
Application of Quality Function Deployment Method for Tourism's City Branding Analysis

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Abstract:

This research aims to measure how much influence West Bandung Regency Tourism's City Branding has on the perceptions of tourists who will visit West Bandung Regency tourism using the Quality Function Deployment (QFD) method. City branding is an important marketing strategy in promoting tourist destinations. This study uses QFD as a tool to analyze the relationship between aspects of city branding and tourist perceptions to improve visiting decisions. The research method involves collecting data through surveys of tourists who have visited West Bandung Regency as well as content analysis of various marketing and branding materials used by local governments and related institutions. Data was analyzed using QFD techniques to determine the relationship between branding elements and tourist needs and preferences. The research results are expected to show that the elements in Tourism's City Branding in West Bandung Regency have a significant influence on tourist perceptions. Aspects such as destination image, tourism promotion, facilities and tourist experience are the main factors influencing tourists' decisions to visit West Bandung Regency. The implication of this research is the importance of local governments and other stakeholders in strengthening city branding as an effort to increase tourist visits and advance the regional tourism sector

Keywords: QFD, Branding Analysis, Tourist Destinations, West Bandung Regency

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1. Introduction

According to Mohammadifar (2018), branding is essential for tourist destination cities to remain competitive. Competition between destinations often arises when one is less recognized compared to another, despite offering similar or uniquely appealing products. Herget and Abrahám (2015) suggest that branding for tourism destinations can involve using names, symbols, logos, designs, slogans, taglines, or combinations of these elements to attract more tourists. A Tourism Destination City Brand serves to introduce a city's tourist attractions and visually communicate its uniqueness, making it easier to market to the tourism sector. Such branding also helps tourists differentiate one destination from another.

Brands are no longer limited to products or services; regions now develop their own "Place Branding" or "City Branding." As defined by Jojic (2018), City Branding

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involves managing the image of a destination through strategic innovation and coordination across economic, social, commercial, cultural, and governmental domains. Huriyati (2015) notes that City Branding, as an identity for a city, can evoke pleasant memories for tourists and enhance competitiveness in the global tourism environment by showcasing the region's unique characteristics, geographic advantages, natural resources, and cultural heritage.

Suriady and Rahmarini (2021) emphasize that tourism agencies should focus on branding to highlight the distinctiveness of their regions. Following this trend, West Bandung Regency (KBB) has adopted a Tourism City Branding strategy to promote its attractions. Located west of Bandung in West Java, Indonesia, KBB is rich in natural tourism potential, as noted in the West Bandung Regency RPJMD (2018–2023). The government has designated several villages as tourist villages, leveraging agro-sector potential (agriculture, plantations, forestry, animal husbandry, and fisheries) alongside natural, special interest, and other forms of tourism. The region's tourist areas are divided into three zones: North Bandung, South Bandung, and West Bandung, with Lembang District renowned for its natural attractions.

In 2019, the West Bandung Regency Tourism and Culture Service (Disparbud) launched the KBB Tourism Logo in Lembang, symbolizing the region's tourism identity. The logo features a blooming chrysanthemum with a curved line and the tagline "Breathtaking West Bandung: Yes We CAN (Culture, Adventure & Nature)." The vibrant logo colors symbolize various attributes: green for creativity and harmony, purple for imagination and unity, orange for innovation and openness, blue for peace and steadfastness, magenta for balance and practicality, and brown for warmth and security. The tagline "Breathtaking" reflects the enchanting qualities of KBB, aligned with West Java's natural beauty, culture, and hospitable people. However, interviews with the West Bandung Tourism and Culture Department revealed uncertainty about whether the branding effectively resonates with tourists. This study seeks to explore the influence of Tourism City Branding on tourists' perceptions of KBB using the Quality Function Deployment (QFD) method.

This research employs the QFD method to address issues related to Tourism City Branding. Xie and Chang (2020) highlight that QFD can optimize the analysis and development of tourism branding strategies. The process involves identifying primary problems, such as insufficient destination appeal, unclear imagery, and mismatches with tourist expectations. Next, customer needs are mapped, including attractions, service quality, and sustainability. Characteristics unique to KBB—such as its culture, natural beauty, and diverse attractions—are identified. A QFD matrix is then developed to connect customer needs with branding attributes, enabling an analysis of their relationships.

This study represents the first analysis of Tourism City Branding in KBB using the QFD method. It aims to measure the impact of branding on tourists' perceptions and decisions to visit KBB. The research will collect data and evaluate branding performance objectively, identifying effective strategies and areas for improvement. Previous studies, such as those by Xie and Chang (2020) and Zain (2020), have applied the QFD method to the tourism industry but have not focused specifically on

Tourism City Branding. This study addresses that gap, contributing to the body of knowledge by integrating QFD metrics with a focus on city branding.

2. Theoretical Background

City Branding in Tourism

City branding is a strategic process that seeks to create a unique identity for a city in the eyes of both residents and tourists. It is a critical element in shaping how a destination is perceived and plays a significant role in attracting tourists (Herget, Petrù, & Abrahám, 2015). Branding a city involves the development of a cohesive message that resonates with the target audience, highlighting the city's strengths, history, culture, and attractions (Jojic, 2018). City branding influences visitors' decisions to visit specific destinations by leveraging emotional and cognitive connections (Hsu, Hung, & Tang, 2012).

In the context of tourism, branding is not limited to promotional materials or campaigns but is also shaped by the actual experiences visitors have while interacting with a city. The overall perception of the city—shaped by its attractions, services, and the ease with which tourists can navigate the destination—becomes a critical component of the city's brand equity (Chen & Mathews, 2017). A strong city brand can lead to enhanced tourist satisfaction, repeat visits, and positive word-of-mouth recommendations.

The Role of Quality Function Deployment (QFD)

Quality Function Deployment (QFD) is a structured method for translating customer needs and expectations into specific product or service characteristics. It is widely used in product development, but its application has also expanded into service industries, including tourism (Gandara, Muri, & Purba, 2019). QFD helps in ensuring that the final outcomes (in this case, city branding and tourism experiences) align with customer needs and desires (Suwana, Tuningrat, & Satriawan, 2015).

QFD involves creating a **House of Quality (HoQ)**, a matrix that correlates customer needs (or "whats") with technical requirements (or "hows"). This matrix is used to prioritize features or characteristics based on their importance to customers, making it a powerful tool for decision-making in branding and service improvement (Natee, Low, & Teo, 2016). In tourism, QFD can be used to analyze and define the most important aspects of a city's image, visitor experiences, and the services provided, ensuring that these elements align with what potential tourists value most (Karakus & Çamlıca, 2021).

Integrating QFD with Tourism Branding

QFD can be used in the tourism sector to develop a branding strategy that aligns with the preferences and expectations of potential visitors. For instance, Xie and Chang (2020) suggest that the QFD method can help tourism managers identify key attributes that influence tourists' perceptions of a destination. These attributes could include local culture, historical landmarks, accessibility, hospitality, and sustainability. QFD

helps to systematically evaluate which aspects are most critical in enhancing a city's brand and how these factors can be optimized to meet visitor expectations.

In applying QFD to city branding, it is necessary to incorporate both qualitative and quantitative data. Qualitative data can be gathered from tourist feedback, while quantitative data might include surveys or market research on factors like tourist satisfaction and destination image (Shil, Ali, & Rabbani Paiker, 2010). This dual approach enables a more comprehensive understanding of the brand's performance and allows for effective adjustments to the branding strategy.

QFD and Brand Equity

Brand equity refers to the value that a brand adds to a product or service, which, in the case of tourism, is the city itself. The concept of brand equity involves several components, including brand awareness, brand associations, perceived quality, and brand loyalty (Hsu, Hung, & Tang, 2012). QFD can play an important role in building and enhancing city brand equity by ensuring that the key elements of the city's tourism offerings align with tourist expectations. By focusing on quality and satisfaction, QFD can contribute to creating a strong, positive brand that is likely to result in higher levels of repeat visits and overall satisfaction.

QFD in Improving Service Quality for Tourism

One of the key strengths of QFD is its ability to enhance service quality by systematically linking customer expectations to service characteristics. In tourism, service quality is a crucial determinant of satisfaction and is often a defining factor in a tourist's decision to return or recommend a destination (Sulaiman & Wulandari, 2022). Gandara, Muri, and Purba (2019) demonstrate that applying QFD can improve service offerings by focusing on the elements that matter most to customers. This process can be applied to the tourism sector to ensure that services such as accommodation, transportation, and attractions are optimized for customer satisfaction.

QFD also helps in improving operational efficiency by aligning the development of services with visitor demands. This alignment ensures that all aspects of the tourism experience are considered, from pre-arrival marketing and booking to the in-destination experience and post-visit communication (Saraswati, Baihaqi, & Anggrahini, 2017).

Challenges and Opportunities in Applying QFD to Tourism City Branding

While the application of QFD to city branding has shown promise, several challenges remain. One significant challenge is the complexity of integrating the diverse needs of tourists into a coherent branding strategy. As a global industry, tourism attracts a wide variety of tourists with different preferences and expectations. This diversity can make it difficult to identify the most important attributes to focus on, requiring continuous research and adaptation of branding strategies (Jannah et al., 2011).

Moreover, the success of QFD in tourism branding depends on the collaboration between various stakeholders, including government agencies, tourism operators, and

local communities. A holistic approach that integrates the input of all these parties is essential for the effective deployment of QFD in tourism city branding (Jojic, 2018).

3. Methodology

The Research Model is a quantitative model. (Sugiyono, 2017) The quantitative model is a quantitative research method that can be interpreted as a research method that is based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly. The method in this research is QFD through the HOQ matrix. The analytical tools used to process the data in this research are Microsoft Office Excel 2007 and Microsoft Visio analysis.

This research was conducted at the West Bandung Cultural Tourism Office and 3 tourist destinations in West Bandung Regency. The data in this research is divided into primary data and secondary data. Primary data was obtained through interviews with the West Bandung Cultural Tourism Office. Secondary data was obtained from agencies, the internet as well as literature and other sources related to the research topic. The respondents of this research were tourists spread across tourist destinations in West Bandung Regency, totaling 100 respondents

4. Empirical Findings/Result

Descriptive Analysis of Respondent Characteristics Level of Consumer Interest

To assess the level of consumer interest, researchers distributed a questionnaire to respondents who met specific criteria: they were required to be 15 years or older and had visited several tourist destinations in West Bandung Regency. The questionnaire was administered at three destinations—Dusun Bambu, Sanghyang Kenit, and Stone Garden—chosen for their alignment with the tourism logo and branding of West Bandung Regency, "Breathtaking West Bandung: Yes We CAN (Culture, Adventure & Nature)" (Data Source: West Java Provincial Tourism and Culture Service, 2023). In total, 100 respondents participated, with 40 from Dusun Bambu, 30 from Sanghyang Kenit, and 30 from Stone Garden. Regarding respondent characteristics, the gender distribution showed that 55% of respondents were female, while 45% were male. In terms of age, the largest group of respondents was between 31-35 years old, while the smallest group, consisting of only 8 respondents, was in the 15-18 year age range.

Analysis of the Relationship Between Consumer Interests (in this case decision making) and Technical Parameters (Correlation Matrix)

This research applies the Quality Function Deployment (QFD) method in analyzing and formulating tourism city branding strategies, especially Tourism's City Branding in West Bandung Regency which has recognized tourist destination cities, with the main focus on understanding tourist needs and how these needs can be translated into steps. effective technical measures. Quality Function Deployment

(QFD) analyzes tourist needs (Voice of the Customer), several aspects of main concern include the uniqueness of the destination, accessibility, public facilities, local

cultural experiences, security and service comfort. Tourists want destinations that have a unique identity, are easy to access, offer adequate public facilities, and provide authentic and safe local cultural experiences.

When analyzing *tourism city branding* Using Quality Function Deployment (QFD), it is necessary to understand that City Branding was proposed by Simon Anholt (Jannah et al, 2014) with six aspects, namely Familiarity, Potential, Place, People, Attraction, Prerequisites. Where City Branding has dimensions, namely 1) Familiarity (Presence) measures the international status of a city in the world, which consists of global familiarity (popularity) and knowledge about the city (profile). This matter

measures a city's global contribution to science, culture, and governance. 2) Potential (Potential) measures the perception of economic and educational opportunities in the city, such as how easy it is to find work, either a place to do business or pursue higher education. 3) Place measures people's perceptions of the physical aspects of each city such as climate, environmental cleanliness, and how unique the existing buildings and parks are. 4) People/Community Population (People) measures the comfort of being in the community of city residents. The parameters used are the attitudes of the existing residents, such as a warm welcome to tourists or visitors and ease of entering a community within that society. 5) Attraction (Pulse) measures the perception that a city has a certain attraction, this attraction is able to attract visitors to try new things in that city. A city is considered interesting to visit and live in because it deals with new things that other cities don't have. 6) Prerequisite (Prerequisite) assessment of the basic quality of a city, such as schools, hospitals, transportation and sports facilities that are standardized and considered satisfactory, affordable and accommodating, as well as good standards of public facilities.

Analysis using Quality Function Deployment (QFD) to evaluate city destinations based on six main dimensions (Familiarity, Potential, Place, People, Attraction, Prerequisites) provides a systematic picture of how tourists' or residents' perceptions can be translated into technical steps to improve branding city.

Table 1. Design of Technical Parameters

No	Parameter	Specification
1.	Familiarity	Extensive knowledge or information about the city. Contributions to science, culture and government.
2.	Potential	Economic opportunities, ease of finding work. The city is a good place to do business.
3.	Place	Perception of a comfortable climate and cleanliness of the city. The uniqueness of the city's buildings and parks.
4.	People	Comfortable interaction with local residents. Warm welcome from the community towards tourists. Ease of integration with local communities.
5.	Attractiveness	The city's attractions attract visitors to try new things. A dynamic city with many unique attractions and different activities.
6.	Prerequisite	The basic qualities of the city, such as adequate schools, hospitals,

		transportation and sports facilities. Good standard of public facilities, affordable and accommodating.
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Overall, these six parameters cover various important aspects in shaping the city's image as a tourist destination. These parameters help cities create strong city branding, which will ultimately influence tourists' decisions to visit. Apart from that, the six parameters above provide guidance in understanding how these factors contribute to the attractiveness of a city as a tourist destination. The following is a matrix regarding tourism city branding:

Correlation Matrix		Importance Weight	Tourism City Branding Technical Parameters					
			Familiarity	Potential	Place	People	Attractiveness	Prerequisite
Koputusan Bandung		4.1		○	△		○	●
	Good standard of public facilities, affordable and accommodating	4			○		○	●
	Extensive knowledge or information about branding of the tourist city you will visit, such as knowing the slogan and logo of the tourism city of West Bandung Regency	4.3	●					
	The uniqueness of buildings and parks as well as tourist destinations	4.5	○	●	○	○	●	○
	Good accessibility: Adequate transportation facilities are an important factor in attracting tourists.	3.9					○	●
	Complete Facilities: Tourists need facilities such as parking, toilets, restaurants and decent accommodation.	3.8			○			●
	Destination Uniqueness: Tourists are attracted to its distinctive natural attractions and unique cultural attractions.	4.6	○		○	○	●	
	Safety and Cleanliness: Tourists value the importance of environmental cleanliness and safety while traveling.	4			△			●
	Tourists visit because they see it on social media	4.11	○	△	△			
	Experience staff friendliness from word of mouth	4.01	○			●		
	The branding of West Bandung Regency is famous for its many types of tourism	4	○	●	○	○	●	●
	Potential visitors are interested in informative content, such as travel guides, tourist attraction reviews, photos and videos that show authentic experiences	4.2	●	△	△		●	
	Potential travelers often make decisions based on reviews and testimonials found on online platforms such as Google Reviews, TripAdvisor, or other travel forums.	4.4	●		△			
	building a strong narrative about the history, culture and uniqueness of a tourist city through digital marketing can create an emotional connection with the audience.	4.3	○	●			●	
	Cities that offer various types of tourism, such as natural, cultural, culinary, historical and adventure tourism, provide tourists with wider choices.	4.7	●	●	●	●	●	○
Absolute Value			164.56	132.31	73.41	64.65	151.13	146.5
Ranking			1	4	5	6	2	3
Note :			●	5 = Strong relationship				
			○	3 = Medium relationship				
			△	1 = Weak relationship				

Figure 1. House of Quality

The matrix above shows that the dimensions can be seen *Tourism city branding* which has rank 1 for answers from tourist respondents, namely the dimension of familiarity with Digital Marketing Strategy to build branding, where tourists recognize logos, slogans and tourist information from advertisements or promotions carried out. Strong branding creates trust, strengthens differentiation, and influences tourists' emotions and cognitive factors, which ultimately have a direct impact on the decision to visit. symbol (Chen, 2011).

A city that is successful in branding is able to change tourists' perceptions, increase its attractiveness, and make it a choice. Apart from that, branding is an indicator of the value of a company's products and services. It's not just a name, it's not just a logo or

The relationship between the perceptions that visitors have and the decision to visit *tourism city branding* very close and influence each other. *Tourism city branding* plays a role in shaping the image, perception and reputation of West Bandung Regency in the eyes of tourists. Strong branding can increase a city's attractiveness as a tourist destination by highlighting the uniqueness, advantages and experiences on offer. Tourists tend to make decisions to visit based on information and perceptions formed through city branding, whether through promotional campaigns, reviews from previous visitors, or social media. A positive image about the beauty of the city, the friendliness of the residents, and supporting facilities will increase tourists' confidence in choosing the city as a destination. Thus, the better the city branding that is built, the greater the possibility of tourists making the decision to visit the main place to visit.

The relationship between visitors' perceptions and visiting decisions is very close and influences each other with strategy *tourism city branding*. This branding plays an important role in shaping the image, perception and reputation of a destination, as is done by West Bandung Regency. Through the tourism branding "Breathtaking West Bandung: Yes We CAN (Culture, Adventure & Nature)", the local government communicates the uniqueness of its region which includes culture, adventure and enchanting nature. This logo and branding not only strengthens the identity of West Bandung Regency, but also creates positive expectations and perceptions in the minds of potential tourists. The image "Breathtaking" depicts an amazing experience, while the abbreviation "CAN" (Culture, Adventure, Nature) includes the main elements that we want to highlight, namely cultural richness, opportunities for adventure, and extraordinary natural beauty. These three elements target tourists looking for experiences that are authentic, adventurous and close to nature.

This perception, which is built through branding "*Breathtaking West Bandung*", is a key factor in visitors' decisions to visit. When tourists associate this branding with an interesting, safe and adventurous tourist experience, this encourages their interest in making West Bandung Regency their destination of choice. For example, the "adventure" branding can attract young tourists who like a challenge, while "culture" invites those interested in local traditions and art.

Overall, this branding effectively creates a positive and attractive perception for tourists by offering uniqueness that is different from other destinations. The combination of strong branding with natural, cultural and adventure attractions makes West Bandung Regency a destination of choice, strengthening the relationship between tourist perceptions and visiting decisions.

Application of the Quality Function Deployment (QFD) method for analysis *tourism city branding* on tourist destinations in West Bandung Regency offers a systematic approach in understanding tourist needs and how destination branding elements can be optimized to meet these expectations. QFD is a tool that combines customer needs with the product or service planning process, so that in the tourism context, this method is very useful in designing a more responsive and targeted city branding strategy.

In the West Bandung Regency case study, various dimensions related to destination

branding were evaluated, such as familiarity with tourists, the quality of tourist attractions, supporting facilities, and the overall experience offered to visitors. By analyzing tourists' priorities for these elements, QFD helps identify which aspects need the most attention to increase a destination's competitiveness.

The results of the analysis show that the familiarity dimension, which refers to strategies for getting closer and introducing oneself to tourists or in other words, always carrying out promotional strategies so that potential tourists are interested and feel familiar with tourism city branding in West Bandung Regency, the familiarity dimension is at the top of the list in branding development priorities. This shows that tourists value a more personal and interactive relationship with the destinations they visit. This strategy can include various forms of communication that are friendly, accessible and interactive, whether through social media, promotional events, or services that directly touch the needs and desires of tourists. This factor is very important because tourists tend to choose destinations that have an emotional attachment and provide meaningful experiences.

Furthermore, QFD also revealed that natural attractions, cultural richness and service quality are other important components that help shape tourists' positive perceptions of West Bandung Regency. However, the familiarity factor remains a top priority, because today's tourists are looking for more than just beautiful views or adequate facilities—they are also looking for experiences that can build a personal and emotional connection with the destination.

5. Discussion

The findings highlight the strong relationship between visitors' perceptions and their decision to visit, with tourism city branding playing a crucial role in shaping this dynamic. A well-executed city branding strategy can enhance the destination's appeal by promoting its unique features, such as cultural attractions, natural beauty, and opportunities for adventure. As observed in West Bandung Regency, the branding slogan "Breathtaking West Bandung: Yes We CAN (Culture, Adventure & Nature)" effectively communicates the region's distinctive offerings and fosters a positive image. The use of words like "Breathtaking" and "CAN" (Culture, Adventure, Nature) creates a memorable and attractive image, which resonates with tourists looking for authentic and enriching experiences (Chen & Mathews, 2017; Jojic, 2018).

City branding not only shapes the public perception of a destination but also influences the choices of potential visitors. Tourists often make decisions based on the information they encounter through promotional campaigns, previous visitors' reviews, and social media platforms. A positive perception of a destination's cultural richness, scenic beauty, and supportive infrastructure contributes significantly to tourists' trust and confidence in their travel decisions. As such, effective branding can enhance a destination's reputation, making it more competitive in attracting tourists (Herget et al., 2015; Hsu et al., 2012).

The combination of branding elements—natural attractions, culture, and adventure—creates a comprehensive tourism package that appeals to diverse tourist segments. For example, the "adventure" element attracts younger tourists, while "culture" appeals to those with an interest in local traditions and heritage. This multidimensional branding strategy enables West Bandung Regency to distinguish itself from other destinations and strengthen its position as a top tourism choice (Jannah et al., 2011; Hurriyati, 2015).

The use of the Quality Function Deployment (QFD) method in analyzing city branding adds an extra layer of insight into understanding tourists' expectations. QFD systematically identifies the elements of city branding that align with tourists' needs and desires. In the context of West Bandung Regency, QFD analysis has shown that the familiarity dimension is crucial in building a personal connection with potential visitors. Tourists prioritize destinations that engage them emotionally, suggesting that an interactive and approachable branding strategy is essential. This could include efforts like social media campaigns, personalized communications, and promotional events that directly address tourists' interests and preferences (Karakus & Çamlıca, 2021; Xie & Chang, 2020).

In addition to familiarity, the quality of natural attractions, cultural offerings, and services remains a priority in shaping the overall tourist experience. Tourists expect not only picturesque views and comfortable facilities but also experiences that foster a sense of connection to the destination. The combination of these factors, supported by a strong branding strategy, increases the likelihood that visitors will choose West Bandung Regency as their preferred tourist destination (Fandy et al., 2008; Gandara et al., 2019).

The findings underscore the importance of integrating branding strategies with a deep understanding of tourists' needs, which can be achieved through the application of QFD. This method enables local governments and tourism organizations to fine-tune their offerings, making sure that their branding resonates with the target audience and aligns with their expectations. Thus, city branding and effective application of QFD work together to ensure that a tourism destination like West Bandung Regency remains competitive and appealing to both domestic and international tourists (Sulaiman & Wulandari, 2022; Xie & Chang, 2020).

6. Conclusion

Overall, the application of QFD in tourism city branding analysis in West Bandung Regency provides in-depth insight for policy makers and stakeholders in the tourism industry. This method helps formulate a more targeted branding strategy, by prioritizing the aspects that are most important to tourists. With a sharper focus on the dimensions of familiarity and personal interaction, these destinations can increase their attractiveness and compete more effectively in an increasingly competitive tourism market. It is hoped that the implementation of this strategy will not only increase tourist visits, but also build loyalty and long-term relationships with visitors.

The limitations in applying the Quality Function Deployment (QFD) method for analyzing tourism city branding in West Bandung Regency lie in the complexity of the data collection process which requires in-depth information from various stakeholders, such as tourists, destination managers and the government. This can cause problems in data validity if respondents are not representative enough or if their understanding of branding elements is not uniform. In addition, the QFD method tends to focus on current tourist needs, so it does not take into account changes in trends or tourist preferences in the future. The QFD process also relies heavily on subjective judgment in determining priorities, which can affect the accuracy of the results if it is not carried out using a rigorous and extensive data-based assessment method.

For further research, it is recommended that researchers conduct broader data collection by involving more respondents from various tourism market segments. This will increase the validity and generalizability of the findings. Research could also broaden its scope by incorporating other methods, such as tourism trend analysis or longitudinal surveys, to account for changes in tourist preferences over time. In addition, the integration of technology, such as the use of big data and social media analysis, can provide more dynamic insights into tourists' perceptions of destinations. This approach will provide a more complete and accurate picture in depth formulating a city branding strategy that is more sustainable and adaptive to market changes

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