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COMPARATIVE CONTENT ANALYSIS OF BRAND CITIES: A SITE RECOMMENDATION FOR ISTANBUL BY USING SOSTAC® MODEL

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EXTENSIVE SUMMARY

As being one of the biggest socio-economic activities with the impacts such as linkage effect, improvement on balance of payments and etc., tourism has been taken into consideration in developing countries as well as it has in developed countries. It has also accepted as a national economic growth tool for many years because of these impacts. But today; as marketing activities have been developed, tourism is started to be accepted as a regional development tool too.

Choosing the destination of travel is one of the important steps in decision making process of traveling and it depends on the tourists' perceptions and expectations about the destination itself. For this reason; in order to create more demand, it is needed to develop a new destination marketing approach which helps to promote all the touristic attractions of regions and even the cities as well as the countries. To do so, the images of cities have been improved by creating their own personalities which helps them to become a brand for tourism. After these improvements, the concept of city branding has been created and positioned in the literature of marketing, and the cities which succeeded to combine the branding strategies used for goods and services with their own features were started to call as brand cities.

As technology develops, people start to use internet in every field of their lives such as working, socializing by using the social media platforms and even travel planning by searching information about the place of travel, where to stay, what to do and etc. This caused the internet should be used as a destination marketing tool and all globally branding cities have created their own official web sites. It also caused to create new marketing planning models such as SOSTAC® Model which includes the steps of Situation Analysis, Objectives, Strategies, Tactics, Actions and Control for a plan. The model also helps the marketers to create marketing plans more accurate and easier even for online marketing.

The aim of this research is to compare the performance and functionality of the brand cities' web sites. With this aim, the sites have been analyzed by using metric analysis tools and results have been compared with the site of İstanbul, and recommendations have been presented in order to make the web site perform better.