveness of the brand of the place is achieved by being rooted in the identity of the place and linked to the historical and cultural aspect of the place and the future of the city, and thus it is linked to the identity of the place and works to strengthen it. The brand of the place focuses on the distinction and uniqueness of the place and works to highlight the unique character of the place and it must stem from the resources and potentials of the place and reflect its identity in order to achieve its effectiveness and success. The concept of branding for the place and the identity of the place are similar in highlighting the unique and original character of the city and distinguishing the place and in achieving future goals for the city, the successful and effective branding of the place is close to the concept of the identity of the place. Through the analysis of the selected case study, the research arrives at the various urban design strategies in achieving the place branding and the mechanism of its application with the possibility of implementing it in some Iraqi cities because of its latent spatial potential and the possibility of release it in achieving a brand for the place that achieves competitiveness and sustainable urban development, which in turn works in strengthening or shaping place identity.

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